

**Coalition to Prevent Lead Poisoning (CPLP) 2006 Annual Report  
Presented to the Board of Directors and Coalition Members  
May 15, 2007**

**OVERVIEW**

The Coalition to Prevent Lead Poisoning is an education and advocacy organization composed of over 100 individuals and community organizations dedicated to eliminating childhood lead poisoning in Monroe County by 2010. Our mission is to provide leadership and advocacy to empower the community and its residents to prevent the lead poisoning of children by creating an environment that is free of lead hazards, facilitates the creation of a system that protects children, creates jobs, and enhances property values. The Coalition membership and board is comprised of representatives who are experts within their particular fields on the issues surrounding lead paint poisoning. Those active in the Coalition's work include the Monroe County Department of Public Health (MCDOPH), the City of Rochester, the community based organizations within the most highly affected neighborhoods, the United Way of Greater Rochester, parents whose children have been lead poisoned, healthcare professionals from all three health systems, scientists from industry and academia, realtors, property owners, legal services attorneys, neighborhood associations, teachers, leaders in the faith community, and area colleges. These efforts are consistent with our role as catalyst to bring the community's resources to the table to solve this problem.

Monroe County has rallied to the cause of ending childhood lead poisoning to a remarkable degree. Recent major communitywide successes include

- The City of Rochester's precedent-setting lead legislation in 2005, which took effect July 1, 2006;
- A historic change in Monroe County's Quality Home Inspection (QHI) program, which adds an assessment of lead hazards to the inspections conducted on most public assistance housing;
- Receipt by Monroe County of nearly \$3M in HUD grant monies with which it expects to make 370 rental and owner-occupied units lead safe by October 2009;
- Implementation by the Monroe County Department of Public Health Lead Poisoning Prevention Program of a new blood lead level investigation protocol more stringent than New York state recommendations.

In addition, Senator Hillary Rodham Clinton called Rochester a "national model" in addressing lead poisoning and Congresswoman Louise Slaughter announced that \$35M had been restored to the 2007 federal budget to clean up lead hazards in older housing.

Most significantly, a recent report by the MCDOPH indicates that in 2006, the number of children reported with lead poisoning (venous blood levels at or above 10 µg/dl) dropped from 675 in 2005 to 571 in 2006—over a 15% decline. The number of children tested in 2006 rose by over 1,000, almost all from City of Rochester zip codes, so the reduction in the percentage number of children poisoned is even more impressive. **During the past three years the number of lead poisoned children in Monroe County has fallen from 1,019 to 571—an almost 50% decline!** At our current pace, Monroe County is well on the way to becoming one of the first and few communities to make the national goal of eliminating lead hazards by 2010. Following are some of the past year's successful community efforts towards making Monroe County Lead Safe by 2010.

