



ALAMEDA COUNTY
**Healthy Homes
Department**

Third Quarterly Report FY 13-14 January 1 – March 31, 2014



20 Years of Making Homes Healthier for Children

THIRD QUARTER HIGHLIGHTS

- This quarter, the Department worked with Logos Communication, a contractor with the Kresge Foundation on a video for the Department. The video included testimonials from families, interviews of partners, JPA Directors, Promotoras and staff . The purpose of the video is to use for Department visibility and public relations. The video will be shown at the Advancing Safe Healthy Homes Initiative Grantees Networking Meeting in Florida in April and at the National Center for Healthy Homes Conference in Tennessee in May.
- In January 2014, NBC aired a TV news story “Childhood Asthma Big Problem in Alameda County” ,featuring an interview of an ACHHD staff member and an asthma client. The local news story was a result of Dateline’s ‘Breathless’ news story on how poor housing conditions were seriously impacting families of children with asthma and their struggles to get repairs made in their homes.
- On February 13, 2014, the Department presented the City of Berkeley’s Community Environmental Advisory Commission with information on the Lead Poisoning Prevention Program services provided to City of Berkeley residents. Dale Hagen, Housing Programs Director and Julie Twichell, Outreach and Communications Manager also provided their expertise on the Commission’s Urban Gardening materials and facts on lead.
- In February, the City of Oakland Building Services Division invited the ACHHD to participate in a joint inspection with Vector Control, Police, Fire, and homeless services. The site is a commercial property that had been subject to a fire and had people living in trailers, boats, and construction sheds as well as abandoned vehicles, trash and salvaged materials. The ACHHD prepared a report in support of Building Services efforts to make the property safe and to remove illegal habitations. At the end of March, the City of Oakland Building Services referred an eight-unit property into the Oakland Healthy Housing Pilot Project and requested a multi-agency response to health and safety issues at that property.
- The Alameda County Healthy Homes Alliance meeting held in March was a very robust gathering highlighting presentations by Anne Pearson of ChangeLab Solutions and Linda Kite of the Healthy Homes Collaborative in Los Angeles on issues regarding implementing a proactive rental inspection program.



*Otto Rodriguez, Manos Janitorial, Inc.,
Healthy Homes Department video.*



*NBC News: “Childhood Asthma Big Problem
in Alameda County” story.*



HEALTH DIVISION

Key Accomplishments

- Sixty-five children with newly elevated blood lead levels received one of three types of health promotion services this quarter: nursing case management (7), lead poisoning consultation (21), or lead poisoning outreach and education (37).
- One hundred-fifty charts were reviewed this quarter to complete the evaluation of blood lead level outcomes for 2011. Ninety-one percent (91%) of those who received home visit services obtained follow-up blood lead tests whereas only 66% of those who received a health education mailing obtained follow-up blood lead tests. Ninety-eight percent (98%) who obtained follow-up blood lead tests demonstrated a decrease in blood lead level, regardless of the type of health promotion service received.
- Outreach to medical providers continued anew. Eighteen providers were visited this quarter and provided with technical assistance and a provider tool-kit which includes quick reference guide, referral forms to Healthy Homes Department, and lead exposure risk assessment questionnaires in English and Spanish.
- The Promotoras Pilot Project under the Healthy Child Initiative has begun implementing strategies and has finalized administrative work this quarter. This will allow the Promotoras to start working with families in the next quarter. This included formalizing the partnership with Quest Laboratories, providing additional internal training, obtaining a work site for them in Hayward. While waiting for families to be referred by providers, the Promotoras have begun to outreach directly to families at events, door to door campaigns and explore outreaching to families at medical providers' waiting rooms.

HEALTH DIVISION

Key Accomplishments *Continued*

Case Review Working Group (CRWG): This quarter, environmental investigations were conducted at five homes of children with elevated blood lead levels that meet the State of California criteria for Public Health Nursing Case Management. The Case Review Working Group (CRWG) conducts ongoing property owner follow up activities to resolve the property based lead hazards. Progressive enforcement actions are initiated if voluntary compliance of property owners is not achieved. The likely sources of lead exposure for the properties are detailed below:

City	Property Based Hazards Only	Other Likely Sources Only	Both Property Based and Other Sources
Oakland (2)	1	1-not yet determined	
Fremont (1)		1-home remedy	
San Leandro (1)			1-both property & spices
Dublin (1)		1-spices	

