

HealthyHome

Office of Healthy Homes and Lead Hazard Control



Lead Programs Enforcement Division Settles Groundbreaking Lead Safe Housing Rule Case

The Office of Healthy Homes, Lead Program Enforcement Division (LPED) in partnership with HUD's Office of General Counsel (OGC) settled their first Lead Safe Housing Rule (Rule) enforcement case, against an owner of multiple federally-assisted target housing in the Brooklyn, New York area. The properties were referred to the LPED by the New York Multifamily Hub for enforcement action based upon the owner's failure to provide information under 12 U.S.C. § 1735f-15(c)(1)(B) (xi), regarding the operation and condition of a multifamily property;

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HUD Deputy Secretary Ron Sims Announces HUD's National Healthy Homes Strategic Plan

On June 9, the U.S. Department of Housing and Urban Development's (HUD) Deputy Secretary Ron Sims announced HUD's *Healthy Homes Strategic Plan* at a press conference, in the National Building Museum, Washington D.C. The HUD Deputy Secretary joined Acting Surgeon General Steven K. Galston in launching a coordinated national effort to produce healthier housing, as they issued a national "call to action" to confront the prevalence of home-related preventable diseases such as lead poisoning and asthma.

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National Education Campaign to Address Remaining Lead Dangers



HUD, in partnership with EPA, the Coalition to End Childhood Lead Poisoning and The Advertising Council will launch a new, three-year national public service advertising (PSA) campaign targeting parents and caregivers on the dangers of lead.

The campaign will deploy a holistic 360 media strategy by incorporating radio, TV, print as well as social media marketing (e.g. community groups, health centers, online social networking sites). The multi-media campaign includes English and Spanish-language advertising.

Even though lead-based paint was banned in 1978 childhood lead poisoning remains a major environmental health problem in the United States. Unfortunately, many American families do not realize that lead poisoning is still a hazard lurking in their homes. Focus groups recently conducted by the Ad Council revealed a continuing need to raise awareness of this hidden danger.

In addition to public service advertising the campaign will feature a highly interactive website and a toll-free phone number that will inform and empower parents and caregivers on lead hazards. One of the features on the website will be “My Community” where visitors can input their zip codes and receive a list of available agencies or resources in their area. Another feature of website is the “Share Your Lead Story” Web page. Parents or interested parties can submit their stories on their experiences with lead poisoning. The website will complement the PSA by providing parents and caregivers with the resources and support they need to learn more about lead poisoning and how to protect their children.

The campaign is scheduled to launch in Spring 2010. Watch for updates on this campaign in future issues of the Healthy Home newsletter.

Lead Programs Enforcement

...specifically, documentation regarding compliance with the Residential Lead-Based Paint Hazard Reduction Act of 1992 (“Act”), 42 U.S.C. § 4851 *et seq.* LPED worked closely with the New York Multifamily Hub to obtain the owner’s entire property inventory; it was found that he owns and manages 20 properties through 21 various companies (20 company owners and one management company).

Under the settlement, the companies agree to pay a civil money penalty in the amount of \$20,000 to resolve violations for failing to provide information regarding compliance with the Act. In addition, the companies agree to come into compliance with the Act on a strict timetable by: conducting lead-based paint risk assessments on all subject properties; providing notification of testing and lead work to tenants; performing lead-based paint hazard reduction work; conducting clearance examinations; and performing ongoing operations and maintenance. Given the legal complexities that had to be resolved up-front for the LPED to be able to pursue these cases, the settlement agreement provides for the same level of work as is currently required under the Lead Safe Housing Rule, but on an expedited basis. In the future, once concrete enforcement procedures for Lead Safe Housing Rule cases are established, LPED would consider requiring work above and beyond what is already required under the Rule as a way for respondents to mitigate their civil money penalty exposure.

This is the first settlement by the Department concerning the Federal Lead Safe Housing Rule; but it will not be the last. The Department is committed to providing lead-safe housing throughout the nation and we expect nothing less from providers of federally-assisted and federally-owned housing.

Lead Poisoning Prevention Video Contest [*Sponsored by EPA, CDC and HUD*]



More than 40 videos were submitted, and the top three videos were chosen for their ability to help educate the public about the adverse health effects of lead poisoning, how lead exposure occurs and ways to prevent lead poisoning. Winners of the contest were notified during National Lead Poisoning Prevention Week, October 18-24, and the winning videos were announced at CDC's National Environmental Public Health Conference in Atlanta, Georgia, on October 27, 2009. See the winning video at www.youtube.com/watch?v=S1kjst99AFA. Thank s to all who entered!

HUD's National Healthy Homes Strategic Plan

...“We are pleased that we are able to release our strategic plan to the nation today,” Deputy Secretary Sims said. “We must continue to work ...together across communities and the nation to ensure our homes are sited, designed, built, renovated, and maintained in ways that support the help of residents.”

Acting Surgeon General Steven K. Galson, M.D., M.P.H. simultaneously issued The Surgeon General's *Call to Action To Promote Healthy Homes*. The *Call to Action* looks at the ways housing can affect health. Other speakers on the program were: Ms. Mary Jean Brown, Sc.D., R.N., Chief, Lead Poisoning Prevention Branch of the CDC; Howard Frumkin, M.D., Dr. P.H., Director of the National Center for Environmental Health and Agency.

