

Maine Lead Poisoning Prevention Fund Evaluation Plan

September 2010

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Maine CDC/DHHS

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INTRODUCTION

The Maine Centers for Disease Control's Lead Poisoning Prevention Fund (LPPF) has designed the attached evaluation plan in partnership with the Center for Governmental Research, Inc. (CGR). The Plan is intended to assess process and outcome measures associated with the seven following primary prevention activities aimed at eliminating lead poisoning in Maine:

- 1) Grants to community partners in high density areas (HDAs), where cases of elevated blood lead levels (EBLLs) are concentrated;
- 2) Grants to community partners in eight Public Health Districts (PHDs) throughout the State;
- 3) A targeted mailing to parents of 1 and 2 year olds, with an offer of a free lead dust test kit;
- 4) A targeted mailing to parents of 1 and 2 year olds, without an offer of a free lead dust test kit;
- 5) A Statewide media campaign;
- 6) Trainings for landlords, homeowners and contractors provided by the Department of Environmental Protection (DEP); and
- 7) The DEP's Lead Safe Housing Registry (LSHR).

The plan will require cooperation among several entities, primarily: community partners, the Childhood Lead Poisoning Prevention Program (CLPPP), the Department of Environmental Protection, and the State Health and Environmental Testing Laboratory. These entities will be asked to submit data regularly to the LPPF to ensure the success of the plan.

Logic Models for each activity are presented on the next pages, followed by the evaluation plan. Each activity is described separately and accompanied by a table illustrating objectives, outcomes, and details regarding the type of data, means of collection, and notes on analysis. Attached appendices describe, in greater detail, the data measures for which each entity is responsible.

LOGIC MODELS

Contracts with Public Health Districts (PHDs)			
OBJECTIVE			
Build Infrastructure to Develop District-Level Lead Expertise			
ACTIVITY			
Develop, Implement and Maintain Outreach to Target Audiences to Promote Lead Safe Housing and Work With Local Community Groups			
Intermediate Outcomes (1-5 yrs)	Evaluation Measure	Long-Term Outcomes (5+ years)	Evaluation Measure
1. PHDs have local capacity to develop outreach activities	1.1 Completed District Plan 1.2. Number of Maine CDC trainings completed	1.1.1. Lead hazards outreach is well-integrated into existing outreach efforts in PHDs	1.1.1.1. Description of HMP activities integrating lead-related information 1.1.1.2. Number of materials distributed 1.1.1.3. Presence of lead-related materials on HMP website
2. Knowledge increases and behaviors change regarding lead hazards, what targeted audience can do, their rights under state law, and available resources	2.1 Number of community groups involved in outreach 2.2 Number of materials distributed 2.3 Number of outreach events completed 2.4 Number of people attending events	2.1.1. Lead hazard awareness in PHDs increases	2.1.1.1. Awareness questions on BRFSS survey - TBD
Contracts with PHDs with Second Tier HDAs			
OBJECTIVE AND ACTIVITY			
See High Density Areas			
Intermediate Outcomes (1-5 yrs)	Evaluation Measure	Long-Term Outcomes (5+ years)	Evaluation Measure
See High Density Areas			

High Density Areas - Landlord Outreach			
OBJECTIVES			
1. Targeted landlords are knowledgeable regarding lead hazards, landlord responsibilities, state responsibilities, and available resources;			
2. Targeted landlords are able to take advantage of available resources			
ACTIVITY			
Develop, Implement and Maintain Educational Outreach and Trainings for Landlords to Promote Lead Safe Housing.			
Intermediate Outcomes (1-5 yrs)	Evaluation Measure	Long-Term Outcomes (5+ years)	Evaluation Measure
1. HDAs plan and implement ongoing outreach activities targeting landlords of pre-1978 units	1.1. Completed HDA outreach plan		
2. HDAs host at least 2 outreach events each year	2.1 Number of outreach events completed; 2.2. Number of landlords attending events	2.1.1. Targeted landlords are aware of their responsibilities for maintaining a lead safe property and are able to take advantage of the available resources to do so.	2.1.1.1 Pre and post event surveys
3. HDAs collaborate with other community groups to reach landlords	3.1. Number of community groups involved in working with landlords.		
4. Targeted landlords complete EMP / RRP courses	4.1. Number of trainings offered 4.2. Number of landlords trained	4.1.1. Trained landlords maintain lead-safe units	4.1.1.1. Number of units owned by trained landlords placed and re-registered on LSHR 4.1.1.2 Number of children with EBLLs living in units owned by trained landlords
5. Trained landlords perform EMP in at risk units at turnover as confirmed by lead dust testing.	5.1. Number and location of LDTs submitted for pre/post EMP testing 5.2 Number of trained landlords performing EMP at unit turnover	5.1.1. The number of lead-safe units in high density areas increases 5.1.2. The number and rate of children with EBLLs in high density areas decreases	5.1.1.1. Number of units owned by trained landlords placed and re-registered on LSHR 5.1.1.2 Number of children with EBLLs living in units owned by trained landlords
6. Trained landlords register units with LSHR	6.1. LSHR is operational 6.2. Number of units on LSHR	6.1.1. LSHR is populated with units that are lead-safe and affordable for tenants in high-risk areas	6.1.1.1. Number of units on LSHR 6.1.1.2. Number of affordable units on LSHR

High Density Areas - Tenant Outreach			
OBJECTIVES			
1. Targeted tenants are knowledgeable about lead hazards, their options, rights and available resources.			
2. Tenants are able to make use of available resources to prevent and address lead hazards.			
ACTIVITY			
Develop, Implement and Maintain Outreach to Tenants To Promote Lead Safe Housing; Work with Local Community Groups.			
Intermediate Outcomes (1-5 yrs)	Evaluation Measure	Long-Term Outcomes (5+ years)	Evaluation Measure
1. HDA-HMPs complete and implement an outreach plan	1.1. Completed HMP outreach plan involved in working with tenants		
2. HDA-HMPs host at least 2 events	2.1. Number of outreach events completed 2.2. Number of tenants reached 2.3. Number of materials distributed	2.1.1. Tenants maintain property and implement continued cleaning.	TBD
3. HDA-HMPs collaborate with community groups	3.1 Number of community groups		
4. Tenants Perform Lead Dust Testing (via targeted mailing and brochures distributed by hand.)	4.1 Number of lead dust tests requested from return postcards 4.2 Number of LDTs submitted by tenants. 4.3 Proportion of tenants that identify lead dust hazards through testing	4.1.1. Environmental lead hazards are identified before a child is poisoned. 4.1.2. Landlords and neighboring tenants in units identified as having lead dust hazards take appropriate action to make additional units lead safe.	4.1.1.1 Number of children identified as at-risk via LDT who do not have an EBLL 4.1.1.2. Number of buildings made lead safe after one unit is identified
5. Tenants implement practices to reduce lead hazards, e.g. cleaning, encouraging landlord to follow up.	5.1. Results of pre and post lead dust tests of those classified tier 2 & 3	5.1.1. Fewer EBLLs are identified in units after tenants have been trained to reduce lead hazards.	5.1.1.1. Number and rate of EBLLs associated with identified units
6. Tenants have their children screened for blood lead	6.1. Number of children screened in High Density Areas	6.1.1. Screening rates for children in high density areas increases	6.1.1.1. Screening rates in High Density Areas

Targeted Mailing (Brochures without LDT Kit Offer)			
OBJECTIVES 1. Create parental awareness of the risks of household lead exposure 2. Increase environmental health knowledge and proactive behaviors 3. Increase screening and detection of household lead exposure in Maine ACTIVITY Direct Mailing of Brochure to Families of 1 and 2 Year Olds Throughout State			
Intermediate Outcomes (1-5 yrs)	Evaluation Measure	Long-Term Outcomes (5+ years)	Evaluation Measure
1. Parents obtain lead safety information	1.1. Requests for materials 1.2 Hits to website 1.3. Calls to toll-free number 1.4. Number of returned cards		
2. Increased screening rates	2.1. Screening rates for areas where brochure is distributed	2.1.1. Ability to identify at-risk children increases	2.1.1.1. Counts and rates of EBLs in areas where brochure is distributed
3. Interest in home testing increases	3.1 Number of requests for home testing tipsheet	3.1.1. Home testing increases	3.1.1.1. Increase in requests for lead dust test kits through lab.
OBJECTIVE Provide Pregnant Women Access to Relevant Lead-Related Information ACTIVITY Brochure Distributed to OB/GYN offices			
1. Parents obtain lead safety information	1.1. Number of requests for material		
2. Awareness and behavior in pregnant women changes	2.1 PRAMS data showing awareness of lead-related issues.		

Targeted Mailing (Brochures with LDT Kit Offer)			
OBJECTIVES			
1. Create parental awareness of the risks of household lead exposure			
2. Increase environmental health knowledge and proactive behaviors			
3. Increase screening and detection of household lead exposure in Maine			
ACTIVITIES			
1. Direct Mailing of Brochure to Families of 1 and 2 Year Olds Throughout State			
2. Direct Distribution of Brochure Through Community Contracts			
Intermediate Outcomes (1-5 yrs)	Evaluation Measure	Long-Term Outcomes (5+ years)	Evaluation Measure
1. Parents obtain lead safety information	1.1. Number of requests for materials 1.2 Number of hits to website 1.3. Number of calls to toll-free number 1.4 Number of returned cards	1.1.1. Parents learn to live safely in housing with lead paint 1.1.2. Decrease in EBLLs	1.1.1.1. EBLL rates in areas where brochures are distributed
2. Increased screening rates	2.1. Screening rates for areas where brochure is distributed	2.1.1. Ability to identify at-risk children increases	2.1.1.1. EBLL rates in areas where brochures are distributed
3. Parents perform lead dust testing	3.1 Number of lead dust tests requested from return postcards 3.2 Number of LDTs submitted by tenants. 3.3 Proportion of tenants that identify lead dust hazards through testing	3.1.1. Environmental lead hazards are identified before a child is poisoned. 3.1.2. Landlords and neighboring tenants in units identified as having lead dust hazards take appropriate action to make additional units lead safe	3.1.1.1. Number of children identified as at risk via LDT who do not have an EBLL 3.1.1.2. Number of buildings made lead safe based on lead dust testing in one unit.
4. Lead dust hazards are identified	4.1. Results of returned lead dust tests	4.1.1. Lead dust hazards in rental units are reduced 4.1.2. Lead dust hazards in owner-occupied units are controlled 4.1.3. Lead dust hazards are identified before children are exposed 4.1.4. Landlords and tenants in neighboring units take appropriate action to make all units lead safe.	4.1.1.1 Number of children identified as at risk via LDT who do not have an EBLL 4.1.1.2. Number of environmental investigations resulting from LDT program. 4.1.1.3. Number of buildings made lead safe after one unit is identified
5. Parents implement practices to reduce lead hazards, e.g. cleaning, encouraging landlord to follow up.	5.1. Pre and post lead dust tests of those classified tier 2 & 3	5.1.1. Fewer EBLLs are identified in units after parents have been trained to reduce lead hazards.	5.1.1.1. EBLL rates in areas where brochures are distributed. 5.1.1.2. EBLL rates in units where hazards were identified.
6. Parents have their children screened for blood lead	6.1. Number of children screened 6.2. Number and rate of EBLLs associated with identified units	6.1.1. Screening rates for children in high density areas increases	6.1.1.1. Screening rates in High Density Areas