Property Review Working Group (PRWG): This quarter, visual assessments were conducted at ten homes of children with elevated blood lead levels that do not meet the State of California case management criteria. The PRWG conducts ongoing property owner follow up activities to resolve property based lead hazards. Progressive enforcement actions are initiated if voluntary compliance of property owners is not achieved. The likely sources of lead exposure for the properties are detailed below:

City	Property Based Hazards Only	Other Likely Sources Only	Both Property Based and Other Sources
Oakland (5)	3		1-property, travel, & cosmetics 1-property & pottery
San Leandro (2)		1-travel & cosmetics	1-property & travel
Fremont (1)			1-property & home remedy
Hayward (1)			1-property, pottery, occupational
Albany (1)			1-property, travel, spices



HOUSING SERVICES DIVISION

Key Accomplishments

- The Healthy Homes Rating System is being promoted by HUD's Office of Healthy Housing and Lead Hazard Control as the best practice method for the prioritization of health and safety hazards in the home. Using a risk assessment approach that takes into account both the likelihood of injury and the likely severity of injury, this system rates housing conditions for their potential to harm vulnerable populations and thereby allows the comparison and prioritization of different housing hazards.
- In January, the Department became approved by the National Center for Healthy Housing to provide the two-day Healthy Home Rating System training and, in February, trained 14 individuals in the use of the system. The Alameda Point Collaborative provided both training space and vacant units for the field exercises and attendees included maintenance staff from the Collaborative, housing rehabilitation staff from the cities of Alameda and Oakland who are participating in the Lead Hazard Control grant program, as well as Department project designers and specialists.
- Twenty staff of partnering organizations were trained on healthy housing and lead safety topics during the quarter in three trainings. In January, seven code inspectors in Alameda County attended an Integrated Pest Management training co-presented with Alameda County Vector Control and sponsored by the California Association of Code Enforcement Officers. In February, eight partner staff attended the Healthy Home Rating System training held at the Alameda Point Collaborative including maintenance staff from the Collaborative, staff from the City of Alameda and the City of Oakland housing rehabilitation programs, and a lead inspector/assessor. Finally, three Rebuilding Together-Oakland volunteers and two Community Energy Services staff attended the one-day EPA Renovation, Repair and Painting course to increase their ability to lead and carry out lead safe work practices in rehabilitation and weatherization.



HOUSING SERVICES DIVISION

Key Accomplishments *Continued*

- The Department responded to 16 lead safety complaints of unsafe renovation or unsafe conditions during the quarter. Staff and partners, including the City of Berkeley Public Health Department, provided education and technical assistance, compliance monitoring, referrals to enforcement agencies, and referrals for ACHHD services including training, in-home consultations, and lead hazard repair funds. There were three incidents in Alameda, five in Berkeley, seven in Oakland, and one in San Leandro. This quarterly figure includes one additional unsafe complaint received in the City of Oakland that was not previously reported in the monthly totals.
- The ACHHD has been increasing staff knowledge of bedbug identification and treatment by researching and developing policy. In addition, one staff member attended a Vector Control provided “Bed Bug Boot Camp.” Also, developed policy to provide protection to staff in the event of a home visit at a unit with identified bedbugs. The Department is following industry standard guidelines and procedures including a bed bug protection kit. A presentation on the topic has been scheduled for the next quarter. The presentation will be presented by Andrew Sutherland from the UC Berkeley Extension Office and will cover bedbug identification, a treatment overview, personal protection, key messages, and how to communicate and interact with clients in a sensitive and effective way while still following best practices for worker protection.
- During the quarter, the Healthy Homes Project under Kresge’s Advancing Safe and Healthy Housing Initiative (ASHHI) grant responded to a referral from Alameda County Asthma Start Program for a family in a Hayward apartment. At the time the property owner had been stalling on addressing issues including a defective heater, mold on the bedroom walls, non working exhaust fans, old windows and a front and back door that were very hard to unlock. The property was sold and staff worked with the new owner who completed the items from list of recommendations. The new property owner completed over \$4,500 in repairs in the unit that included installation of laminate flooring, two windows, kitchen and bathroom exhaust fans, insulation in the wall of the child’s bedroom with new drywall and paint, a new heater, new door locks and carpet and window cleaning.



