

Maine CDC Childhood Lead Poisoning Prevention Program Lead Poisoning Prevention Fund



High Density Area Community Contracts Guidelines Fiscal Year 2016

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Online Resources: maine.gov/dhhs/mecdc/environmental-health/eohp/lead/lppf.shtml

High Density Areas

The Lead Poisoning Prevention Fund (LPPF) legislation (22 MRSA c. 252 §1322-E) mandates that allocations from the LPPF be made for contracts for community “educational outreach programs to enable the public to identify lead hazards and take precautionary action to prevent exposure to lead.” The Maine CDC Childhood Lead Poisoning Prevention Program has been providing contracts to Community Partners for lead poisoning prevention activities since 2009.

Fiscal Year 2016 (FY16) Community Contracts for High Density Areas (HDAs) are designed to maintain lead poisoning prevention capacity and services in communities with the greatest burden of lead poisoning. The following communities have been designated as high-density areas based on analyses of Maine CDC childhood lead poisoning data from 2009 through 2013:

- Bangor
- Biddeford/Saco
- Lewiston/Auburn
- Portland/Westbrook/South Portland

Within these communities, over 80% of children with lead poisoning live in rental housing. Ingestion of dust from deteriorating, chipping, or peeling lead paint found in homes built before 1950 is the most common cause of childhood lead poisoning in Maine. One Community Partner (the Healthy Maine Partnership) in each of the high density areas will receive \$27,500 in FY16 to continue targeted outreach strategies to: 1) promote lead poisoning prevention actions among property owners and parents; and, 2) provide lead dust testing in rental units through facilitated home lead dust testing for parents.

Resources from the Maine CDC Childhood Lead Poisoning Prevention Program

To support funded lead poisoning prevention Community Partners, the Maine CDC Childhood Lead Poisoning Prevention Program will provide the following resources and support.

- Detailed, community-specific data for each high-density area through the Maine Tracking Network (data.mainepublichealth.gov/tracking), and by request
- Printing and shipping of educational materials
- Trainings and technical support on a variety of lead poisoning prevention topics and strategies
- Opportunities to share resources and successful strategies among community partners

Collaborative Effort on Communication Materials

Community Partners should not use funds provided through this agreement to develop brochures or other outreach materials. The Maine CDC Lead Poisoning Prevention Program will provide and/or work with Community Partners to develop needed materials.

Contract Requirements

Each Community Partner will implement a targeted outreach strategy in high density areas for landlords and parents that meets the minimum requirements listed below. Community Partners may elect to exceed the minimum requirements based on community needs, capacity, prior success, and ability to leverage existing activities or relationships. For example, a partner may choose to focus more resources on interpersonal educational activities (e.g., classes for parents or peer education) based on a successful track record with such activities. Or, a Community Partner may elect to work to expand facilitated lead dust testing in their area because of a new partnership with a local home visiting agency.

a. Work Plan

Submit a fiscal year 2016 work plan that details activities, timeline, and person responsible for requirements c-h listed below. Work plans must be received by the Maine CDC Childhood Lead Poisoning Prevention Program by July 15, 2015. The Maine CDC Childhood Lead Poisoning Prevention Program will review work plans and provide direction for amending the work plan if necessary so that the work plan is approved by July 31, 2015. Community Partners must inform the Maine CDC Childhood Lead Poisoning Prevention Program before making any major changes to work plans.

b. Point of Contact

Identify a point of contact for lead poisoning prevention education and outreach. Community Partners must inform the Maine CDC Childhood Lead Poisoning Prevention Program if there is a change in the point of contact.

c. Small Media Materials

Distribute at least 2,000 pieces of lead poisoning prevention materials developed by the Maine CDC, according to the approved work plan for fiscal year 2016. Report materials distribution data through the Materials Use Form.

d. Community Education Events

1. Hold or participate in educational events to directly reach at least 10 local property owners and/or code enforcement officers, according to the approved work plan for fiscal year 2016. The events will educate and/or train property owners and code enforcement officers on how to identify, take precautionary actions, and manage lead hazards to prevent lead exposure in rental property. Examples of events: presentations at landlord association meetings, individual meetings, classes or trainings. The Maine CDC Childhood Lead Poisoning Prevention Program will provide a webinar for Community Partners on strategies and messages appropriate to use when working with code enforcement officers.
2. Hold or participate in educational events to directly reach at least 100 parents of young children living in rental housing built before 1950, according to the approved work plan for fiscal year 2016. The events will educate parents within the target area on how to identify lead hazards, how to identify lead-safe housing, and how to ensure their children are safe from lead hazards. Examples of events: tables at health fairs or other local events, presentations or classes for parent groups.