Training Offered Through the Department of Environmental Protection			
OBJECTIVE			
Ensure that landlords, contractors and homeowners are able to recognize lead hazards, work safely in environments with lead hazards, and maintain lead safe environments.			
ACTIVITY			
Provide Training for Landlords, Contractors, Homeowners (Homeowner Lead-Smart Renovation, RRP, Essential Maintenance Practices, Lead Dust Sampling Technician & Lead Inspector) - Coordinated with High Density activities			
Intermediate Outcomes (1-5 yrs)	Evaluation Measure	Long-Term Outcomes (5+ years)	Evaluation Measure
1. Landlords participate in trainings	1.1. Number of Landlords trained in Essential Maintenance Practices (EMP) 1.2. Number of landlords trained in RRP	1.1.1. Trained landlords maintain units as lead safe. 1.1.2. Renovation related poisonings decrease	1.1.1.1. Number of units owned by trained landlords placed and re-registered on LSHR participating in training. 1.1.1.2. Number and location of LDTs submitted for pre/post EMP testing 1.1.1.3. Number of children with EBLLs living in units owned by trained landlords
2. Contractors participate in RRP trainings.	2.1. Number of contractors trained in RRP	2.1.1. Renovation and take home lead-related poisonings decrease 2.1.2. Contractors trained are distributed throughout the State	2.1.1.1. Number of EBLLs related to renovation and take home lead by trained contractors. 2.1.1.2. Geographic distribution of trained contractors
3. Homeowners participate in trainings	3.1. Number of homeowners trained	3.1.1. Renovation related poisonings decrease	3.1.1.1. Number of EBLLs related to renovation by trained homeowners
4. Increase in number of trained Lead Dust Technicians and Lead Inspectors	4.1. Number of trained LDSTs 4.2 Number of trained LIs	4.1.1. Adequate capacity to support demand for Lead Dust Testing and Inspections	4.1.1.1. Number of LDSTs and LIs by public health district 4.1.1.2. Number of LDTs and Lies by district, normalized by EBLL rates or numbers.

Lead Safe Housing Registry			
OBJECTIVE			
Build and Populate LSHR to Provide Incentive for Landlords to Engage in Lead Safe Practices and Enable Tenants to Identify Lead Safe Rental Units			
ACTIVITY			
Promote landlord registration on Lead Safe Housing Registry (LSHR)			
Intermediate Outcomes (1-5 yrs)	Evaluation Measure	Long-Term Outcomes (5+ years)	Evaluation Measure
1. LSHR is completed	1.1. LSHR is available for use		
2. Landlords are aware of and see the value of LSHR	2.1. Reports from communities and Landlord Association regarding landlord attitudes towards the registry	2.1.1. LSHR is well-populated	2.1.1.1. Number of units registered on LSHR 2.1.1.2. Numbers by geography, economic status and age of housing.
3. LSHR is populated	3.1 Number and types of homes on LSHR	3.1.1. LSHR is well-populated	3.1.1.1. Number of units registered on LSHR 3.1.1.2. Numbers by geography, economic status and age of housing.
4. LSHR is used by the public to identify lead-safe housing	4.1. Hits to LSHR	4.1.1. LSHR is linked to and integrated with other housing registries. 4.1.2. Children in units registered on LSHR do not have EBLLs	4.1.1.1. Status of linkages between LSHR and other registries 4.1.1.2. Number of EBLLs linked to units registered on LSHR.

Statewide Multimedia Campaign			
OBJECTIVE			
Increase awareness of lead-related issues among multiple audiences and provide resources and access to information			
ACTIVITIES			
1. Implement a statewide multimedia campaign, including a) brochure distribution, b) website, c) toll-free phone number, d) tipsheets, e) retail store posters, and f) press release templates.			
2. Develop and refine communication plan through formative research, audience testing and evaluation			
Intermediate Outcomes (1-5 yrs)	Evaluation Measure	Long-Term Outcomes (5+ years)	Evaluation Measure
1. Website is accessed	1.1 Number of hits and page views 1.2. Number of downloads	1.1.1. Increase in screening rates and decrease in EBLLs	1.1.1.1. Number and rates of EBLLs
2. Materials (including tipsheets) are accessed and distributed	2.1. Number and types of materials distributed, including distribution routes - downloads, requests, partners		
3. Development and distribution of hardware store poster	3.1 Number of poster downloads and requests	3.1.1. Poster is present in hardware stores	3.1.1.1. Qualitative surveillance by partners
4. Development and use of press release templates	4.1 Number of news articles		
5. Public calls for more info	5.1. Number of calls, types of calls/callers		
6. Development and implementation of plan	6.1. Media evaluation measures 6.2 Change in nature and scope of media campaign 6.3 Completed plan		

PUBLIC HEALTH DISTRICTS

Overview

The Lead Poisoning Prevention Fund (LPPF) partners with Public Health Districts (PHDs) to develop implement and maintain outreach to target audiences to promote lead safe housing and work with local community groups. The objective of this activity is to build an infrastructure to develop district-level lead expertise. Specifically, PHDs are expected to:

1. Identify a lead agency and a process that will be used to coordinate planning and provide services across the district;
2. Convene partners to engage in a dialogue of key barriers and opportunities within the district to enable the public to identify lead hazards and take precautionary action to prevent exposure to lead;
3. Develop a plan for outreach and education programming;
4. Have a point of contact attend at least 6 Maine CDC trainings and/or forums;
5. Hold a minimum of three education programs or outreach events developed in response to barriers and opportunities identified; and
6. Design at least one (1) method of targeted risk communication and evaluating its effectiveness. Approaches can take on any method of communicating that works locally to achieve desired results

Evaluation

Outcomes for PHD activities will be evaluated using process measures to establish that PHDs are completing the required activities which are expected to satisfy the objective described above. These measures will be communicated to the LPPF via quarterly reports to be completed by each PHD's lead agency and submitted via email to the Director of the LPPF. Quarterly reports are due 30 days following the end of each quarter. See Appendix B for a complete list of items that PHDs are required to submit.

Intermediate Outcomes

Two intermediate outcomes, to be accomplished in Years 1-5, have been identified for Districts' activities and will be evaluated as follows:

1. PHDs have local capacity to develop awareness of community needs.

LPPF will review the PHDs' education and outreach plan for completeness and for the appropriateness of its approach. Participation in

Maine CDC trainings will help Districts build their capacity to serve as experts in their community. Districts will report the number of trainings completed via the Quarterly report described above. The number of trainings completed will be compared against the required number, and will inform the LPPF of PHDs' participation in educating themselves on lead issues.

2. Knowledge increases and behaviors change regarding lead hazards, what targeted audience can do, their rights under state law, and available resources.

Data associated with this outcome will be submitted by PHDs on their quarterly reports. The number of community groups involved in outreach will be listed and reviewed by the LPPF to determine the scope and reach of the PHDs' work with other groups and organizations. The number of outreach events completed will be compared against the required number and will inform LPPF of each PHD's progress towards meeting the required number of events each year, its execution of its plan, and the type and nature of the events held. The number of materials distributed and the number of people attending events will be tracked on an ongoing basis to understand the scope and reach of PHDs' work.

Long-Term Outcomes

Two long-term outcomes have been identified for Public Health Districts and will be evaluated as follows:

1.1.1. Lead hazards outreach is well-integrated into existing outreach efforts in PHDs

A narrative description of activities conducted by the lead agency that integrate lead-related information; the number of materials distributed beyond those distributed at lead-specific activities; and the presence of lead-related materials on the lead agency's website will be submitted to LPPF on the PHDs quarterly report. The number of materials will be tracked on an ongoing basis. The other two measures will be reported in narrative form and reviewed by LPPF.

2.1.1. Lead hazard awareness in PHDs increases.

TBD.

Evaluation Plan Details

The table below illustrates the detailed plan for evaluating Public Health District Activities.

PUBLIC HEALTH DISTRICTS					
OBJECTIVE Build Infrastructure to Develop District-Level Lead Expertise					
ACTIVITY Develop, Implement and Maintain Outreach to Target Audiences to Promote Lead Safe Housing and Work With Local Community Groups					
OUTCOME	DATA	DATA PROVIDER	FREQUENCY AND TRANSMITTAL OF DATA	EVALUATION ANALYSIS	RESPONSIBLE ENTITY
INTERMEDIATE OUTCOMES					
1. PHDs have local capacity to develop awareness of needs of community	Completed District plan	District Lead Agency	District Quarterly Reports	Review of plan: 1) Are requirements of contract met? 2) Is follow-up discussion with partner needed?	LPPF
	Number of trainings completed	District Lead Agency	District Quarterly Reports	1) Number and type of trainings attended by District representatives, a) quarterly and b) cumulative for fiscal year	LPPF
2. Knowledge increases and behaviors change regarding lead hazards, what targeted audience can do to address them, their rights under state law, and available resources	Number of community groups involved in outreach	District Lead Agency	District Quarterly Reports	Compile number of community groups: name, description of type, description of collaboration	LPPF
	Number of materials distributed	District Lead Agency	District Quarterly Reports	1) Number and type of materials distributed a) quarterly and b) cumulative for fiscal year 2) Distribution mechanism	LPPF
	Number of outreach events completed	District Lead Agency	District Quarterly Reports	Compile number of outreach events, a) quarterly and b) cumulative for fiscal year	LPPF
	Number of people attending events	District Lead Agency	District Quarterly Reports	Compile number of people attending, a) quarterly and b) cumulative for fiscal year	LPPF
LONG TERM OUTCOMES					
1.1.1. Lead hazards outreach will be well-integrated into existing outreach efforts in PHDs	Description of HMP activities integrating lead-related information	District Lead Agency	District Quarterly Reports	Review of narrative: 1) Are requirements of contract met? 2) Is follow-up discussion with partner needed?	LPPF
	Number of materials distributed	District Lead Agency	District Quarterly Reports	1) Number and type of materials distributed a) quarterly and b) cumulative for fiscal year 2) Distribution mechanism	LPPF
	Presence of lead-related materials on HMP website	District Lead Agency	District Quarterly Reports	1) Review web materials	LPPF
2.1.1. Lead hazard awareness in PHDs increases	Awareness questions on BRFS survey				

HIGH DENSITY AREAS

Overview

The Lead Poisoning Prevention Fund (LPPF) partners with organizations in five High Density Areas (HDAs) where the highest concentration of cases of elevated blood lead levels has been identified. Funding to these communities is to be used to promote lead hazard awareness among landlords and tenants. Specifically, HDAs are expected to:

1. Identify, with assistance of Maine CDC the geographic or other targeting mechanism to determine the rental properties at highest risk of poisoning children. Focus activities in this defined area.
2. Maintain and promote a system for identifying and working with owners of rental properties within the target areas, including educating property owners to identify, take precautionary action and manage lead hazards to prevent lead exposure in rental property. Hold a minimum of two (2) education programs or outreach events targeting property owners.
3. Maintain and promote a system of educating tenants 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. Hold a minimum of two (2) education programs/trainings or outreach events targeting tenants.
4. Design at least one method of targeted risk communication and evaluating its effectiveness. Approaches can take on any method of communicating that works locally to achieve desired results.
5. Implement an evaluation plan, which allows each HDA to report on the success of its outreach campaign. The local evaluation should allow the HDA to track and report the following outcomes:
 - Number of units that have been identified as at risk,
 - Number of units identified with lead hazards which have been made lead safe,
 - Number of landlords (and their agents) educated to identify lead hazards and engage in lead hazard reduction activities,
 - Number of families assisted in identifying and living in a lead safe unit.

Additional funds are available for inclusion of a minimum of two community based organizations, which must play a direct role in the

HDA's outreach strategy, and to support free lead hazard inspections for up to 50 rental units in the community.