“The home is the centerpiece of American life,” said Galson, a Rear Admiral in the U.S. Public Health Service. “We can prevent many diseases and injuries that result from health hazards in the home by following the simple steps outlined in this *Call to Action*.” The *Call to Action* outlines the next steps of a society-wide approach to healthy homes that will result in the greatest possible public health impact and reduction of disparities in the availability of healthy, safe, affordable, accessible, and environmentally friendly homes.

The announcement of *The Healthy Homes Strategic Plan* and *Call to Action* are part of the national Healthy Homes Initiative led by the U.S. Department of Housing and Urban Development and the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention, with support from such organizations as the National Center for Healthy Housing, the Alliance for Healthy Homes, and the Coalition to End Childhood Lead Poisoning.

The OHHLHC has already made significant progress in implementing the *Plan*, including the leadership of a federal interagency Healthy Homes Work Group. OHHLHC also facilitated the writing of a Office of Public and Indian Housing Notice that will encourage PHAs to create smoke-free housing developments.

The event at the historic National Building Museum attracted about 150 rapt attendees, including foundations, and many national health, environmental, professional and advocacy groups, as well as federal agencies. The event generated media coverage in several national publications. A special award was

given by Jon Gant, Director of OHHLHC, to Ms. Kara M. Stein. Kara was recognized for her extensive support in development of Health Homes bills, while a staff member in Senator Jack Reed's office.

Mrs. Dorothy O'Bannon, a homeowner from Baltimore, Maryland, spoke eloquently about how she and her family had been served by the Coalition to End Childhood Lead Poisoning, a HUD grantee in Baltimore. Her home received an intensive level Healthy Homes intervention by the Coalition's Safe at Home program, which included pest management, indoor allergen reduction, installation of an air filtering unit, and lead hazard reduction treatments. Mrs. O'Bannon said that “the asthma conditions have improved for my children and I have not had to take them to the ER due to asthma attacks since the intervention.”

The Surgeon General's *Call to Action* and HUD's *Healthy Homes Strategic Plan* are complementary. The *Call to Action* is a blueprint for the nation and outlines a society-wide approach to healthy homes that will result in the greatest possible public health impact. Key recommendations for government, health care providers, industry, and Americans themselves are highlighted to advance the health of our great nation. HUD's *Healthy Homes Strategic Plan* is a significant contribution to solving many of the issues raised in the Surgeon General's *Call to Action*, and also focuses on fulfilling the Department's mission to promote decent, affordable housing and address housing conditions that threaten the health of residents.

The *HUD Healthy Homes Strategic Plan* contains the following four key goals to guide the program's activities: Building a National Framework: Foster partnerships for implementing a healthy homes agenda; Creating Healthy Housing through Key Research: Support strategic, focused research on links between housing and health and cost-effective methods to address hazards; Mainstreaming the Healthy Homes Approach: Promote the incorporation of healthy homes principles into ongoing practices and programs; and Enabling Communities to Create and Sustain Healthy Homes: Build sustainable local healthy homes programs.

Please visit www.hud.gov/healthyhomes for more healthy homes information, and to download **HUD'S Healthy Homes Strategic Plan**.

Please also visit: www.surgeongeneral.gov and www.cdc.gov/healthyhomes

Coming Up!

AMERICAN ASSOCIATION OF RETIRED PERSONS (AARP) 2009 NATIONAL EVENT AND EXPO

OCTOBER 22-24, 2009

SANDS EXPO AND CONVENTION CENTER, LAS VEGAS, NV

WWW.AARP.ORG/AARP/EVENTS/LIFE_AT_50_LAS_VEGAS

AMERICAN PUBLIC HEALTH ASSOCIATION ANNUAL MEETING & EXPOSITION

NOVEMBER 7-11, 2009

PENNSYLVANIA CONVENTION CENTER, PHILADELPHIA, PA

WWW.APHA.ORG/MEETINGS

GREENBUILD 2009 INTERNATIONAL CONFERENCE AND EXPO

NOVEMBER 11-13, 2009

THE PHOENIX CONVENTION CENTER, PHOENIX, AZ

WWW.GREENBUILDEXPO.ORG



RESOURCES

- ❖ CDC's Lead Poisoning Prevention home page [www.cdc.gov/nceh/lead/]
- ❖ CDC's Healthy Homes Initiative [www.cdc.gov/healthyplaces/healthyhomes.htm]
- ❖ CDC's Healthy Housing Reference Manual [www.cdc.gov/nceh/publications/books/housing/housing.htm]
- ❖ EPA's Children's Health Protection [yosemite.epa.gov/ochp/ochpweb.nsf/content/homepage.htm]
- ❖ EPA's Indoor Air Quality Resources [www.epa.gov/iaq/]
- ❖ EPA's Lead in Paint, Dust, and Soil [www.epa.gov/lead/index.html]
- ❖ EPA's Mold Resources [www.epa.gov/mold/moldresources.html]
- ❖ HUD's Healthy Homes home page [www.hud.gov/offices/lead/healthyhomes/]
- ❖ USDA Healthy Homes Partnership [www.healthyhomespartnership.net/]
- ❖ USDA's Integrated Pest Management Resources [www.ipmcenters.org/index.cfm]

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VISIT US AT www.hud.gov/offices/lead/ OR CALL US AT 202-755-1785.

IF YOU ARE A HEARING- OR SPEECH-IMPAIRED PERSON, YOU MAY REACH THE TELEPHONE NUMBER ABOVE
THROUGH TTY BY CALLING THE TOLL-FREE FEDERAL INFORMATION RELAY SERVICE AT 1-800-877-8339.



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