OUTREACH AND COMMUNICATIONS DIVISION

Key Accomplishments

- During the quarter, three healthy homes presentations were conducted through Children's Hospital Oakland to Parents of children with developmental challenges held at De Colores Headstart, to the Early Intervention Services Parent Infant Program and the Neonatal follow-up team about Department programs and services that may be helpful to their clients.
- In March, the Department conducted a service provider healthy homes training to Dr. Hoffman and other pediatricians from the Alameda County Medical Hospitals and Clinics.
- This quarter, the Department carried out six targeted mailings to attract property owners and families with young children and the Lead Hazard Control program brochure was mailed to 5,947 owners of pre-1978 properties. The ACHHD has also generated interest through it's "tenants-first" approach to contact families with young children. Outreach has been carried out through HeadStart, CalWorks and the Women, Infants, and Children Supplemental Nutrition Program.
- Presentations to low-income families and day care providers along with mailings, postings in e-newsletters, media spots and distribution of an updated brochure, resulted in receipt of pre-applications for lead hazard repair services for 96 housing units.
- This quarter, the East Bay Rental Housing Magazine published a story on "Addressing Lead Paint Hazards" in their February issue.
- All permit offices in Alameda County are now displaying materials about lead-safe work practices.



DEPARTMENT CHALLENGES

- The HUD 19 eligibility determination and enrollment is still taking significant staff resources. Lead inspection risk assessments this quarter were delayed due to scheduling delays with three of the four lead evaluation consultants utilized by the Department. In addition, the pre-testing process was also lengthened as the Department added a project designer site visit prior to the lead inspection / risk assessment in order to assess feasibility, review the program in more detail with the owner, complete the building condition forms, and identify any special situations that need to be brought to the attention of the consultant.
- Under workforce development objectives in the HUD Lead Hazard Control grant, the Department has provided lead safety training to local workforce development organizations to provide exposure and awareness to lead safety careers or to provide the basics of lead safety in construction. While the partnership with Laney College's Construction Department continues, with two one-day lead safety trainings provided per year, changes for the other partners have reduced the demand for these courses. Rising Sun Energy, one of the Department's most recent training partners, has revised its curriculum and removed the one-day lead safety training, but has requested a certificated training that might be available as an elective. The Department will be exploring the feasibility of such a training, perhaps focusing on OSHA lead awareness requirements.
- The Pilot Project under the Healthy Child Initiative, has taken longer to implement for Promotoras to get referrals from medical providers. This has been the result of staff turnover.



20 Years of Making Homes Healthier for Children

Appendix A: Services Provided to Date
 Third Quarter FY 2013-2014: January 2014 – March 2014

GOAL Activity	GOAL People Reached	ACTIVITY	Alameda	Berkeley	Emeryville	Oakland	Non-CSA Cities in Alameda County	Cities Outside Alameda County	TOTAL Number of Activities		TOTAL People Reached	
									QTR	YTD	QTR	YTD
HEALTH												
Promotion of Lead Screening												
	23,853	Increase the number of children screened for lead by 15% from 20,742 to 23,853.							-	-	-	*21,110
2-4		Collaborate with a non-profit organization, medical providers and Promotores to implement the Healthy Child Initiative (HCI) Promotores Health Care System Navigator Pilot Project.							0	1	-	-
25		Develop relationships and work in partnerships with community based organizations to advance HCI blood lead level screening goal.		1			5		6	26	-	-
1		Develop and conduct a survey for medical providers to determine barriers to lead screening.							0	1	-	-
	50	Conduct site visits to medical providers.					18		-	-	18	27
50		Develop/distribute a provider resource binder to Alameda County medical providers.					15		15	24	-	-
	400	Produce and distribute a newsletter to medical providers in Alameda County.							-	-	0	>400
Comprehensive Services for Lead Exposed Children												
	350	Provide one of three health promotion services to newly identified lead exposed children. <ul style="list-style-type: none"> • Nursing case management (7) • Lead poisoning consultations (21) • Lead poisoning outreach and education (37) 	3		1		3 14 26	4 7 7	-	-	65	223
	350	Review & analyze charts of 2011 elevated blood lead levels 5-14 mcg/dL in Alameda County.							150	185	-	-
Environmental Case Response												
25		Conduct environmental investigations and property owner follow-up (CRWG) at an estimated 25 properties where lead poisoned children reside.				2	3		5	11	-	-
100		Conduct visual assessments and property owner compliance activities (PRWG) at an estimated 100 properties where lead exposed children reside.				5	5		10	21	-	-

*Preliminary data for calendar year 2013 is 21,110 for children screened for lead. State of California has yet to complete the data.