Evaluation

Outcomes for HDA activities will be evaluated using process and outcome measures to establish that HDAs are completing the required activities and to assess the effects of these activities on property owners, tenants and the community. Several measures will be communicated to the LPPF via quarterly reports to be completed by each HDA's lead agency and submitted via email to the Director of the LPPF. Quarterly reports are due 30 days following the end of each quarter. See Appendix C for a complete list of data that HDAs must submit. Other measures will be obtained from other State agencies and processed by LPPF.

Landlord Outreach

HDAs will develop, implement and maintain educational outreach and trainings for landlords to create lead safe housing. The related objectives are that (1) targeted landlords are knowledgeable regarding lead hazards, landlord responsibilities, State responsibilities and available resources, and (2) targeted landlords are able to take advantage of available resources.

Intermediate Outcomes

Six intermediate outcomes, to be accomplished in Years 1-5, have been identified for HDAs' landlord outreach activities:

These intermediate outcomes will be evaluated as follows:

- 1. HMPs plan and implement ongoing outreach activities targeting landlords of pre-1978 units.***
- 2. HMPs host at least 2 outreach events each year.***
- 3. HMPs collaborate with other community groups to reach landlords.***

LPPF will review each HDA's outreach plan upon completion. The plan will be reviewed for completeness and for the appropriateness of its approach. The number of outreach events completed, number of landlords attending events, and the number of community groups involved with working with landlords will be submitted via the quarterly report described above. The number of outreach events and number of community groups involved will inform LPPF whether HDAs are meeting their funding requirements. The types of events will inform LPPF of each HDA's execution of its plan, and the type and nature of the events held. The types of community groups can be reviewed by the LPPF to

determine the scope and reach of the HDAs' work with other groups and organizations. The number of landlords attending events will inform LPPF of the reach of the HDAs' events and may signal obstacles or challenges.

4. Targeted landlords complete EMP/RRP courses.

LPPF assumes that landlord outreach will raise awareness of the availability of Essential Maintenance Practices (EMP) and Repair Renovation and Painting Rule (RRP) trainings leading to utilization of these trainings by landlords in targeted areas. Data for this outcome will come from the Department of Environmental Protection's (DEP) Training Reports. DEP will provide data to LPPF to indicate the number of trainings offered and the number of landlords trained. Address data collected by DEP will allow LPPF to link training information to specific HDAs.

5. Trained landlords perform EMP in at risk units at turnover as confirmed by lead dust testing.

LPPF expects that landlords trained in Essential Maintenance Practices will be more motivated to use these practices; HDA activities around engaging landlords (see Funding Requirement #2) are likely to include assistance with obtaining lead dust tests to demonstrate that units are lead safe. The result of these factors will be measured by the number, location and results of lead dust tests submitted for pre- and post-testing at unit turnover. This data will be submitted by HDAs on their quarterly report. Data will be further analyzed by using training data to calculate the percentage of landlords trained in EMP who are testing for lead dust and showing that their units are lead safe.

6. Landlords register units with LSHR.

Landlords who have an increased awareness of the advantages of having units listed on the Lead Safe Housing Registry (LSHR) are more likely to join the registry. Both outreach and education by HDAs and assistance in maintaining a lead safe unit can move landlords towards this outcome. This outcome will be measured by the number of units on the LSHR, which will be provided to the LPPF by DEP. This data will be combined with training data to assess any relationship between landlords completing DEP trainings and registering with the LSHR.

Long-Term Outcomes

Five long-term outcomes have been identified for HDAs' landlord outreach activities and will be evaluated as follows:

2.1.1. Targeted landlords are aware of their responsibilities for maintaining a lead safe property and are able to take advantage of the available resources to do so.

The effect of HDA outreach and education to landlords will be measured using pre- and post-surveys at outreach events. This will measure both the immediate change in awareness and knowledge and provide data over time about the effectiveness of HDA outreach events.

4.1.1. Trained landlords maintain lead-safe units.

The presence of lead safe units will be measured by the number of units on the LSHR and the number of cases of lead poisoning. DEP will provide the LSHR units and the CLPPP Surveillance Department will provide lead poisoning data. Both of these measures will be combined with training data in order to determine whether landlords who have been trained are associated with units in the LSHR and with units where a case of blood lead poisoning has occurred.

5.1.1. The number of lead-safe units in high density areas increases.

5.1.2. The number and rate of children with EBLs in high density areas decreases.

The presence of lead safe units will be measured by the number of units on the LSHR and the number of cases of lead poisoning. DEP will provide the LSHR units and the CLPPP Surveillance Department will provide lead poisoning data. Both of these measures will be combined with training data in order to determine whether landlords who have been trained are associated with units in the LSHR and those associated with units where a case of lead poisoning has occurred.

6.1.1. LSHR is populated with units that are lead-safe and affordable for tenants in high-risk areas.

The LSHR is intended to provide information to tenants about lead-safe housing. As a long-term goal, the registry will meet this need. Data for this outcome will be provided by DEP. In addition, the LPPF wishes to ascertain the affordability of units registered on the LSHR. Data from Maine State Housing Authority (MSHA) will be used to assess this criterion.

Evaluation Plan Details

The table below illustrates the detailed plan for evaluating the High Density Area Landlord Outreach.

HIGH DENSITY AREAS - LANDLORD OUTREACH					
OBJECTIVES					
1. Targeted landlords are knowledgeable regarding lead hazards, landlord responsibilities, state responsibilities, and available resources;					
2. Targeted landlords are able to take advantage of available resources					
ACTIVITY					
Develop, Implement and Maintain Educational Outreach and Trainings for Landlords to Promote Lead Safe Housing					
OUTCOME	DATA	DATA PROVIDER	FREQUENCY AND TRANSMITTAL OF DATA	EVALUATION ANALYSIS	RESPONSIBLE ENTITY
INTERMEDIATE OUTCOMES					
1. HDA-HMPs plan and implement ongoing outreach activities targeting landlords of pre-1978 units	Completed HDA Plan	HDA Lead Agency	HDA Quarterly Reports	Review of plan: 1) Are requirements of contract met? 2) Is follow-up discussion with partner needed?	LPPF
2. HDA-HMPs host at least 2 outreach events each year	Number of outreach events completed	HDA Lead Agency	HDA Quarterly Reports	Compile number of outreach events, a) quarterly and b) cumulative for fiscal year	LPPF
	Number of landlords attending events	HDA Lead Agency	HDA Quarterly Reports	Compile number of landlords attending, a) quarterly and b) cumulative for fiscal year	LPPF
3. HMPs collaborate with other community groups to reach landlords	Number of community groups involved in working with landlords	HDA Lead Agency	HDA Quarterly Reports	Compile number of community groups: name, description of type, description of collaboration	LPPF
4. Targeted landlords complete EMP / RRP courses	Number of trainings offered	DEP Training	Quarterly DEP Training Report to LPPF	1) Compile number and type of trainings offered a) quarterly and b) cumulative for fiscal year 2) Compile number and type of trainings by HDA 1) quarterly and b) cumulative for fiscal year	LPPF
	Number of landlords trained	DEP Training	Quarterly DEP Training Report to LPPF	1) Compile number of landlords attending training, a) quarterly and b) cumulative for fiscal year 2) Zip code for units owned by trained landlords 3) Match landlord zip code to census tracts/HDA 4) Compile number of trained landlords by HDA a) quarterly and b) cumulative for fiscal year	LPPF/ (Mapping)
5. Trained landlords perform EMP in at risk units at turnover as confirmed by lead dust testing	Number and location of LDTs submitted for pre/post EMP testing	HDA Lead Agency	HDA Quarterly Reports	1) Compile results of pre- and post-unit turnover LDT tests 2) Determine whether landlords participating in testing at unit turnover completed training 3) Match LDT results to training status 4) Compare results of LDT tests for trained landlords vs. untrained landlords	LPPF

5. (continued)	Number of trained landlords performing EMP at unit turnover	HDA Lead Agency	HDA Quarterly Reports	1) Compile results of pre- and post-unit turnover LDT tests 2) Determine whether landlords participating in testing at unit turnover completed training 3) Match LDT results to training status 4) Compare results of LDT tests for trained landlords vs. untrained landlords	LPPF
6. Landlords register units with LSHR	LSHR is operational	DEP LSHR	One time measure	1) Document date that LSHR is active	LPPF
	Number of units on LSHR	DEP LSHR	Quarterly DEP Report to LPPF	Compile number of units on LSHR a) quarterly, b) cumulative for fiscal year and c) current total	LPPF
LONG TERM OUTCOMES					
2.1.1. HDA-Targeted landlords are aware of their responsibilities for maintaining a lead safe property and are able to take advantage of the available resources to do so	Pre and post event surveys	HDA Lead Agency	HDA Quarterly Reports	Analyze difference between pre and post surveys	LPPF
4.1.1. Trained landlords maintain lead-safe units	Number of units owned by trained landlords placed and re-registered on LSHR	DEP	Quarterly by email to LPPF	Matching of trained landlords to units on LSHR	LPPF/ (Mapping)
	Number of children with EBLLs living in units owned by trained landlords	CLPPP-CLPPP Surveillance Data	Annual Report Submitted to LPPF - Starting 2011	1) Match EBLLs by address to landlords; determine whether landlord has been trained 2) Compile number of EBLLs matched to trained landlords a) quarterly and b) cumulative for fiscal year	LPPF/ Epidemiology
5.1.1. The number of lead-safe units in high density areas increases 5.1.2. The number and rate of children with EBLLs in high density areas decreases	Number of units owned by trained landlords placed and re-registered on LSHR	DEP LSHR	Quarterly DEP LSHR Report to LPPF	1) Match registered units by address to landlords; determine whether landlord has been trained 2) Compile number of registered units matched to trained landlords a) quarterly and b) cumulative for fiscal year	LPPF
	Number of children with EBLLs living in units owned by trained landlords	CLPPP-CLPPP Surveillance Data	Annual Report Submitted to LPPF - Starting 2011	1) Match EBLLs by address to landlords; determine whether landlord has been trained 2) Compile number of EBLLs matched to trained landlords a) quarterly and b) cumulative for fiscal year	LPPF/ Epidemiology
6.1.1. LSHR is populated with units that are lead-safe and affordable for tenants in high-risk areas	Number of units on LSHR	DEP LSHR	Quarterly DEP Report to LPPF	Compile number of units on LSHR a) quarterly, b) cumulative for fiscal year and c) current total	LPPF
	Number of affordable units on LSHR	MSHA	Quarterly DEP LSHR Report to LPPF	TBD	LPPF

Tenant Outreach

Intermediate Outcomes

Six intermediate outcomes, to be accomplished in Years 1-5, have been identified for HDAs' tenant outreach activities:

These intermediate outcomes will be evaluated as follows:

1. HDA-HMPs complete and implement an outreach plan

2. HDA-HMPs host at least 2 events

3. HDA-HMPs collaborate with community groups

LPPF will review each HDA's outreach plan upon completion. The plan will be reviewed for completeness and for the appropriateness of its approach. The number of outreach events completed, number of tenants attending events, and the number of community groups involved with working with tenants will be submitted via the quarterly report described above. The number of outreach events and number of community groups involved will inform LPPF whether HDAs are meeting their funding requirements. The types of events will inform LPPF of each HDA's execution of its plan, and the type and nature of the events held. The types of community groups can be reviewed by the LPPF to determine the scope and reach of the HDAs' work with other groups and organizations. The number of tenants attending events will inform LPPF of the reach of the HDAs' events and may signal obstacles or challenges.