## POLICY EFFORTS

1. On March 27, 2006 CPLP staff coordinated and organized a lead summit with Senator Clinton, Deputy Secretary of Housing and Urban Development Roy Bernardi, national lead advocate Dr. Benjamin Hooks, Congresswoman Slaughter, Mayor Robert Duffy, and County Executive Maggie Brooks. The group toured the Orchard St. Health Center at School #17.
  - a. At the press conference Senator Clinton called Rochester a "national model" in addressing lead poisoning and announced her HOME LEAD SAFETY TAX CREDIT to provide a tax credit for property owners who remove lead-based paint hazards.
2. The City estimated at the time of the passage of the new lead ordinance that there were approximately 24,204 (60.8%) rental units in the high-risk area where over 95% of lead poisoning occurs. All rental housing in the City will receive a visual inspection for deteriorating paint as part of their Certificate of Occupancy (CofO) inspection. In the City's First Year Implementation Plan, some portions of those high-risk areas will also receive dust wipe tests for those houses that do not appear to have deteriorated paint. The Coalition is advocating for an expanded area to receive the added protection of dust wipes.
  - a. On March 1, 2007 the City reported that during the first six months of the new Lead Ordinance 8,331 units were inspected (CofO: 4,236, QHI: 2758, Other: 1,337), 1,256 wipe tests were conducted (with an additional 812 tests pending), 3,000 individuals took Lead Safe Work Practices (LSWP) classes, and 98 individuals were reimbursed for clearance tests.
3. The Coalition had long argued for targeting the housing of children on public assistance, which account for up to 90% of all lead poisoning cases. In July 2006, Monroe County added lead hazards to their current pre move-in "Quality Home Inspections" of TANF (public assistance) housing. The new city ordinance and county program change complement each other to reduce lead hazards in the housing of children at highest risk. This innovative city-county model of primary prevention promotes lead safety in all TANF housing.
4. Dr. Andrew Doniger, Director of the MCDOPH and a CPLP member, reinforced the importance of identifying and testing high-risk children for lead exposure and informed area healthcare providers that the County Lead Poisoning Prevention Program has instituted a protocol requiring that an Environmental Blood Lead investigation will be conducted by the MCDOPH for any dwelling inhabited by a child 0-72 months of age whenever that child has a confirmed venous of 15 µg/dl and above. The current NYS law requires local health departments to conduct investigations in the homes of children with venous blood lead levels at or above 20 µg/dl.
5. The CPLP Screening and Professional Education Committee successfully
  - a. requested the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) program to include the question "Has your child been tested for lead?" on application and re-certification forms, and conducted workshops for Nurse Practitioners and office managers about successful nurse-based lead screening programs which resulted in an average increase of 15.6% at the targeted healthcare centers in the number of lead screenings.
  - b. created a Quick Lead Resource List for healthcare providers. This resource list is available on the CPLP website and through area doctor's offices.
6. In November, CPLP staff and board members began working with the Greater Rochester Health Foundation and over 15 government and community based organizations to come up with an action plan to eliminate lead poisoning in Monroe County by 2010. The **LEAD SAFE MONROE COUNTY PLAN** was completed at the end of January 2007 and celebrates regional successes, examines the barriers to the 2010 goal, and suggests strategies for

overcoming these barriers including leveraging funds and community resource collaboration. To review the plan, please go [www.leadssafeby2010.org/HelpfulLinks](http://www.leadssafeby2010.org/HelpfulLinks).

## **AWARENESS EFFORTS**

1. CPLP and Roberts Communications designed and implemented the next phase of the Community Awareness Campaign. Over 2,600 ads were aired on television stations WHEC-TV10, WHAM-TV 13, WROC-TV 8, WUHF-TV 31, WRWB-TV 16, WBGT-TV 18 and Time Warner Cable Channel 12 between January and October 2006.
2. In 2006, the City of Rochester, Excellus BlueCross/BlueShield, B. Thomas Golisano Foundation, Monroe Plan for Medical Care, Senator Joseph E. Robach, Rochester Primary Care Network, United Way of Greater Rochester, and the Marie C. and Joseph C. Wilson Foundation awarded grants to CPLP to support the Awareness Campaign.
3. Roberts Communications designed an insert to be included with the August Time Warner Cable bill. The insert provided information about the CPLP website and the 2-1-1 Call Center and was mailed to 320,000 customers in the Greater Rochester area (224,000 in Monroe County).
4. The newly redesigned CPLP website debuted in early September. CPLP partner Roberts Communications worked with the staff and board of directors to create a site that is easy to navigate and includes information in downloadable formats, pertinent web links (including classes on lead safe work practices), streaming video, and multiple pathways of information for parents, property owners, tenants, healthcare professionals, and childcare providers.
5. Other awareness efforts have included interviews on television and radio and articles in the *Democrat & Chronicle*, *City Newspaper*, and *About Time Magazine* on topics including the visit to Rochester by Senator Clinton, announcements of funding for lead hazard control efforts by Senator Charles Schumer and Congresswoman Slaughter, and the new parents DVD. All articles/television reports related to lead efforts in our community are available at [www.leadssafeby2010.org/News](http://www.leadssafeby2010.org/News)

## **OUTREACH AND EDUCATION EFFORTS**

1. CPLP finished production of *Lead Awareness for Parents*, a 10-minute DVD/video aimed at the lead hazard education of expectant parents and new mothers.
  - a. This video, with language appropriate to a 7<sup>th</sup> grade and under reading/comprehension level, provides an overview on lead hazards, highlights the importance of getting children tested, provides practical information on washing hands and good nutrition, identifies interim lead controls and lead safe working practices, and lists additional local resources.
  - b. 1500 copies of this video (in English, Spanish, and American Sign Language) will be distributed through pediatricians, area hospitals, public libraries, Monroe County Dept. of Public Health, community based agencies, at CPLP forums, and by request.
  - c. CPLP Board member Ralph Spezio and Communications Director Joseph Hill presented *Lead Awareness for Parents* at the "Community Coalitions for Childhood Lead Poisoning Prevention Conference" in Syracuse, NY. This conference was sponsored by the NYS Department of Health Lead Program and brought together lead coalitions from across New York State.