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HOUSING SERVICES												
Lead Hazard Control												
200		Carry out an on-site lead safety survey in CSA housing to identify deteriorated paint and possible lead hazards.	8	10		30			48	122	-	-
140		Provide technical assistance to property owners or their designees to assist them in identifying and correcting possible lead hazards. Healthy housing topics including mold and moisture, IPM, and safety issues will be included where appropriate.	4	9	0	28			-	-	41	112
6	60	Provide lead safety trainings							1	3	14	32
30		Assess lead hazard risks and complete lead paint inspections at housing units.	1	1	1	8			11	19	-	-
40		Complete lead hazard control and achieve clearance at housing units.	4			1			5	13	-	-
10		Conduct an onsite survey and consultation at housing outside the CSA.							0	2	-	-
	50	Individuals participating in workforce development programs or working for partnering agencies will gain increased knowledge or skills in lead safety practices.							-	-	5	32
2		Provide lead safety trainings in conjunction with the Laney Community College Carpentry Program.							0	1	-	-
3		Provide lead safety trainings for workforce development organizations to increase awareness of lead safety and lead-related construction careers among workforce development trainees and workers.							0	1	-	-
	10	Provide training slots for partner agency staff in existing trainings.							-	-	20	50

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Healthy Housing												
3		<p>Build collaborations in forums to incorporate healthy housing principles and standards of practice into housing agency policies and practices.</p> <ul style="list-style-type: none"> Three forums identified 1) Alameda County Healthy Homes Alliance, 2)The General Plans and 3)Oakland Healthy Housing Pilot Project <p>Convene the Alameda County Healthy Homes Alliance:</p> <ul style="list-style-type: none"> The Alameda County Healthy Homes Alliance meeting in March featured two presentations, one by Linda Kite (Healthy Homes Collaborative) and one by Anne Pearson (ChangeLab Solutions) addressing pro-active rental housing inspection best practices and common concerns such as displacement. Approximately 25 individuals from the political, housing, advocacy and health areas attended. <p>Establish standards of practice for healthy housing in Alameda County:</p> <ul style="list-style-type: none"> During March the new ASHHI coordinator met with members of the IPM work group and will begin outreach to other work groups as needed starting in May 2014 <p>Develop a plan for the creation of a proactive rental housing inspection program:</p> <ul style="list-style-type: none"> The ACHHD designed and distributed an online (and hardcopy) survey in March to the Healthy Homes Alliance to obtain input from community stakeholders regarding the PRI components described in the guide developed by ChangeLab Solutions. A digital copy of the guide was provided to each Alliance member. Early results helped frame presentations by Linda Kite and Anne Pearson at the Healthy Homes Alliance meeting later in the month. Concerns revealed by the survey include the question of whether to include single family homes in an inspection program. Survey respondents generally supported requiring rental licenses and allowing code enforcement to obtain administrative warrants. The County Public Health Place Matters program is also exploring concerns about rental housing inspection programs. <p>Develop a media plan to promote healthy housing concepts in Alameda County:</p> <ul style="list-style-type: none"> The ACHHD website has a page describing the Healthy Homes Alliance activities with a link to the ASHHI website. A listserv has been set up to help Alliance members communicate. ACHHD continues to participate in media outreach opportunities and is in the process of developing a Department video highlighting program services, partners and clients. See the Outreach and Education section for details. <p>Work to incorporate healthy housing principles into the General Plans for the City of Hayward and the Eden Area Livability Initiative:</p> <ul style="list-style-type: none"> ACHHD staff attended the City of Hayward’s General Plan Open House in March and discussed the plan with City staff and submitted comments. 										
		<p>Participate in the Oakland Healthy Housing Pilot Project to coordinate code enforcement support where housing deficiencies impact health:</p> <ul style="list-style-type: none"> During the quarter the ACHHD continued to participate in the Healthy Housing Pilot Project with the City of Oakland and Alameda County Public Health staff to case conference and discuss barriers and challenges to coordination and addressing health-related housing deficiencies. Ten properties were active in the quarter with two closed to follow-up and the remaining eight still open to follow-up. At the end of March, the City of Oakland Building Services referred an eight-unit property into the Healthy Housing Pilot Project and requested a multi-agency response to health and safety issues at that property, an important development in two-way referrals within the Pilot Project. The Pilot has created more robust cross-agency communication between meetings. In February, Building Services invited the ACHHD to participate in a joint inspection with Police, Fire, and homeless services as well as Vector Control. The site is a commercial property that had been subject to a fire and had a series of habitations including trailers, boats, and construction sheds as well as abandoned vehicles, trash and salvaged materials. The ACHHD prepared a report in support of Building Services efforts to make the property safe and to remove illegal habitations. 										

