

# Lead Watch

---

Published by the **Coalition to Prevent Lead Poisoning (CPLP)**  
*a partner of the FLHSA*  
May 2008

---

## In this issue:

- 2007 Lead Screening Results Released
- Grant from Greater Rochester Health Foundation
- Grant from Senator Robach
- Roberts, Ad Council, and CPLP win another award!
- Grant from Catholic Campaign for Human Development
- Lead Safe Saturdays
- Lead Law & Inspections
- SAVE THE DATE: Annual Meeting June 17<sup>th</sup>
- Education and Outreach Committee Formed
- New video featuring CPLP Board Members
- Website Updates



## FEWER CHILDREN BEING REPORTED LEAD POISONED

The newest data from the Monroe County Department of Public Health on screening children for high blood lead levels indicates that Monroe County and the City of Rochester are making great strides in the campaign to end childhood lead poisoning. The encouraging statistics regarding Blood Lead Screening Data for children under the age of six shows **1) a 65% reduction from 2002 to 2007 in the number of children diagnosed with high blood lead levels, and 2) a decrease in the number of children with blood lead levels above the Centers for Disease Controls level of concern (10 mg/dL per deciliter) from 1,234 in 2002 to 426 in 2007.**

"For decades, Monroe County has been in the trenches working to reduce lead poisoning. Through our collaborative efforts with the City of Rochester and other community partners, such as the Coalition to Prevent Lead Poisoning, landlords and the medical community, we have

reduced lead poisoning by over 85% in the last 10 years," said Monroe County Executive Maggie Brooks. Brooks continued, "While we are very proud of this achievement, there is still work ahead of us. We must continue to develop and implement innovative methods to protect all children from this preventable health risk." "The City has made a huge commitment to this program, investing nearly a million dollars a year in grants and inspections," said Mayor Robert J. Duffy. "The City's Lead Program is unique in the nation and our City-County partnership is a model in New York State. This is one more example of great cooperation between City, County, Health Department, the University of Rochester, community agencies, and property owners. This effort will continue to focus our efforts on ensuring the safety of our housing stock."

**SAVE THE DATE:  
ANNUAL MEETING  
JUNE 17th**

## **CPLP AWARDED GRANT FROM THE GREATER ROCHESTER HEALTH FOUNDATION**

We are very pleased to announce that the Coalition was awarded \$100,000 from the Greater Rochester Health Foundation to fund broad communications initiatives throughout the community to increase the knowledge of parents, expectant parents, and property owners in high risk neighborhoods, as well as the community-at-large, about the risks of lead poisoning to young children and how to protect their families.

We thank GRHF for their gracious generosity and support of our community-wide educational programming.

## **CPLP AWARDED GRANT FROM SENATOR ROBACH**

Senator Joseph Robach was able to secure \$50,000 for the Coalition to help fund community-wide educational initiative to end childhood lead poisoning in Monroe County by 2010.

In 2007/08, the Coalition to Prevent Lead Poisoning will build on recent accomplishments and continue to facilitate the end of childhood lead poisoning through a combination of education and advocacy.

Long term goals include decreasing the number of chil-

dren being lead poisoned—with a specific focus on children living in high-risk neighborhoods, increasing the number of homes tested for lead hazards, and increasing the number of children being tested for exposure to lead at ages one and again at two.

Senator Robach's generous support is greatly appreciated.

## **AD COUNCIL AWARD AND LUNCHEON**

On May 28<sup>th</sup>, CBS News' Harry Smith will be the keynote speaker at the Advertising Council of Rochester's annual luncheon.

Besides the speech by Smith, anchor of *The Early Show*, and a contributor to CBS News television and radio programming, the council's work in the community will be recognized.

The W.B. Potter Founder's Award will be presented to the Coalition to Prevent Lead Poisoning and Roberts Communications. The W.B. Potter Award recognizes "a volunteer team—including individuals and organizations—that have succeeded in bringing to life a results-oriented, collaborative initiative that fills a community need; and in so doing supports the Ad Council's vision and mission while serving as a role model for other partnerships."

CPLP is extremely proud of the work that we have ac-

complished in partnership with the Ad Council and Roberts Communications and honored to be a co-recipient of this prestigious award.

The luncheon is 12-2PM Wednesday, May 28<sup>th</sup>, at the Hyatt Regency Rochester and is a main fundraiser for the council's work on behalf of nonprofits.

Tickets are \$50 per person or \$480 for a table of 10. They can be obtained at [www.adcouncilroch.org](http://www.adcouncilroch.org) or (585) 442-0200.