4. Tenants perform lead dust testing (via targeted mailing and brochures distributed by hand.)

See Targeted Mailing with Lead Dust Testing Kits.

5. Tenants implement practices to reduce lead hazards, e.g. cleaning, encouraging landlord to follow up.

Tenants' ability to reduce lead hazards identified through lead dust testing will be evaluated through pre-and post testing carried out by the Health and Environmental Testing Laboratory (HETL). Test results will be submitted quarterly by HETL to LPPF.

6. Tenants have their children screened for blood lead.

CLPPP surveillance data is used to monitor the number of children screened for EBLLs. These data will be submitted quarterly to LPPF. LPPF will analyze the data by High Density Area in order to monitor changes in screening levels for each area.

Long-Term Outcomes

Five long-term outcomes have been identified for HDAs' tenant outreach activities and will be evaluated as follows:

2.1.1. Tenants maintain property and implement continued cleaning.

TBD

4.1.1. Environmental lead hazards are identified before a child is poisoned.

In order to assess whether identification of lead hazards helps to prevent lead poisoning, the list of units with positive lead dust test results will be crosschecked annually against CLPPP surveillance data to monitor whether children residing in units identified have positive EBLL test results.

4.1.2. Landlords and neighboring tenants in units identified as having lead dust hazards take appropriate action to make additional units lead safe.

The CLPPP Environmental Coordinator and HDAs will track landlord actions that result from identifying a lead dust hazards. Results of lead dust tests and environmental investigations will be used to inform LPPF in this area.

5.1.1. Fewer EBLLs are identified in units after tenants have been trained to reduce lead hazards.

In order to assess whether identification and reduction of lead hazards helps to prevent lead poisoning, the list of units with positive lead dust test results will be crosschecked annually against CLPPP surveillance data to identify any cases of EBLLs in units where hazards have been identified.

6.1.1. Screening rates for children in high density areas increases.

CLPPP surveillance data is used to monitor the number of children screened for EBLLs. These data will be submitted quarterly to LPPF. LPPF will analyze the data by High Density Area in order to monitor changes in screening levels for each area.

Evaluation Plan Details

The table below illustrates the detailed plan for evaluating the High Density Area Tenant Outreach.

HIGH DENSITY AREAS - TENANT OUTREACH					
OBJECTIVES					
1. Targeted tenants are knowledgeable about lead hazards, their options, rights and available resources					
2. Tenants are able to make use of available resources to prevent and address lead hazards					
ACTIVITY					
Develop, Implement and Maintain Outreach to Tenants To promote Lead Safe Housing; Work with Local Community Groups					
OUTCOME	DATA	DATA PROVIDER	FREQUENCY AND TRANSMITTAL OF DATA	EVALUATION ANALYSIS	RESPONSIBLE ENTITY
INTERMEDIATE OUTCOMES					
1. HDA-HMPs complete and implement an outreach plan	Completed HMP outreach plan	HDA Lead Agency	HDA Quarterly Reports	Review of plan: 1) Are requirements of contract met? 2) Is follow-up discussion with partner needed?	LPPF
2. HDA-HMPs host at least 2 events	Number of outreach events completed	HDA Lead Agency	HDA Quarterly Reports	1) Compile number of outreach events completed, a) quarterly and b) cumulative for fiscal year 2) Describe events	LPPF
	Number of tenants reached	HDA Lead Agency	HDA Quarterly Reports	Compile number of tenants attending, a) quarterly and b) cumulative for fiscal year	LPPF
	Number of materials distributed	HDA Lead Agency	HDA Quarterly Reports	1) Number and type of materials distributed a) quarterly and b) cumulative for fiscal year 2) Distribution mechanism	LPPF
3. HDA-HMPs collaborate with community groups	Number of community groups involved in working with tenants	HDA Lead Agency	HDA Quarterly Reports	Compile number of community groups: name, description of type, description of collaboration	LPPF
4. Tenants Perform Lead Dust Testing	Number of lead dust tests requested from return postcards	LPPF Database	Monthly Download from LPPF Database	1) Number of LDT kit requests via returned postcard, by region	LPPF
5. Tenants implement practices to reduce lead hazards, e.g. cleaning, encouraging landlord to follow up	Number of LDTs submitted by tenants	HETL Lead Dust Test Data	Weekly HETL Data	1) Number of unduplicated tests submitted, by region, a) weekly and b) cumulative for quarter and fiscal year	LPPF
	Proportion of tenants that identify lead dust hazards through testing	HETL Lead Dust Test Data	Weekly HETL Data	1) Lead dust test results, by region	LPPF
	Results of pre and post lead dust tests of those classified tier 2 & 3	HETL Lead Dust Test Data	Annual HETL Data	1) Number of tier 2 and 3 units identified 2) Results of Environmental Investigation 3) Results of post-investigation LDTs	LPPF
6. Tenants have their children screened for blood lead	Number of children screened in High Density Areas	CLPPP-CLPPP Surveillance Data	Annual Report Submitted to LPPF	Number of children screened statewide and by region annually	LPPF
	Counts and rates of EBLLs associated with identified units	CLPPP	Download from Surveillance Database	Crosscheck EBLLs by positive units	LPPF

LONG TERM OUTCOMES					
2.1.1. Tenants maintain property and implement continued cleaning	TBD				
4.1.1. Environmental lead hazards are identified before a child is poisoned	Number of children identified as at-risk via LDT who do not have an EBLL	HETL Lead Dust Test Data	Annual HETL Data	1) Match elevated lead dust test results by address to results of EBL screenings of children residing at address	LPPF
4.1.2. Landlords and neighboring tenants in units identified as having lead dust hazards take appropriate action to make additional units lead safe	Number of buildings made lead safe based on lead dust testing in one unit.	CLPPP-Environmental Data	Annual Report Submitted to LPPF	1) Number of buildings inspected based on lead dust test results 2) Results of Environmental Investigation 3) Results of post-investigation LDTs	LPPF
5.1.1. Fewer EBLLs are identified in units after tenants have been trained to reduce lead hazards	Number and rate of EBLLs associated with identified units	CLPPP-CLPPP Surveillance Data	Annual Report Submitted to LPPF	1) Number of tier 2 and 3 units identified 2) Results of EBL screening of children in tier 2 and 3 units 3) Results by region	LPPF
6.1.1. Screening rates for children in high density areas increases	Screening rates in High Density Areas	CLPPP-CLPPP Surveillance Data	Annual Report Submitted to LPPF	Number of children screened statewide and by region annually, divided by total number of children residing in State/region	LPPF

TARGETED MAILINGS WITHOUT LEAD DUST TEST KIT OFFER

Overview

The LPPF has created a mailing to be sent to families of one and two year olds throughout the State and distributed by community partners. The objectives of the mailing are to create parental awareness of the risks of household lead exposure; increase environmental health knowledge and proactive behaviors; and increase screening and detection of household lead exposure. *Note: the content of the brochure in this mailing is the same as that used in the mailing with an offer of a free lead dust test kit.*

Evaluation

Evaluation of the targeted mailing will involve both process measures, tracked by LPPF, and outcome measures consisting of lead dust test data from HETL and surveillance data from CLPPP. Both CLPPP and HETL will submit data quarterly to LPPF. See Appendix XX for a complete list of data to be submitted and frequency of submissions.

Intermediate Outcomes

Three intermediate outcomes, to be accomplished in Years 1-5, have been identified for the targeted mailings without the lead dust test kit offer.

These intermediate outcomes will be evaluated as follows:

1. Parents obtain lead safety information.

As a measure of parent follow up and response to the mailing, CLPPP will track the number of materials requests, hits to the CLPPP website, and calls to the toll-free phone number following mailing of the brochures and on an ongoing basis. These data will be submitted quarterly to LPPF.

2. Screening rates increase.

CLPPP Surveillance data provide numbers of children screened. These numbers, sorted by high density area, will be submitted quarterly to LPPF, allowing LPPF to compare rates in areas where the brochure has been distributed.

3. Interest in home testing increases.

LPPF will track the number of requests for a tip sheet on the topic of home testing.

Long-Term Outcomes

Two long-term outcomes have been identified for the targeted mailing.

These long-term outcomes will be evaluated as follows:

2.1.1. Ability to identify at-risk children increases.

EBLL data, sorted by public health district, will be submitted quarterly to LPPF by CLPPP, allowing LPPF to compare rates in areas where the brochure was distributed.

3.1.1. Home testing increases.

HETL will submit quarterly data to LPPF on the number of requests for home lead dust test kits.

Evaluation Plan Details

The table below illustrates the detailed plan for evaluating targeted mailings without lead dust test kit offer.

TARGETED MAILING - NO LEAD DUST TESTS					
OBJECTIVES 1. Create parental awareness of the risks of household lead exposure 2. Increase environmental health knowledge and proactive behaviors 3. Increase screening and detection of household lead exposure in Maine ACTIVITY Direct Mailing of Brochure to Families of 1 and 2 Year Olds Throughout State					
OUTCOME	DATA	DATA PROVIDER	FREQUENCY AND TRANSMITTAL OF DATA	EVALUATION ANALYSIS	RESPONSIBLE ENTITY
INTERMEDIATE OUTCOMES					
1. Parents obtain lead safety information	Number of requests for materials	CLPPP-CLPPP Tracking - Tip Sheets	Quarterly	Compile number of materials requested, total and by region, a) quarterly and b) cumulative for fiscal year	LPPF
	Number of hits to website	CLPPP-CLPPP Tracking - Web	Monthly	Compile number of hits and downloads, a) monthly and b) cumulative for fiscal year	LPPF
	Number of calls to toll-free number	CLPPP-CLPPP Tracking - Calls	Quarterly-Environmental Coordinator's Database	Compile number of calls, a) quarterly and b) cumulative for fiscal year	LPPF
	Number of returned cards	LPPF Database	Quarterly Download from LPPF Database	Compile number of returned cards, total and by region, a) quarterly and b) cumulative for fiscal year	LPPF
2. Screening rates increase	Screening rates for areas where brochure is distributed	CLPPP-CLPPP Surveillance Data	Annual Report Submitted to LPPF	Number of children screened statewide and by region annually, divided by total number of children residing in State/region; match regions to those where brochure has been distributed	LPPF
3. Interest in home testing increases	Number of requests for home testing tipsheet	CLPPP-CLPPP Tracking - Tip Sheets	Quarterly	1) Compile number of tipsheets requested a) quarterly and b) cumulative for fiscal year 2) Match number to region where brochure is distributed	LPPF
LONG TERM OUTCOMES					
2.1.1. Ability to identify at-risk children increases	Counts and rates of EBLLs in areas where brochure is distributed	CLPPP-CLPPP Surveillance Data	Annual Report Submitted to LPPF	1) Number of EBLLs, by region, annually 2) Number of EBLLs by region, divided by number of children screened in region 3) Match EBLLs to regions where brochure is distributed	LPPF
3.1.1. Home testing increases	Increase in requests for lead dust test kits through lab	HETL Lead Dust Test Data	Quarterly	Compile number of tests requested, total and by region, a) quarterly and b) cumulative for fiscal year	LPPF

TARGETED MAILINGS WITH LEAD DUST TEST KIT OFFER

Overview

The LPPF has created a mailing to be sent to families of one and two year olds throughout the State and distributed by community partners. Parents can request a free lead dust test kit to be used to measure the levels of lead dust present in their homes. The objectives of the mailing are to create parental awareness of the risks of household lead exposure; increase environmental health knowledge and proactive behaviors; and increase screening and detection of household lead exposure.