e. Media

Conduct at least four (4) earned or paid media activities in local print, broadcast, transit, outdoor, online, or social media outlets, according to the approved work plan for fiscal year

2016. Media placements will promote lead poisoning prevention. Examples of earned media: issuing press releases or writing a regular column for local media outlets. Examples of paid media: ads at movie theaters, ads placed on local buses, paid Facebook or YouTube advertising, or any other type of media placement that requires payment for the placement.

f. Trainings

1. Ensure that all program staff working on lead poisoning prevention activities have participated in, or listened to, the following webinars available here:
<http://www.maine.gov/dhhs/mecdc/environmental-health/eohp/lead/lppf.shtml#Webinars>
 - Lead 101 2013 update
 - Maine Tracking Network Demonstration

In addition, in FY16 Community Partners will be required to attend or listen to the recording of a webinar on working with code enforcement officers provided by the Maine CDC Childhood Lead Poisoning Prevention Program in the first quarter of the agreement period. Webinars are provided online; no travel is required for attendance.

2. Participate in one (1) sharing summit with other Community Partners conducting similar services to share successful strategies and resources related to lead poisoning prevention education and outreach. Travel to Augusta required.

g. Facilitated Lead Dust Testing

Conduct facilitated lead dust tests in at least 25 rental units within the target area, according to the approved fiscal year 2016 work plan.

Rental units eligible for lead dust testing must be:

- occupied by families with young children;
- located within the high density area; and,
- older than 1950.

Community Partners may enter into agreements with third-party home visiting agencies (e.g., Head Start, Catholic Charities, Family Advocates, Maine Families, etc.) to conduct facilitated lead dust testing. Facilitators must be trained by the Community Partner prior to facilitating any tests, using training developed by the Maine CDC Childhood Lead Poisoning Prevention Program. Training materials are posted online ([maine.gov/dhhs/mecdc/environmental-health/eohp/lead/lppf.shtml#testing](http://www.maine.gov/dhhs/mecdc/environmental-health/eohp/lead/lppf.shtml#testing)). For each **completed** facilitated lead dust test conducted by a third-party home visiting agency, Community Partners may use funds under this agreement to provide a \$50.00 stipend (i.e., \$50 per completed test) to home visiting agencies. Community Partners are responsible for agreements with and payments to third-party facilitators; Community Partners should include the costs of facilitated lead dust stipends in their budgets. Stipends for lead dust test kits completed by third-party home visiting agencies are allowed, but not required, at the discretion of the Community Partner.

The following steps are required when conducting facilitated lead dust testing:

- Bring a lead dust test kit to the rental unit. Community Partners may request lead dust test kits to distribute to third-party facilitators from the Maine CDC Childhood Lead Poisoning Prevention Program.

- Observe the resident performing the test and provide instruction as necessary; home visitors cannot perform the test.
- Mail the completed lead dust test kit for analysis to the State's Health and Environmental Testing Laboratory (HETL).
- Track and report the number of lead dust tests completed as well as names and addresses associated with each kit.
- If receiving a stipend, submit an invoice to the Community Partner for each lead dust test kit analyzed.

Facilitated lead dust test results will not be reported to Community Partners or third-party facilitators without authorization and a signed release from each resident. The Maine CDC Childhood Lead Poisoning Prevention Program will be responsible for costs associated with the laboratory analysis of facilitated lead dust tests and for communicating results of lead dust testing to residents. Community Partners **should not** include costs for laboratory analysis of facilitated lead dust test kits in their budgets.

Resources for facilitated lead dust testing may be found online:

maine.gov/dhhs/mecdc/environmental-health/eohp/lead/lppf.shtml#testing

h. Evaluation

Provide quarterly reports, using the Maine CDC's reporting forms (to be revised in July 2015), to track progress made on reaching performance measures associated with the above requirements. Reporting forms may be found online (maine.gov/dhhs/mecdc/environmental-health/eohp/lead/contract-guidelines.shtml).