## **CPLP AWARDED GRANT FROM CATHOLIC CAMPAIGN FOR HUMAN DEVELOPMENT**

CPLP is pleased to announce the award of a \$1,000 grant from the Social Policy Committee of the Catholic Campaign for Human Development. This grant will increase our outreach potential by having our PowerPoint presentations, brochures, etc. translated into Spanish, and provide for the use of a simultaneous translator at lead hazard education presentations made to the clients of the Comienzo Sano / Clinton Family Health Center and organizations within the Spanish-speaking community.

The Catholic Campaign for Human Development (CCHD) is an action-education program spon-

sored by the Catholic Bishops of the United States. Since its inception, CCHD has funded projects throughout the country which aim to attack the basic causes of poverty.

We thank the CCHD for their thoughtful support of this important educational initiative.

## **LEAD SAFE SATURDAYS IN 14611 ZIP CODE**

The City of Rochester and Monroe County are teaming up to provide proactive lead inspections with the new "Lead Safe Saturdays" program, thanks to a one-year "primary prevention grant" from the New York State Department of Health.

Each Saturday into the fall, two teams of City inspectors and County health workers will visit streets in the 14611 zip code (Southwest Rochester) to offer homeowners and renters the opportunity to get a free inspection and dust wipe test.

Health workers educate residents on the dangers of childhood lead poisoning and preventive steps that can be taken to address it while inspectors look for deteriorated paint and/or perform a wipe test. "Healthy Home" volunteers canvass the neighborhoods to be inspected the week before to let people know that the teams are coming, and the teams offer free cleaning supplies as incentives to participate.

While it's still early in the

program, more than 300 homes have been visited so far. For more information, or to schedule an inspection, contact 428-LEAD (5323).

## **THE LEAD LAW AND INSPECTIONS FOR OWNER OCCUPANTS**

Homeowners of single-family owner-occupied homes throughout the City of Rochester can request an inspection of their home for lead hazards. NET inspectors will provide visual inspections and, if no visual hazards are found, will conduct dust wipe sampling.

Although these inspections are 'educational,' NET will be issuing citations for tracking purposes. There are two different situations for owner-occupants:

- 1) EXTERIOR visual hazards will be cited under the property maintenance code and must be corrected. Exterior compliance is mandatory for everyone.
- 2) INTERIOR visual hazards are cited under the property maintenance code as a way to follow up on the offer of a dust wipe if the owner calls to report that he or she has addressed the visual hazards. Interior compliance is considered voluntary.

To request an inspection, owners can call 428-LEAD (5323) or if you live in the 14611 zip code, participate as part of the Lead Safe Sat-

urdays (see related article above).

## **SAVE THE DATE! ANNUAL MEMBERS MEETING JUNE 17**

The Coalition to Prevent Lead Poisoning's Annual Members Meeting will take place on **Tuesday June 17<sup>th</sup> at 12 Noon** at the Finger Lakes Health Systems Agency at 1150 University Ave. The agenda will include the election of a new Board Co-Chair, Treasurer, and three at-large seats; the 2007 Annual Report; Thank yous; a special guest lecture; and lunch.

Hoffman Moka Lantum, MD, PhD, Director of Medical Services Business Improvement at Excellus BlueCross BlueShield has been nominated for Interim Board Co-chair. Stephanie L. Annunziata, CPA, Vice President of Heveron & Heveron, CPAs has been nominated for the position of Treasurer, taking over from the retiring Lou Prieto. Mike Hanley, Tamika Johnson, and Vicki Hartman have been nominated for the three at-large board positions. Michael L. Hanley is an Attorney at Law with the Empire Justice Center and a member of the Government Relations Committee.

Tamika Johnson is the Director of Legally Exempt Services at the Child Care Council Inc. and a member of the Education and Outreach Committee.

Vicki Hartman is the mother of two children—the oldest was lead poisoned at the age of one and a half. With what she and her spouse learned from that experience, they were able to quickly reduce his lead levels and avoid serious lead levels in their second child. Hartman holds a BFA from SUNY New Paltz and stays home part time with her children. She founded and runs two urban neighborhood-based farmers' markets whose missions are to positively impact the individual, social, economic, and ecological health of our community through increasing access to local, fresh foods. She is honored to have a chance to represent an affected parent's voice on the Coalition.

In addition, Steve Turner of ABC and Eugenio Cotto, Jr. of Group 14621 have joined the board of directors as Co-chairs of the newly formed Education and Outreach Committee. Also please welcome Suzanne Wheatcraft of the Rochester City School District Department of Environmental Health & Safety to the Government Relations Committee.