Evaluation

Evaluation of the targeted mailing with the offer of a free lead dust test kit will involve both process measures, tracked by LPPF, and outcome measures consisting of lead dust test data from HETL and surveillance data from CLPPP.

Intermediate Outcomes

Five intermediate outcomes, to be accomplished in Years 1-5, have been identified for the targeted mailings with lead dust test kit offer.

These intermediate outcomes will be evaluated as follows:

1. Parents obtain lead safety information.

CLPPP will track the number of materials requests, hits to the CLPPP website, and calls to the toll-free phone number following mailing of the brochures and on an ongoing basis. These data will be submitted quarterly to LPPF.

2. Screening rates increase.

The information received in the targeted mailing is intended to encourage parents to have their children screened for elevated blood lead levels. This effect will be measured using CLPPP surveillance data. EBLL data, sorted by high density area, will be submitted quarterly to LPPF by CLPPP, allowing LPPF to compare rates in areas where the brochure was distributed.

3. Parents perform lead dust testing.

In order to track response and follow up by parents receiving the mailing, LPPF will maintain a database of brochures mailed and lead dust test kits requested. The State Health and Environmental Testing Laboratory (HETL) will receive and process any dust tests. LPPF will access the

number of dust tests submitted to HETL and the results of these tests on a quarterly basis.

4. Lead dust hazards are identified.

LPPF will access test results from HETL, as described above.

5. Parents implement practices to reduce lead hazards, e.g. cleaning, encouraging landlord to follow up.

CLPPP will follow up on test results above a specified threshold to educate tenants on avoiding lead hazards. Results of these cases will be reported to LPPF.

Long-Term Outcomes

Eleven long-term outcomes have been identified for the targeted mailing with lead dust test kit offer.

These long-term outcomes will be evaluated as follows:

1.1.1. Parents learn to live safely in housing with lead paint.

1.1.2. Decrease in EBLLs.

CLPPP surveillance data will be used to measure the effect of the targeted mailing on the ability of parents to live safely with lead paint, and prevent EBLLs in their children. EBLL data, sorted by public health district, will be submitted quarterly to LPPF, allowing LPPF to compare rates in areas where the brochure was distributed.

2.1.1. Ability to identify at-risk children increases.

This outcome will be assessed using CLPPP surveillance data – see above.

3.1.1. Lead dust hazards are identified before a child is poisoned.

This effect will be assessed by ongoing monitoring of CLPPP Surveillance data, which will be submitted quarterly to LPPF. The list of children identified as ‘at-risk’ as a result of a positive lead dust test in their home will be checked against a list of EBLL cases.

3.1.2. Landlords and neighboring tenants in units identified as having lead dust hazards take appropriate action to make additional units lead safe.

The CLPPP Environmental Coordinator and HDAs will track landlord actions that result from identifying a lead dust hazards. Results of lead dust tests and environmental investigations will be used to inform LPPF in this area.

4.1.1. Lead dust hazards in rental units are reduced.

4.1.2. Lead dust hazards in owner-occupied units are controlled.

Units identified as at-risk based on an LDT should be kept lead-safe after tenants and landlords are educated about how to maintain a lead free environment. Ongoing control of hazards will be assessed by the need for CLPPP environmental investigations.

4.1.3. Lead dust hazards are identified before children are exposed.

See 3.1.1. above.

4.1.4. Landlords and tenants in neighboring units take appropriate action to make all units lead safe.

See 3.1.2. above.

5.1.1. Fewer EBLLs are identified in units after parents have been trained to reduce lead hazards.

See 3.1.1. above.

6.1.1. Screening rates for children in high density areas increases.

CLPPP Surveillance data provide numbers of children screened. These numbers, sorted by high density area will be submitted quarterly to LPPF.

Evaluation Plan Details

The table below illustrates the detailed plan for evaluating targeted mailings with lead dust test kit offer.

TARGETED MAILING - WITH LEAD DUST TESTS KIT OFFER					
OBJECTIVES 1. Create parental awareness of the risks of household lead exposure 2. Increase environmental health knowledge and proactive behaviors 3. Increase screening and detection of household lead exposure in Maine ACTIVITIES 1. Direct Mailing of Brochure to Families of 1 and 2 Year Olds Throughout State 2. Direct Distribution of Brochure Through Community Contracts					
OUTCOME	DATA	DATA PROVIDER	FREQUENCY AND TRANSMITTAL OF DATA	EVALUATION ANALYSIS	RESPONSIBLE ENTITY
INTERMEDIATE OUTCOMES					
1. Parents obtain lead safety information	Number of requests for materials	CLPPP-CLPPP Tracking - Tip Sheets	Quarterly	Compile number of materials requested, total and by region, a) quarterly and b) cumulative for fiscal year	LPPF
	Number of hits to website	CLPPP-CLPPP Tracking - Web	Monthly	Compile number of hits and downloads, a) monthly and b) cumulative for fiscal year	LPPF
	Number of calls to toll-free number	CLPPP-CLPPP Tracking - Calls	Quarterly-Environmental Coordinator's Database	Compile number of calls, a) quarterly and b) cumulative for fiscal year	LPPF
	Number of returned cards	LPPF Database	Quarterly Download from LPPF Database	Compile number of returned cards, total and by region, a) quarterly and b) cumulative for fiscal year	LPPF
2. Increased screening rates	Screening rates for areas where brochure is distributed	CLPPP-CLPPP Surveillance Data	Annual Report Submitted to LPPF	Number of children screened statewide and by region annually, divided by total number of children residing in State/region; match regions to those where brochure has been distributed	LPPF
3. Parents Perform Lead Dust Testing	Number of lead dust tests requested from return postcards	LPPF Database	Monthly Download from LPPF Database	1) Number of LDT kit requests via returned postcard, by region	LPPF
	Number of LDTs submitted by tenants	HETL Lead Dust Test Data	Weekly HETL Data	1) Number of unduplicated tests submitted, by region, a) weekly and b) cumulative for quarter and fiscal year	LPPF
	Proportion of tenants that identify lead dust hazards through testing	HETL Lead Dust Test Data	Weekly HETL Data	1) Lead dust test results, by region	LPPF
4. Lead dust hazards are identified	Results of returned lead dust tests	HETL Lead Dust Test Data	Weekly HETL Data	Compile number of positive lead dust tests a) quarterly and b) cumulative for fiscal year	LPPF
5. Parents implement practices to reduce lead hazards, e.g. cleaning, encouraging landlord to follow up	Results of pre and post lead dust tests of those classified tier 2 & 3	HETL Lead Dust Test Data	Annual HETL Data	1) Number of tier 2 and 3 units identified 2) Results of Environmental Investigation 3) Results of post-investigation LDTs	LPPF

LONG TERM OUTCOMES					
1.1.1. Parents learn to live safely in housing with lead paint 1.1.2. Decrease in EBLLs	EBLL rates in areas where brochures with LDT offer are distributed	CLPPP-CLPPP Surveillance Data	Annual Report Submitted to LPPF	1) Number of EBLLs, by region, annually 2) Number of EBLLs by region, divided by number of children screened in region 3) Match EBLLs to regions where brochure is distributed	LPPF
2.1.1. Ability to identify at-risk children increases	EBLL rates in areas where brochures are distributed	CLPPP-CLPPP Surveillance Data	Annual Report Submitted to LPPF	1) Number of EBLLs, by region, annually 2) Number of EBLLs by region, divided by number of children screened in region 3) Match EBLLs to regions where brochure is distributed	LPPF
3.1.1. Lead dust hazards are identified before a child is poisoned. 3.1.2. Landlords and neighboring tenants in units identified as having lead dust hazards take appropriate action to make additional units lead safe	Number of children identified as at risk via LDT who do not have an EBLL	HETL Lead Dust Test Data	Annual HETL Data	1) Match elevated lead dust test results by address to results of EBL screenings of children residing at address	LPPF
	Number of buildings made lead safe based on lead dust testing in one unit	CLPPP-Environmental Data	Annual Report Submitted to LPPF	1) Number of buildings inspected based on lead dust test results 2) Results of Environmental Investigation 3) Results of post-investigation LDTs	LPPF
4.1.1. Lead dust hazards in rental units are reduced 4.1.2. Lead dust hazards in owner-occupied units are controlled 4.1.3. Lead dust hazards are identified before children are exposed 4.1.4. Landlords and tenants in neighboring units take appropriate action to make all units lead safe	Number of children identified as at-risk via LDT who do not have an EBLL	HETL Lead Dust Test Data	Annual HETL Data	1) Match elevated lead dust test results by address to results of EBL screenings of children residing at address	LPPF
	Number of environmental investigations resulting from LDT program	CLPPP-Environmental Data	Annual Report Submitted to LPPF	Number of environmental investigations resulting from positive LDT	LPPF
	Number of children identified as at risk via LDT who do not have an EBLL	CLPPP-CLPPP Surveillance Data	Annual Report Submitted to LPPF	1) Number of EBLLs, by region, annually 2) Number of EBLLs by region, divided by number of children screened in region 3) Match EBLLs to regions where brochure is distributed	LPPF
	Number of buildings made lead safe based on lead dust testing in one unit	CLPPP-Environmental Data	Annual Report Submitted to LPPF	1) Number of buildings inspected based on lead dust test results 2) Results of Environmental Investigation 3) Results of post-investigation LDTs	LPPF
5.1.1. Fewer EBLLs are identified in units after parents have been trained to reduce lead hazards	EBLL rates in areas where brochures with LDT offer are distributed	CLPPP-CLPPP Surveillance Data	Annual Report Submitted to LPPF	1) Number of EBLLs, by region, annually 2) Number of EBLLs by region, divided by number of children screened in region 3) Match EBLLs to regions where brochure is distributed	LPPF
6.1.1. Screening rates for children in high density areas increases	Screening rates in High Density Areas	CLPPP-CLPPP Surveillance Data	Annual Report Submitted to LPPF	Number of children screened statewide and by region annually, divided by total number of children residing in State/region	LPPF

TRAININGS OFFERED THROUGH THE DEPARTMENT OF ENVIRONMENTAL PROTECTION

Overview

The Department of Environmental Protection (DEP) contracts for trainings for landlords, contractors, and homeowners on Homeowner Lead Smart Renovation (LSR), Renovation, Repair and Painting (RRP), and Essential Maintenance Practices (EMP), as well as Lead Dust Sampling Technician (LDST) and Lead Inspector (LI) training. The objective of these trainings is to ensure that landlords, contractors and homeowners are able to recognize lead hazards, work safely in environments with lead hazards, and maintain lead safe environments.

Evaluation

Outcomes for trainings will be evaluated largely by tracking data collected about trainings by the Department of Environmental Protections. This data will also be combined with EBLL Surveillance data and LSHR data.

Intermediate Outcomes

Four intermediate outcomes, to be accomplished in Years 1-5, have been identified for the trainings offered through the DEP.

These intermediate outcomes will be evaluated as follows:

1. Landlords participate in trainings.

DEP will maintain records of the number of trainings held, the number of individuals trained, and information about those involved, such as whether they are landlords and/or contractors, and where in the state they own units. Landlord participation will be tracked for Essential Maintenance Practice Trainings and Renovation, Repair and Painting Trainings.

2. Contractors participate in RRP trainings.

See above. Contractor participation will be tracked for Renovation, Repair and Painting Trainings.

3. Homeowners participate in trainings.

See above.

4. Increase in number of trained Lead Dust Technicians and Lead Inspectors.

See above. Completed Lead Dust Technician and Lead Inspector trainings will be tracked.