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									QTR	YTD	QTR	YTD
4		Increase the capacity of housing authorities to address lead safety and /or safe and healthy housing issues in their operations. Provide technical assistance and training to increase the ability of housing authorities to use best practices in managing properties in a lead-safe and healthy manner: <ul style="list-style-type: none"> The ACHHD continues to be a resource for Section 8 property owners and the ACHHD participated in an Oakland Housing Authority (OHA) owner briefing that was attended by 60 individuals. One unit participating in the Section 8 program was enrolled during the quarter. The ACHHD is embarking upon a pilot project to utilize integrated pest management practices in response to a cockroach infestation at an Oakland Housing Authority multi-family apartment. ACHHD staff will provide recommendations and technical assistance in support of addressing root causes and harborage for the pests and minimizing. 										
2	40	Individuals will increase their knowledge of healthy housing principles through healthy housing trainings.							2	3	29	70
	95	Complete healthy housing assessments and consultations in housing units from agency referrals including the ACHHD, Public Health Department Asthma Start Program and the Oakland Housing Authority. <i>Breakdown of healthy housing assessments/consultations:</i> <ul style="list-style-type: none"> 15 OHA: (4) 20 ASHHI non asthma sources (5) 60 Asthma triggers units-Asthma Start. 20 of these units will become ASHHI intervention units. (42 Asthma Start /38 ASHHI) 							-	-	16	89
40		Conduct healthy housing interventions in housing units for Kresge ASHHI.							8	28	-	-
200		Conduct and document Housing and Health Rating System assessments in housing units in the City of Oakland.							24	86	-	-
Compliance												
65		Provide education and technical assistance, monitor compliance, and make referrals to services and enforcement agencies through phone calls, site visits, letters and referrals in response to incidents or complaints in the CSA.	3	5		7			15	62	-	-
20		Provide education and technical assistance, monitor compliance, and make referrals to services and enforcement agencies through phone calls, site visits, letters and referrals in response to incidents or complaints outside the CSA.							1	5	-	-

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14		Increase the capacity of local code enforcement agencies to promote compliance with lead safety requirements. <ul style="list-style-type: none"> Lead safety education materials available at permit offices. 	1	1	1	2			5	14	-	-
2		Provide training to building department or code enforcement groups. <ul style="list-style-type: none"> Seven City of Fremont inspectors attended the joint ACHHD/Vector Control Integrated Pest Management training sponsored by the California Association of Code Enforcement Officers. Staff from 12 other jurisdictions outside Alameda County also attended. 					1	12	1	2	-	-
4		Develop working agreements for lead safety referrals with compliance agencies in jurisdictions.							0	1	-	-
		Finalize and promote model legislation for RRP certification requirement by local jurisdictions: <ul style="list-style-type: none"> No progress during the quarter. 										
20		Families in the Unincorporated Areas will increase their understanding of how mold and moisture in the home environment can impact health and how these issues can be addressed. <ul style="list-style-type: none"> Twenty calls were received in the quarter from Alameda (1), Berkeley (2), Hayward (3), Livermore (1), Oakland (13), San Leandro (1) and San Lorenzo (2) 							-	-	23	64
2		Provide training or presentations on mold and moisture issues in the home to partnering agencies.							0	0	-	-
OUTREACH AND EDUCATION												
Public Awareness and Education												
20		Participate in 20 partnership events and/or presentations targeting CSA rental property owners and property managers, working with Oakland Housing Authority, Berkeley Housing Authority, Alameda Housing Authority, East Bay Rental Housing Association and property management companies.				1			1	4	-	-
1,000		Provide 1,000 US EPA booklets "Protect Your Family from Lead in Your Home" to CSA rental property owners.							278	498	-	-