The current CPLP Board Members roster is comprised of Stephanie Annunziata, Dr. David Broadbent, Freddie Caldwell, Mel Callan, Dr. Jim Campbell, Delaine Cook Greene, Eugenio Cotto, Jr., Pat Jackson, Dr. Rich Kennedy, Katrina Korfmacher, PhD, Moka Lantum, PhD, Kathy Lewis, Lou Prieto,

Joan Roby-Davison, Ralph Spezio, and Steve Turner.

*Please let us know if you plan on attending the Annual Meeting. Email RSVPs to <emcdade@lead safeby2010.org>*

## **NEW EDUCATION AND OUTREACH COMMITTEE**

The newly formed Education and Outreach Committee met for the first time on May 12<sup>th</sup>.

Co-chairs Steve Turner and Eugenio Cotto, Jr. will be leading a group of professionals dedicating their time and expertise to guide the outreach, educational and media activities of the Coalition on the hazards and prevention of childhood lead poisoning.

We are extremely pleased to welcome Steve and Eugenio, Dot Gulardo, Tamika Johnson, Judy Wadsworth, Len Merritt, Marketta Bakke, and Janet Maggio to this committee and looking forward to working with them.

## **A PRESCRIPTION FOR LIFE**

Mel Callan, Ralph Spezio, and Molly Clifford were interviewed for "A Prescription for Life," a recent film by Maryann Cianciotto. The film touches on the issue of lead poisoning as well as other health issues. It was broadcast on public access stations in Greece, Irondequoit,

the City of Rochester, Brighton/West Henrietta, and Penfield during the months of March and April.

## **WEBSITE ARCHIVE EXPANDED**

Recently a few of our NYSHF Lead Coalition Building grant partners inquired about some of the preliminary steps taken in Rochester to engage and educate the community on the hazards of lead paint poisoning.

As a result of this inquiry, 50 news articles, Speaking Out Essays, and CPLP newsletters were added to the CPLP website on the News Archive page

<http://www.lead safeby2010.org/News/NewsArchive/tabid/137/Default.aspx>.

These documents date from the 2000-2005 and include articles from board members, elected representatives, parents, community members, etc. Additional articles will be added at a later date.

## **LEAD SAFE WORK PRACTICES (LSWP) CLASSES**

**May 27**

**June 10, 24**

FREE 6-hour LSWP Training is being offered by the City of Rochester and the Monroe Co. Dept. of Public Health. Call 1-866-850-5280 for more information.

## **COMMITTEE MTGS.**

*(All meetings take place at the FLHSA at 1150 University Ave. unless otherwise noted)*

### **Board of Directors**

3<sup>rd</sup> Tues. of the month  
8:30-10:00am

### **Executive Committee**

1<sup>st</sup> Tues. of the month  
8:30-10:00am

### **Education and Outreach**

2<sup>nd</sup> Monday of each month  
1-2:30PM

### **Finance**

2<sup>nd</sup> Wed. of the month  
12:15-1:45pm

### **Government Relations**

1st Wed. of the month  
9:00-10:30am

### **Screening and Professional Education**

2<sup>nd</sup> Tues. of the month  
Mon. Co. Dept of Health  
8:30-10:00am

*LeadWatch is designed to share news and information about CPLP and lead poisoning prevention efforts in the Greater Monroe County, NY area. Send contributions to Elizabeth McDade at [emcdade@leadsafeby2010.org](mailto:emcdade@leadsafeby2010.org)*

## **BOARD OF DIRECTORS**

Stephanie Annunziata  
Dr. David Broadbent  
Freddie Caldwell  
Mel Callan  
Dr. James Campbell  
Delaine Cook Greene  
Eugenio Cotto, Jr.  
Pat Jackson, *Co-chair*  
Dr. Rich Kennedy  
Katrina Korfmacher  
Hoffman Moka Lantum  
Kathy Lewis  
Lou Prieto  
Joan Roby-Davison, *Co-chair*  
Ralph Spezio  
Steve Turner

## **STAFF**

Irene Coveny  
*Associate Director, Finger Lakes Health Systems Agency*

Joseph Hill  
*Communications Director*

Elizabeth McDade  
*Program Associate*

## **THANK YOU**

*We are extremely grateful for the current support of:*

Ad Council of Rochester  
Catholic Campaign for Human Development  
Excellus BlueCross BlueShield  
Finger Lakes Health Systems Agency  
Greater Rochester Health Foundation  
Monroe Plan for Medical Care  
Roberts Communications  
Rochester Primary Care Network  
Marie C. & Joseph C. Wilson Foundation