- d. CPLP Board Member Dr. Rich Kennedy and Communications Director Joseph Hill established a multi-media Lead Hazard Information kiosk at the Jordan Health Center. The kiosk featured informational brochures for clients to read and take with them as well as the *Lead Awareness for Parents* DVD playing continuously. An estimated 3000 individuals saw the DVD during the last six weeks of 2006.
2. CPLP Staff assisted in the production of *Youth Opening Minds—Lead Poisoning*, a 4-minute DVD produced by and featuring young adults at SWAN aimed at presenting basic resource information about lead paint hazards to Block Clubs and Church Groups.
3. In 2006, CPLP Staff and Volunteers made presentations to hundreds of people in community groups across Monroe County. Brochures, pamphlets, and DVDs were displayed and distributed at all of these events. Groups included: B.E.S.T, Catholic Family Center Community Resource Center, Churchville-Chili High School, Community Place of Greater Rochester, Greater Rochester Realtors Association, Health Start, In-Control Program, Jordan Health Center, MCC Faculty and Staff, NW Corporation Services, Sanctuary House Health Fair, "State of Fair Housing Conference," Rochester Fatherhood Resource Initiative (RFRI), SWAN's "The Bridge," United Way for Greater Rochester Staff, Wilson Commencement Academy, and Zonta Club of Rochester Women's Group.
4. In collaboration with CPLP, the Western NY Child Care Council developed a form to be distributed to all childcare providers which provides information on lead testing and requests that parents or guardians get their child tested at ages one and two. Once the lead testing has been performed and the results filled out on the form, the form is returned to the childcare provider to be kept with that child's records.
5. At the end of June 2006, SWAN, RFRI, and the UofR Medical Center opened the Healthy Home at 700 West Main Street. The purpose of the home is to serve as a resource to the community for information on referrals, training, and materials in maintaining their own healthy homes.
6. CPLP staff worked with 30 students from the UofR's "Wilson Day" program. Students distributed information and spoke to approximately 100 residents in the North St. Recreation Center neighborhood regarding lead hazards and getting children tested for lead exposure.
7. At the invitation of the Centers for Disease Control, CPLP's Executive Director Derrick Hazle made presentations at national conferences on successful local efforts, experience in organizing and advocacy for lead hazard controls, and best practices.

## **LEAD HAZARD FUNDING AND TRAINING EFFORTS**

1. CPLP supported the efforts of Monroe Co. officials to secure new HUD/SuperNOFA funding to replace the HUD funding that ended in 2005. Monroe Co. was awarded nearly \$3M and anticipates making 370 housing units in the city lead safe in 2007-2009.
2. In September, Senator Schumer announced that nearly \$2M would be awarded to Environmental Education Associates (EEA) (a CPLP Partner) in Erie County. EEA will use this funding to partner with public and private organizations to increase the number of contractors and community-based organization performing lead control activities in cities across Upstate New York including Rochester which includes discounted lead interim controls and free LSWP classes for contractors.
3. In September, Congresswoman Slaughter and CPLP announced that \$35M had been restored to the 2007 federal budget to clean up lead hazards in older housing.
4. Rochester Fatherhood Resource Initiative, a CPLP partner, provides moderate cost lead risk assessments, inspections, and lead abatement services. Thirteen workers, from some of the

neighborhoods most affected by lead poisoning, have received EPA certification and become risk assessors, inspectors, supervisors, and lead abatement workers. In 2006, RFRI did risk assessments and clearances on 130 homes. Abatement, encapsulation, and/or interim controls were made to approximately 25 homes.

## **SUMMARY**

The community's success at truly making a difference in the lives of our children and solving a devastating long-term problem with a relatively short-term commitment is being demonstrated year-by-year as the number of children lead poisoned in Monroe County steadily decreases. Major public policy changes are underway, community awareness of the issue of lead poisoning is at an unprecedented level, and the goal of making our community Lead Safe by 2010 seems increasingly attainable. Increased education, financial support, and implementation of policy are vital to ensure that the general public, parents, healthcare providers, property owners, and tenants are consistently directed to the proper resources, informed of newly created avenues of funding, and that lead-safe work practices are both instructed upon and employed.