Long-Term Outcomes

Six long-term outcomes have been identified for trainings offered through DEP.

These long-term outcomes will be evaluated as follows:

1.1.1. Trained landlords maintain units as lead safe.

1.1.2. Renovation related EBLs decrease (Landlords).

The effect of participation in trainings by landlords will be evaluated in three ways: pre-and post-lead dust testing in units owned by trained landlords; linking CLPPP EBL data to DEP data on units owned by trained landlords; and tracking the number of landlords trained who register their units on the LSHR.

2.1.1. Renovation and take home lead related EBLs decrease (Contractors).

The effect of contractor participation on renovation and take home lead related EBLs will be assessed by checking cases of EBLs – from CLPPP data against the DEP list of contractors trained.

2.1.2. Contractors trained are distributed throughout the State.

DEP will track the location of contractors who participate in trainings.

3.1.1. Renovation related EBLs decrease (Homeowners).

The effect of homeowner participation on renovation and take home lead related EBLs will be assessed by checking cases of EBLs – from CLPPP data against the DEP list of homeowners trained.

4.1.1. The State has adequate capacity to support demand for Lead Dust Testing and Inspections

DEP training data will include the location of trained Lead Dust Technicians and Lead Inspectors. LPPF will track the number of LDTs and LIs by District, as well as this number normalized according to EBL rates or numbers.

Evaluation Plan Details

The table below illustrates the detailed plan for evaluating Trainings through the Department of Environmental Protection.

TRAININGS OFFERED THROUGH THE DEPARTMENT OF ENVIRONMENTAL PROTECTION					
OBJECTIVE					
Ensure that landlords, contractors and homeowners are able to recognize lead hazards, work safely in environments with lead hazards, and maintain lead safe environments					
ACTIVITY					
Provide Training for Landlords, Contractors, Homeowners (Homeowner Lead-Smart Renovation, RRP, Essential Maintenance Practices, Lead Dust Sampling Technician & Lead Inspector) - Coordinated with High Density Activities					
OUTCOME	DATA	DATA PROVIDER	FREQUENCY AND TRANSMITTAL OF DATA	EVALUATION ANALYSIS	RESPONSIBLE ENTITY
INTERMEDIATE OUTCOMES					
1. Landlords participate in trainings	Number of landlords trained in EMP Number of landlords trained in RRP	DEP Training	Quarterly DEP Training Report to LPPF	1) Compile number of landlords attending training, a) quarterly and b) cumulative for fiscal year	LPPF
2. Contractors participate in RRP trainings	Number of contractors trained in RRP	DEP Training	Quarterly DEP Training Report to LPPF	1) Number of contractors trained a) quarterly and b) cumulative by fiscal year	LPPF
3. Homeowners participate in trainings.	Number of homeowners trained	DEP Training	Quarterly DEP Training Report to LPPF	1) Number of homeowners trained a) quarterly and b) cumulative by fiscal year	LPPF
4. Increase in number of trained Lead Dust Technicians and Lead Inspectors	Number of trained LDSTs	DEP Training	Quarterly DEP Training Report to LPPF	1) Compile number of individuals completing training, a) quarterly and b) cumulative for fiscal year	LPPF
	Number of trained LI	DEP Training	Quarterly DEP Training Report to LPPF	1) Compile number of individuals completing training, a) quarterly and b) cumulative for fiscal year	LPPF

LONG TERM OUTCOMES					
1.1.1. Trained landlords maintain units as lead safe 1.1.2. Renovation related poisonings decrease	Number and location of LDTs submitted for pre/post EMP testing	HDA Lead Agency	HDA Quarterly Report	1) Compile results of pre- and post-unit turnover LDT tests 2) Determine whether landlords participating in testing at unit turnover completed training 3) Match LDT results to training status 4) Compare results of LDT tests for trained landlords vs. untrained landlords	LPPF
	Number of children with EBLLs living in units owned by trained landlords	CLPPP-CLPPP Surveillance Data	Annual Report Submitted to LPPF - Starting 2011	1) Match EBLLs by address to landlords; determine whether landlord has been trained 2) Compile number of EBLLs matched to trained landlords a) quarterly and b) cumulative for fiscal year	LPPF
	Number of units owned by trained landlords placed and re-registered on LSHR	DEP LSHR	Quarterly DEP LSHR Report to LPPF	1) Match trained landlords by name to registered units 2) Compile number of units on LSHR owned by trained landlords a) quarterly (new registrants) and b) cumulative for fiscal year	LPPF
2.1.1. Renovation and take home lead-related poisonings decrease 2.1.2. Contractors trained are distributed throughout the State	Number of EBLLs related to renovation and take home lead by trained contractors	CLPPP-CLPPP Surveillance Data	Annual Report Submitted to LPPF	1) Match EBLLs to trained contractors	LPPF
	Geographic distribution of trained contractors	DEP Training	Quarterly DEP Training Report to LPPF	1) Analyze contractors trained by zip code	LPPF
3.1.1. Renovation related poisonings decrease	Number of EBLLs related to renovation by trained homeowners	CLPPP-CLPPP Surveillance Data	Annual Report Submitted to LPPF	1) Match EBLLs to trained homeowners	LPPF
4.1.1. Adequate capacity to support demand for Lead Dust Testing and Inspections	Number of LDSTs and Lis by public health district Number of trained LDTs and Lis by district-normalized by EBL rates or numbers	DEP Training	Quarterly DEP Training Report to LPPF	Compile number of LDTs and Lis by District 1) Number of individuals trained 2) Number of individuals trained, normalized by EBLL rates by district	LPPF

LEAD SAFE HOUSING REGISTRY (LSHR)

Overview

The Maine Department of Environmental Protection (DEP) is developing a Lead Safe Housing Registry to enable tenants to locate lead-safe housing. The LSHR is voluntary, so landlords must perceive a benefit to being listed for it to be populated. The objectives are to build and populate the LSHR to provide incentives for landlords to engage in lead safe practices and to enable tenants to identify lead safe rental units.

Evaluation

Outcomes for the LSHR will be evaluated using data mainly from the Department of Environmental Protection, which is responsible for the LSHR. In the long-term this data will be combined with CLPPP surveillance data to assess the effect of the LSHR on EBLL rates.

Intermediate Outcomes

Four intermediate outcomes, to be accomplished in Years 1-5, have been identified for the LSHR.

These intermediate outcomes will be evaluated as follows:

1. LSHR is completed

LPPF will be notified by DEP when the LSHR is available for use.

2. Landlords are aware of and see the value of LSHR

Landlord awareness will be measured qualitatively through reports by community partners and Landlord Associations.

3. LSHR is populated

DEP will inform LPPF of the number and types of homes on the LSHR on a quarterly basis.

4. LSHR is used by the public to identify lead-safe housing.

DEP will inform LPPF of the number of hits received on the LSHR website.

Long-Term Outcomes

Four long-term outcomes have been identified for the LSHR and will be evaluated as follows:

2.1.1. LSHR is well-populated

DEP will track and report the number of units registered on the LSHR by location, cost, and age of housing.

3.1.1. LSHR is well-populated

See above.

4.1.1. LSHR is linked to and integrated with other housing registries.

DEP will inform LPPF of such linkages.

4.1.2. Children in units registered on LSHR do not have elevated EBLs.

The State epidemiology department will provide surveillance data to LPPF. LPPF will check any EBLs against the lead housing registry to assess whether any EBL cases are linked to registered units.

Evaluation Plan Details

The table below illustrates the detailed plan for evaluating the Lead Safe Housing Registry.

LEAD SAFE HOUSING REGISTRY					
OBJECTIVE					
Build and Populate LSHR to Provide Incentive for Landlords to Engage in Lead Safe Practices and Enable Tenants to Identify Lead Safe Rental Units					
ACTIVITY					
Promote landlord registration on Lead Safe Housing Registry (LSHR)					
OUTCOME	DATA	DATA PROVIDER	FREQUENCY AND TRANSMITTAL OF DATA	EVALUATION ANALYSIS	RESPONSIBLE ENTITY
INTERMEDIATE OUTCOMES					
1. LSHR is completed	LSHR is available for use	DEP LSHR	One time measure	1) Document date that LSHR is active	LPPF
2. Landlords are aware of and see the value of LSHR	Reports from communities and Landlord Association regarding landlord attitudes towards the registry	HDA/District Lead Agency	HDA Quarterly Reports/District Quarterly Reports	Evaluate narrative regarding landlord attitudes	LPPF
3. LSHR is populated	Number and types of homes on LSHR	DEP LSHR	Annual DEP LSHR Report to LPPF	1) Number of units registered 2) Type of units registered	DEP
4. LSHR is used by the public to identify lead-safe housing	Hits to LSHR	DEP LSHR	Annual DEP LSHR Report to LPPF	Number of hits a) quarterly and b) cumulative for fiscal year	DEP
LONG TERM OUTCOMES					
2.1.1. LSHR is well-populated	Number of units registered on LSHR	DEP LSHR	Annual DEP LSHR Report to LPPF	Number of units registered a) quarterly and b) cumulative for fiscal year	DEP
	Numbers by geography, economic status and age of housing	DEP LSHR/MSHA	Annual DEP LSHR Report to LPPF	Number of units by geography, economic status and age of housing	DEP
3.1.1. LSHR is well-populated	Number of units registered on LSHR	DEP LSHR	Annual DEP LSHR Report to LPPF	Number of units registered a) quarterly and b) cumulative for fiscal year	DEP
	Numbers by geography, economic status and age of housing	DEP LSHR/MSHA	Annual DEP LSHR Report to LPPF	Number of units by geography, economic status and age of housing	DEP
4.1.1. LSHR is linked to and integrated with other housing registries 4.1.2. Children in units registered on LSHR do not have EBLLs	Status of linkages between LSHR and other registries	DEP LSHR/MSHA and SmokeFree	Annual DEP LSHR Report to LPPF	Number of hits from linked websites a) quarterly and b) cumulative for fiscal year	DEP
	Number of EBLLs linked to units registered on LSHR	DEP LSHR	Annual DEP LSHR Report to LPPF	Number of EBLLs matched to units registered on LSHR	CLPPP

STATEWIDE MULTIMEDIA CAMPAIGN

Overview

The Lead Poisoning Prevention Fund (LPPF) will undertake a media campaign including: 1) brochure distribution, 2) maintenance of a website, 3) maintenance of a toll-free phone number, 4) development and distribution of tipsheets, 5) retail store posters, and 6) press release templates. LPPF will also develop and refine a communication plan through formative research, audience testing and evaluation. The objective of the activities is to increase awareness of lead-related issues among multiple audiences and provide resources and access to information.

Evaluation

Outcomes for the Statewide Media Campaign will be evaluated using process measures to assess whether information sources are being established by stakeholders, including community partners, tenants and landlords. The State Childhood Lead Poisoning Prevention Program (CLPPP) is responsible for several of the relevant measures and will report these quarterly to LPPF. Community partners will be asked to monitor the use of hardware posters in their communities.

Intermediate Outcomes

Six intermediate outcomes, to be accomplished in Years 1-5, have been identified for the State-wide multi-media campaign.

These intermediate outcomes will be evaluated as follows:

1. Website is accessed.

LPPF will monitor the number of hits to the website, the number of page views, and the number of downloads of various materials available on the site. These numbers are monitored by Childhood Lead Poisoning Prevention Program (CLPPP) staff. CLPPP will provide quarterly reports of these data to LPPF. Data will be monitored for any ‘event-related’ increases in activity, i.e. website activity following a major event or press release that may direct users to the site.