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10		Provide presentations to groups reaching CSA homeowners.		2					2	14	-	-
20		Install and maintain poster displays, DVD's and/or distribute brochures about CSA services in venues including the four CSA permit offices, hardware and paint stores, and other venues visited by homeowners and landlords.		2		3			5	101	-	-
4		Publish articles or e-newsletters on lead and healthy housing topics targeting CSA property owners. (3 rd Qtr: EBRHA magazine article + 4 e-newsletter articles)								5	-	-
12		Participate in health and community outreach fairs.				1			1	17	-	-
14		Provide information on lead-safe work practices and make display posters available to permit offices and paint and hardware stores outside the CSA within Alameda County.					8		8	8	-	-
36		Distribute outreach and education materials about the need for blood lead screening and healthy housing topics at venues visited by the public through-out Alameda County.					11		11	86	-	-
30		Distribute lead prevention DVD's to organizations that reach at-risk families property owners and renovators.							0	23	-	-
	660	Individuals will increase their knowledge of lead poisoning prevention and/or healthy housing issues as demonstrated by participation in educational opportunities offered by the Department.							-	-	392	1372
26	260	Conduct presentations: -10 presentations reaching parents of young children and other at risk individuals. (2) -16 presentations reaching professional staff and service providers through agencies and community based organizations. (6)				2	3	3	2	15	17	220
	400	Provide individual consultations received from the public through the information line, e-mails and walk ins. • <i>Thirty-three Infoline callers were asked for feedback about the quality of service they received when they initially contacted the Department. Seventy-three percent of those surveyed said they took some action or had planned to take action as a result of speaking with Department staff, including applying for Lead</i>	8	15		74	22	14	-	-	133	320

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		<p><i>Hazard Control Funds, signing up for a class in lead-safe work practices, scheduling an In-Home Consultation, contacting other resources provided, or locating an RRP certified contractor from our list.</i></p> <ul style="list-style-type: none"> <i>Seventy-nine percent said they would recommend our service to others, and included these comments: "staff was wonderful and answered all of my questions", "the RRP class was well presented", "appreciated the work staff has done so far", "you were very helpful and I am thankful for the service".</i> 										
5		<p>Community Based Organizations and/or agencies will sign a MOU and form a mutually beneficial partnership with ACHHD and will actively participate in promoting healthy homes messages, share contacts, cross training, and implement effective cross-referrals for clients, as appropriate.</p> <p>Expand and maintain an active partnership with the Public Health Dept. Asthma Start Program:</p> <ul style="list-style-type: none"> ACHHD continues to meet monthly with Asthma Start, and collaborate on cross-referrals. An MOU is in the process of being drafted. <p>Maintain a partnership with the Prescott Joseph Center for Community Enhancement and the Breathmobile:</p> <ul style="list-style-type: none"> Referrals continue and work is in progress for hiring a Prescott Joseph outreach worker. Staff also participates in the Alameda County Asthma Coalition facilitated by Dr. Burns. <p>Formalize and maintain a partnership with at least on Head Start Health Advisory Council:</p> <ul style="list-style-type: none"> ACHHD staff continue to be active members of and regularly attend all the Head Start Health Advisory Councils in Alameda County. <p>Update and implement the housing authority strategic plan and establish at least one formal partnership:</p> <ul style="list-style-type: none"> Oakland Housing Authority reinstated its Section 8 Property Owner briefings with over 60 property owners and staff joining together to learn about resources including the In-home Consultation and HUD 19 funding program. ACHHD worked with OHA to include HUD 19 application materials in a mailing to 5,000 Section 8 Property owners in March. These owners have been very responsive to recent outreach efforts and several properties are now in the HUD 19 application process. <p>Explore partnerships with other home-based services, in-home day care associations, and public health and housing agencies:</p> <ul style="list-style-type: none"> Staff conducted 6 presentations to other teams of professionals in-home delivering services to our primary clientele. 										
10		<p>Community Based Organizations and/or agencies will collaborate with the ACHHD on specific projects to increase the visibility of the Dept,</p> <p>Establish collaborations with immigrant and refugee community organizations to assist in distributing information on sources of lead and screening:</p> <ul style="list-style-type: none"> Staff is working on setting up an in-service with staff with the IRC. <p>Work with Bananas, 4C's and Childcare Links to promote lead and healthy housing messages:</p> <ul style="list-style-type: none"> 285 small family childcare providers received HUD 19 application materials in March through our partnership with Bananas. <p>Strengthen referrals and cross messages with Alameda County Vector Control:</p>										

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		<ul style="list-style-type: none"> General cross referrals continue, and individualized work with EBL and asthma cases. Explore ways to continue collaborating with Cal-Safe: <ul style="list-style-type: none"> ACHHD staff continues to work more with agencies already providing in-home services to this clientele to incorporate Healthy Housing themes and techniques into their coaching of teen parents. Establish and maintain collaborations with housing authorities: <ul style="list-style-type: none"> OHA has resumed owner briefings with our staff presenting, and included an insert about HUD 19 in their December mailing to Section 8 owners. Continue collaborations with the County and two City Fire Departments for cross referrals: <ul style="list-style-type: none"> Pending Work with two community gardening organizations to disseminate Lead-Safe Urban Gardening fact sheet and to encourage master gardeners to incorporate messages to reduce exposures to lead into their work with clients: <ul style="list-style-type: none"> The Department works closely with City Slickers and UC Extension Ag Dept through the GTLO Coalition which is promoting an approved curriculum for lead safe gardening trainers. 										
Communication Services												
		Document and publicize stories/testimony of a variety of lead and healthy homes clients including parents, contractors, homeowners and medical providers. <ul style="list-style-type: none"> TV (1) & radio broadcasts (1) 							2	10	-	-
1		Produce a video showcasing the work of the Dept. <ul style="list-style-type: none"> 13 interviews were videotaped and edited. Video will be completed in April. 							0	0	-	-
4		Offer online guest blogs on healthy homes topics.							1	1	-	-
1		Maintain a media package that includes relevant data.							0	1	-	-
4		Engage reporters to cover and publish stories in print or on-line news sites.							7	21	-	-
	63,000	People will gain information about lead, healthy homes and ACHHD services by locating and viewing the ACHHD website. <ul style="list-style-type: none"> A total of 62 website visitors took the Lead Safe Work Practices Quiz. 							-	-	16,414	48,466
	40,000	Individuals will gain information about lead, healthy homes and ACHHD services through social media.							-	-	40,481	42,563
	140	Maintain an active Facebook page and increase the number of friends to at least 140. <ul style="list-style-type: none"> Posted items (24) 							24	93	250	2988

*Preliminary data for calendar year 2013 is 21,110 for children screened for lead. State of California has yet to complete the data.

Appendix A: Services Provided to Date
 Third Quarter FY 2013-2014: January 2014 – March 2014