2. Materials, including tipsheets, are accessed and distributed.

The number and types of materials distributed will be monitored, as will the distribution ‘routes:’ downloads, direct requests for materials or distribution by community partners (i.e. Public Health Districts and High Density Areas). Downloads and direct requests will be submitted to LPPF quarterly by CLPPP; materials distributed by partners will be submitted in partners’ quarterly reports.

3. Development and distribution of hardware store poster.

Posters will be available by request or download from the CLPPP website. CLPPP will track the number of downloads and requests and report quarterly to LPPF.

4. Development and use of press release templates.

CLPPP will track the number of press releases used by partners and report quarterly to LPPF.

5. Public calls State to request additional information.

CLPPP will track the number of calls, the types of callers and reasons for calls and will report quarterly to LPPF.

6. Development and implementation of communication plan.

LPPF will document progress of this activity.

Long-Term Outcomes

Two long-term outcomes have been identified the Statewide media campaign and will be evaluated as follows:

1.1.1. Increase in screening rates and decrease in EBLLs.

CLPPP will provide quarterly reports of screening rates and incidence and prevalence of EBLLs to LPPF.

3.1.1. Poster is present in hardware stores.

The presence of posters will be measured qualitatively. Community partners (HDAs, Districts, etc.) will report the presence of posters in their geographic areas on their quarterly reports to LPPF.

Evaluation Plan Details

The table below illustrates the detailed plan for evaluating the Statewide Media Campaign.

STATEWIDE MEDIA CAMPAIGN					
OBJECTIVE					
Increase awareness of lead-related issues among multiple audiences and provide resources and access to information					
ACTIVITIES					
1. Implement a statewide multimedia campaign, including a) brochure distribution, b) website, c) toll-free phone number, d) tipsheets, e) retail store posters, and f) press release templates					
2. Develop and refine communication plan through formative research, audience testing and evaluation					
OUTCOME	DATA	DATA PROVIDER	FREQUENCY AND TRANSMITTAL OF DATA	EVALUATION ANALYSIS	RESPONSIBLE ENTITY
INTERMEDIATE OUTCOMES					
1. Website is accessed	Number of hits and page views	CLPPP-CLPPP Tracking - Web	Quarterly	Compile number of hits and downloads, a) monthly and b) cumulative for fiscal year	CLPPP
	Number of downloads	CLPPP-CLPPP Tracking - Web	Quarterly	Compile number of hits and downloads, a) monthly and b) cumulative for fiscal year	CLPPP
2. Materials (including tipsheets) are accessed and distributed	Number and types of materials distributed, including distribution routes - downloads, requests, partners	CLPPP-CLPPP Tracking - Calls	Quarterly-Environmental Coordinator's Database	Compile number of materials requested, total and by region, a) quarterly and b) cumulative for fiscal year	CLPPP
3. Development and distribution of hardware store poster	Number of poster downloads and requests	CLPPP-CLPPP Tracking - Web	Quarterly	Compile number of posters and downloads, total and by region, a) quarterly and b) cumulative for fiscal year	CLPPP
4. Development and use of press release templates	Number of news articles	HDA/District Lead Agency	HDA Quarterly Reports/District Quarterly Reports	Compile number of press releases by District and HDA used a) quarterly and b) cumulative for fiscal year	CLPPP
5. Public calls for more info	Number of calls to toll-free number	CLPPP-CLPPP Tracking - Calls	Quarterly-Environmental Coordinator's Database	Compile number of calls, a) quarterly and b) cumulative for fiscal year	CLPPP
6. Development and implementation of plan	Media evaluation measures	LPPF Media Team	Review every 3 years	Updated every 3 years	CLPPP/LPPF
	Change in nature and scope of media campaign	LPPF Media Team	Review every 3 years	Evaluation and documentation of changes in plan	CLPPP/LPPF
	Completed plan	LPPF Media Team	Review every 3 years	Updated every 3 years	CLPPP/LPPF
LONG TERM OUTCOMES					
1.1.1. Increase in screening rates and decrease in EBLLS	Number and rates of EBLLS	CLPPP-CLPPP Surveillance Data	Annual Report Submitted to LPPF	Compile number of EBLLS annually	LPPF/Epi
3.1.1. Poster is present in hardware stores	Qualitative surveillance by partners	HDA/District Lead Agency	HDA Quarterly Reports/District Quarterly Reports	Evaluate and track narrative reports from community partners	LPPF

APPENDIX A: GLOSSARY

Lead Related Acronyms

CGR: Center for Governmental Research

CLPPP: Childhood Lead Poisoning Prevention Program

DEP: Department of Environmental Protection (Maine)

EBLL: Elevated Blood Lead Level

EMP: Essential Maintenance Practices

HDA: High Density Area

HETL: Health & Environmental Testing Laboratory (Maine)

HMP: Healthy Maine Partnership

LDST: Lead Dust Sampling Technician

LDT: Lead Dust Testing

LPPF: Lead Poisoning Prevention Fund

LSHR: Lead Safe Housing Registry

LSR: Lead Safe Renovation or Lead Safe Renovator

MCLPPP: Maine Childhood Lead Poisoning Prevention Program

MeCDC: Maine Center for Disease Control and Prevention

MSHA: Maine Housing or Maine State Housing Authority

NCHH: National Center for Healthy Homes

ODRVS: Office of Data Records and Vital Statistics

PHD: Public Health District

RRP: Lead Renovation, Repair & Painting Rule

µg/dL: micrograms per deciliter

APPENDIX B: PUBLIC HEALTH DISTRICTS, REQUIRED DATA

Data	Outcome	Evaluation Analysis
Number of Maine CDC trainings completed	District 1. PHDs have local capacity to develop awareness of needs of community-IT	1) Number and type of trainings attended by District representatives, a) quarterly and b) cumulative for fiscal year
Completed District plan	District 1. PHDs have local capacity to develop awareness of needs of community-IT	Review of plan: 1) Are requirements of contract met? 2) Is follow-up discussion with partner needed?
Number of materials distributed	District 1.1.1.1. Lead hazards outreach will be well-integrated into existing outreach efforts in PHDs-LT	1) Number and type of materials distributed a) quarterly and b) cumulative for fiscal year 2) Distribution mechanism
Presence of lead-related materials on HMP website	District 1.1.1.1. Lead hazards outreach will be well-integrated into existing outreach efforts in PHDs-LT	1) Review web materials
Description of HMP activities integrating lead-related information	District 1.1.1.1. Lead hazards outreach will be well-integrated into existing outreach efforts in PHDs-LT	Review of narrative: 1) Are requirements of contract met? 2) Is follow-up discussion with partner needed?
Number of materials distributed	District 2. Knowledge increases and behaviors change regarding lead hazards, what targeted audience can do, their rights under state law, and available resources-IT	1) Number and type of materials distributed a) quarterly and b) cumulative for fiscal year 2) Distribution mechanism
Number of community groups involved in outreach	District 2. Knowledge increases and behaviors change regarding lead hazards, what targeted audience can do, their rights under state law, and available resources-IT	Compile number of community groups: name, description of type, description of collaboration
Number of people attending events	District 2. Knowledge increases and behaviors change regarding lead hazards, what targeted audience can do, their rights under state law, and available resources-IT	Compile number of people attending, a) quarterly and b) cumulative for fiscal year
Number of outreach events completed	District 2. Knowledge increases and behaviors change regarding lead hazards, what targeted audience can do, their rights under state law, and available resources-IT	Compile number of outreach events, a) quarterly and b) cumulative for fiscal year
Reports from communities and Landlord Association regarding landlord attitudes towards the registry	LSHR 2. Landlords are aware and of and see the value of LSHR-IT	Evaluate narrative regarding landlord attitudes
Qualitative surveillance by partners	MC 3.1.1.1. Poster is present in hardware stores-LT	Evaluate and track narrative reports from community partners
Number of news articles	MC 4. Development and use of press release templates-IT	Compile number of press releases by District and HDA used a) quarterly and b) cumulative for fiscal year

APPENDIX C: HIGH DENSITY AREAS, REQUIRED DATA

Data	Outcome	Evaluation Analysis
Completed HDA Outreach Plan	HDA LL 1. HDA-HMPs plan and implement ongoing outreach activities targeting landlords of pre-1978 units-IT	Review of plan: 1) Are requirements of contract met? 2) Is follow-up discussion with partner needed?
Pre and post event surveys	HDA LL 2.1.1. HDA-Targeted landlords are aware of their responsibilities for maintaining a lead safe property and are able to take advantage of the available resources to do so -LT	Analyze difference between pre and post surveys.
Number of landlords attending events	HDA LL 2. HDA-HMPs host at least 2 outreach events each year-IT	Compile number of landlords attending, a) quarterly and b) cumulative for fiscal year
Number of outreach events completed	HDA LL 2. HDA-HMPs host at least 2 outreach events each year-IT	Compile number of outreach events, a) quarterly and b) cumulative for fiscal year
Number of community groups involved in working with landlords.	HDA LL 3. HDA-HMPs collaborate with other community groups to reach landlords-IT	Compile number of community groups: name, description of type, description of collaboration
Number of trained landlords performing EMP at unit turnover	HDA LL 5. Trained landlords perform EMP in at risk units at turnover as confirmed by lead dust testing.-IT	1) Compile results of pre- and post-unit turnover LDT tests 2) Determine whether landlords participating in testing at unit turnover completed training 3) Match LDT results to training status 4) Compare results of LDT tests for trained landlords vs. untrained landlords
Number and location of LDTs submitted for pre/post EMP testing	HDA LL 5. Trained landlords perform EMP in at risk units at turnover as confirmed by lead dust testing.-IT	1) Compile results of pre- and post-unit turnover LDT tests 2) Determine whether landlords participating in testing at unit turnover completed training 3) Match LDT results to training status 4) Compare results of LDT tests for trained landlords vs. untrained landlords
Completed HMP outreach plan	HDA-Tenant 1. HDA-HMPs complete and implement an outreach plan-IT	Review of plan: 1) Are requirements of contract met? 2) Is follow-up discussion with partner needed?
Number of outreach events completed	HDA-Tenant 2. HDA-HMPs host at least 2 events-IT	1) Compile number of outreach events completed, a) quarterly and b) cumulative for fiscal year 2) Describe events
Number of materials distributed	HDA-Tenant 2. HDA-HMPs host at least 2 events-IT	1) Number and type of materials distributed a) quarterly and b) cumulative for fiscal year 2) Distribution mechanism
Number of tenants reached	HDA-Tenant 2. HDA-HMPs host at least 2 events-IT	Compile number of tenants attending, a) quarterly and b) cumulative for fiscal year
Number of community groups involved in working with tenants	HDA-Tenant 3. HDA-HMPs collaborate with community groups-IT	Compile number of community groups: name, description of type, description of collaboration
Reports from communities and Landlord Association regarding landlord attitudes towards the registry	LSHR 2. Landlords are aware and of and see the value of LSHR-IT	Evaluate narrative regarding landlord attitudes

Qualitative surveillance by partners	MC 3.1.1. Poster is present in hardware stores-LT	Evaluate and track narrative reports from community partners
Number of news articles	MC 4. Development and use of press release templates-IT	Compile number of press releases by District and HDA used a) quarterly and b) cumulative for fiscal year