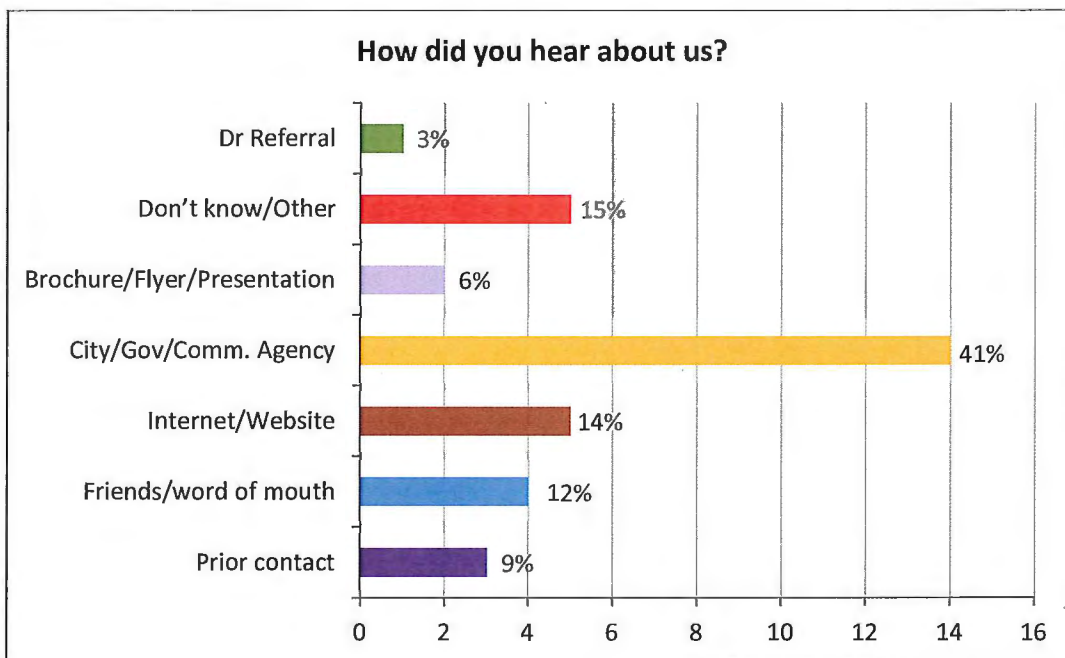
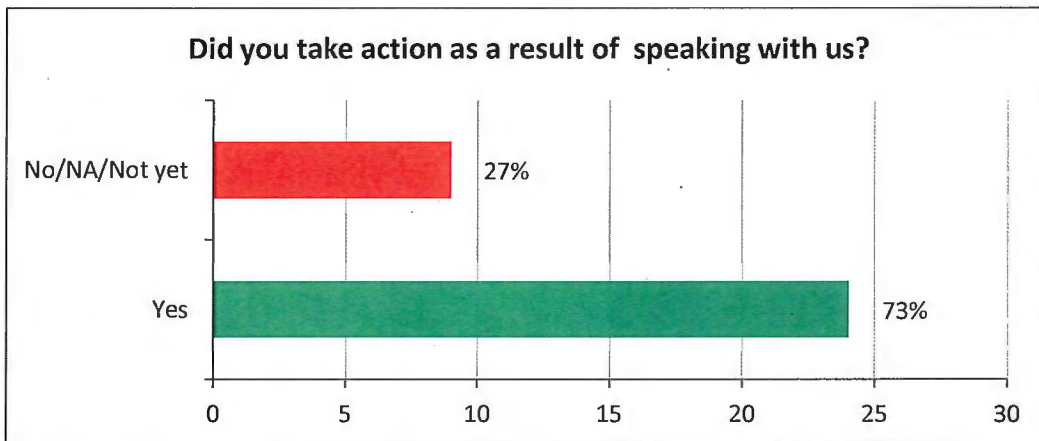
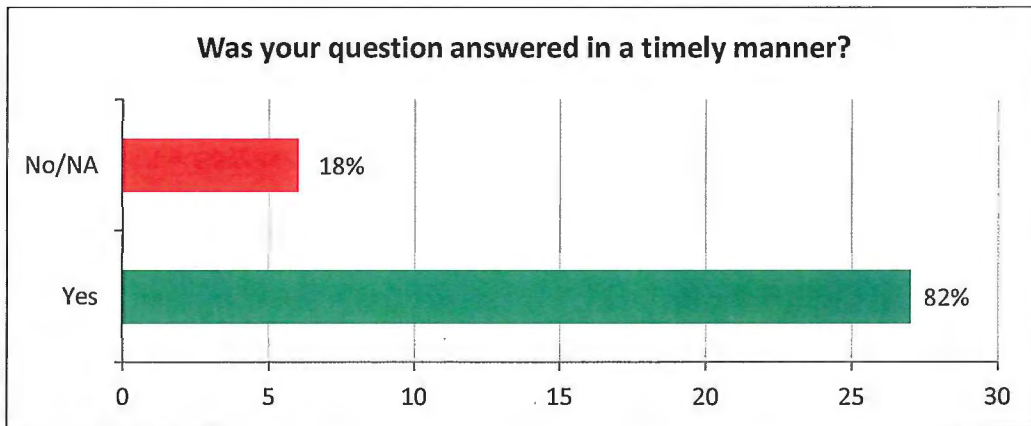
GOAL Activity	GOAL People Reached	ACTIVITY	Alameda	Berkeley	Emeryville	Oakland	Non-CSA Cities in Alameda County	Cities Outside Alameda County	TOTAL Number of Activities		TOTAL People Reached	
									QTR	YTD	QTR	YTD
		<ul style="list-style-type: none"> Facebook Friends (125) Reach (250) 										
6	1,500	Increase E-subscribers to 1,500 and post at least 6 email alerts. <ul style="list-style-type: none"> Email alerts (0) E-subscribers (1477) 							0	4	0	1477
		Participate in Parent Network yahoo groups. <ul style="list-style-type: none"> Two postings made on Alameda Parents Network 							2	10	5346	38,098

*Preliminary data for calendar year 2013 is 21,110 for children screened for lead. State of California has yet to complete the data.

3rd Quarter FY 2014 (January – March 2014)

Infoline Feedback Results

(total calls used = 33)



3rd Quarter FY 2014 (January – March 2014)
Infoline Feedback Results, *continued*