APPENDIX D: CHILDHOOD LEAD POISONING PREVENTION PROGRAM, ANALYSIS OF SURVEILLANCE DATA

Use of CLPPP Surveillance Data
Number of EBLLS, by region, annually
Number of EBLLs by region, divided by number of children screened in region
Match EBLLs to regions where brochure is distributed
Results of EBL screening of children in tier 2 and 3 units
Match EBLLs by address to landlords; determine whether landlord has been trained
Number of EBLLs matched to units registered on LSHR
Match EBLLs to trained contractors
Match EBLLs to trained homeowners
Compile number of EBLLs matched to trained landlords a) quarterly and b) cumulative for fiscal year
Number of children screened statewide and by region annually
Number of children screened statewide and by region annually, divided by total number of children residing in State/region; match regions to those where brochure has been distributed
Match elevated lead dust test results by address to results of EBL screenings of children residing at address
Number of individuals trained, normalized by EBLL rates by district

APPENDIX E: DEPARTMENT OF ENVIRONMENTAL PROTECTION, REQUIRED DATA

Data	Outcome	Evaluation Analysis
DEP LSHR		
Number of units owned by trained landlords placed and re-registered on LSHR	HDA LL 4.1.1. Trained landlords maintain lead-safe units-LT	1) Match trained landlords by name to registered units 2) Compile number of units on LSHR owned by trained landlords a)quarterly (new registrants) and b) cumulative for fiscal year
Number of units owned by trained landlords placed and re-registered on LSHR	HDA LL 5.1.1. The number of lead-safe units in high density areas increases-LT	1) Match registered units by address to landlords; determine whether landlord has been trained 2) Compile number of registered units matched to trained landlords a) quarterly and b) cumulative for fiscal year
LSHR is operational	HDA LL 6.. Landlords register units with LSHR-IT	1) Document date that LSHR is active
Number of units on LSHR	HDA LL 6. Landlords register units with LSHR-IT	Compile number of units on LSHR a) quarterly, b) cumulative for fiscal year and c) current total
Number of affordable units on LSHR	HDA LL 6.1.1. LSHR is populated with units that are lead-safe and affordable for tenants in high-risk areas-LT	TBD
Number of units on LSHR	HDA LL 6.1.1. LSHR is populated with units that are lead-safe and affordable for tenants in high-risk areas-LT	Compile number of units on LSHR a) quarterly, b) cumulative for fiscal year and c) current total
LSHR is available for use	LSHR 1. LSHR is completed-IT	1) Document date that LSHR is active
Number of units by geography, economic status and age of housing.	LSHR 2.1.1. LSHR is well-populated-LT	Need locations; costs and age from DEP. Use MSHA categories for affordability
Number of units registered on LSHR	LSHR 2.1.1. LSHR is well-populated-LT	Number of units registered a) quarterly and b) cumulative for fiscal year
Number and types of homes on LSHR	LSHR 3. LSHR is populated-IT	1) Number of units registered 2) Type of units registered
Number of units registered on LSHR	LSHR 3.1.1. LSHR is well-populated-LT	Number of units registered a) quarterly and b) cumulative for fiscal year
Number of units by geography, economic status and age of housing.	LSHR 3.1.1. LSHR is well-populated-LT	Need locations; costs and age from DEP. Use MSHA categories for affordability
Hits to LSHR	LSHR 4. LSHR is used by the public to identify lead-safe housing-IT	Number of hits a) quarterly and b) cumulative for fiscal year
Number of EBLLs linked to units registered on LSHR.	LSHR 4.1.2. Children in units registered on LSHR do not have EBLLs-LT	Number of EBLLs matched to units registered on LSHR
Number of units owned by trained landlords placed and re-registered on LSHR	TR 1.1.1. Trained landlords maintain units as leadsafe.-LT	1) Match trained landlords by name to registered units 2) Compile number of units on LSHR owned by trained landlords a)quarterly (new registrants) and b) cumulative for fiscal year
Status of linkages between LSHR and other registries	LSHR 4.1.1. LSHR is linked to and integrated with other housing registries.-LT	Number of hits from linked websites a) quarterly and b) cumulative for fiscal year

Data	Outcome	Evaluation Analysis
DEP Training		
Number of trainings offered	HDA LL 4. Targeted landlords complete EMP / RRP courses-IT	1) Compile number and type of trainings offered a) quarterly and b) cumulative for fiscal year 2) Compile number and type of trainings by HDA 1) quarterly and b) cumulative for fiscal year
Number of landlords trained	HDA LL 4. Targeted landlords complete EMP / RRP courses-IT	1) Compile number of landlords attending training, a) quarterly and b) cumulative for fiscal year 2) Zip code for units owned by trained landlords 3) Match landlord zip code to census tracts/HDA 4) Compile number of trained landlords by HDA a) quarterly and b) cumulative for fiscal year
Number of landlords trained in EMP	TR 1. Landlords participate in trainings-IT	1) Compile number of landlords attending training, a) quarterly and b) cumulative for fiscal year
Number of landlords trained in RRP	TR 1. Landlords participate in trainings-IT	1) Compile number of landlords attending training, a) quarterly and b) cumulative for fiscal year
Number of contractors trained in RRP	TR 2. Contractors participate in RRP trainings.-IT	1) Number of contractors trained a) quarterly and b) cumulative by fiscal year
Geographic distribution of trained contractors	TR 2.1.2. Contractors trained are distributed throughout the State-LT	1) Analyze contractors trained by zip code
Number of homeowners trained	TR 3. Homeowners participate in trainings.-IT	1) Number of homeowners trained a) quarterly and b) cumulative by fiscal year
Number of trained LDSTs	TR 4. Increase in number of trained Lead Dust Technicians and Lead Inspectors-IT	1) Compile number of individuals completing training, a) quarterly and b) cumulative for fiscal year
Number of trained LIs	TR 4. Increase in number of trained Lead Dust Technicians and Lead Inspectors-IT	1) Compile number of individuals completing training, a) quarterly and b) cumulative for fiscal year
Number of trained LDTs and LIs by district-normalized by EBL rates or numbers	TR 4.1.1. Adequate capacity to support demand for Lead Dust Testing and Inspections -LT	1) Number of individuals trained 2) Number of individuals trained, normalized by EBL rates by district
Number of trained LDSTs and LIs by public health district.	TR 4.1.1. Adequate capacity to support demand for Lead Dust Testing and Inspections -LT	Compile number of LDTs and LIs by District

APPENDIX F: TRACKING MEDIA AND MATERIALS

Data	Outcome	Evaluation Analysis
Number of calls to toll-free number	TM 1. Parents obtain lead safety information TM LDT 1. Parents obtain lead safety information	Compile number of calls, a) quarterly and b) cumulative for fiscal year
Number of hits to website	TM 1. Parents obtain lead safety information TM LDT 1. Parents obtain lead safety information	Compile number of hits and downloads, a) monthly and b) cumulative for fiscal year
Number of requests for materials	TM 1. Parents obtain lead safety information TM LDT 1. Parents obtain lead safety information	Compile number of materials requested a) quarterly and b) cumulative for fiscal year
Number of returned cards	TM 1. Parents obtain lead safety information TM LDT 1. Parents obtain lead safety information	Compile number of returned cards, total and by region, a) quarterly and b) cumulative for fiscal year
Number of requests for home testing tipsheet	TM 3. Interest in home testing increases-IT	1) Compile number of tipsheets requested a) quarterly and b) cumulative for fiscal year 2) Match number to region where brochure is distributed
Number of lead dust tests requested from return postcards	TM LDT 3. Parents Perform Lead Dust Testing-IT	1) Number of LDT kit requests via returned postcard, by region
Number of lead dust tests requested from return postcards	HDA-Tenant 2. Tenants Perform Lead Dust Testing-IT	1) Number of LDT kit requests via returned postcard, by region
Number of downloads	MC 1. Website is accessed-IT	Compile number of hits and downloads, a) monthly and b) cumulative for fiscal year
Number of hits and pageviews	MC 1. Website is accessed-IT	Compile number of hits and downloads, a) monthly and b) cumulative for fiscal year
Number and types of materials distributed, including distribution routes - downloads, requests, partners	MC 2. Materials (including tip sheets) are accessed and distributed-IT	Compile number of materials requested, total and by region, a) quarterly and b) cumulative for fiscal year
Number of poster downloads and requests	MC 3. Development and distribution of hardware store poster-IT	Compile number of posters and downloads, total and by region, a) quarterly and b) cumulative for fiscal year
Number of calls to toll-free number	MC 5. Public call for more info -IT	Compile number of calls, a) quarterly and b) cumulative for fiscal year
Change in nature and scope of media campaign	MC 6. Development and implementation of plan-IT	Evaluation and documentation of changes in plan
Completed plan	MC 6. Development and implementation of plan-IT	Updated every 3 years
Media evaluation measures	MC 6. Development and implementation of plan-IT	Updated every 3 years

APPENDIX G: USE OF HETL DATA

Data	Outcome	Evaluation Analysis
Increase in requests for lead dust test kits through lab.	TM 3.1.1. Home testing increases-LT	Compile number of tests requested, total and by region, a) quarterly and b) cumulative for fiscal year
Number and rate of EBLLs associated with identified units.	HDA-Tenant 5.1.1. Fewer EBLLs are identified in units after tenants have been trained to reduce lead hazards. -LT TM LDT 5.1.1. Fewer EBLLs are identified in units after parents have been trained to reduce lead hazards. -LT TM LDT 6. Parents have their children screened for blood lead-IT	1) Number of tier 2 and 3 units identified 2) Results of EBL screening of children in tier 2 and 3 units 3) Results by region
Number of buildings made lead safe based on lead dust testing in one unit.	TM LDT 4.1.4. Landlords and tenants in neighboring units take appropriate action to make all units lead safe. HDA-Tenant 2.1.2. Landlords and neighboring tenants in units identified as having lead dust hazards take appropriate action to make additional units leadsafe.-LT TM LDT 3.1.2. Landlords and neighboring tenants in units identified as having lead dust hazards take appropriate action to make additional units leadsafe.-LT	1) Number of buildings inspected based on lead dust test results 2) Results of Environmental Investigation 3) Results of post-investigation LDTs
Number of children identified as at-risk via LDT who do not have an EBLL	HDA-Tenant 4.1.1. Environmental lead hazards are identified before a child is poisoned. -LT TM LDT 3.1.1. Environmental lead hazards are identified before a child is poisoned. -LT TM LDT 4.1.1 Lead dust hazards in rental units are reduced	1) Match elevated lead dust test results by address to results of EBL screenings of children residing at address
Number of environmental investigations resulting from LDT program.	TM LDT 4.1.2. Lead dust hazards in owner-occupied units are controlled	Number of environmental investigations resulting from positive LDT
Number of LDTs submitted by tenants	HDA-Tenant 4. Tenants Perform Lead Dust Testing-IT TM LDT 3. Parents Perform Lead Dust Testing-IT	1) Number of unduplicated tests submitted, by region, a) weekly and b) cumulative for quarter and fiscal year
Proportion of tenants that identify lead dust hazards through testing	HDA-Tenant 4. Tenants Perform Lead Dust Testing-IT TM LDT 3. Parents Perform Lead Dust Testing-IT	1) Lead dust test results, by region
Results of pre and post lead dust tests of those classified tier 2 & 3	HDA-Tenant 5. Tenants implement practices to reduce lead hazards, e.g. cleaning, encouraging landlord to follow up.-IT TM LDT 5. Parents implement practices to reduce lead hazards, e.g. cleaning, encouraging landlord to follow up.-IT	1) Number of tier 2 and 3 units identified 2) Results of Environmental Investigation 3) Results of post-investigation LDTs
Results of returned lead dust tests	TM LDT 4.1. Lead dust hazards are identified-IT	Compile number of positive lead dust tests a) quarterly and b) cumulative for fiscal year