



Healthy Housing for All

A Toolkit for You and the Families You Serve



https://www.hud.gov/program_offices/healthy_homes/nhhm

Each year, National Healthy Homes Month (NHHM) is organized by the U.S. Department of Housing and Urban Development's (HUD) Office of Lead Hazard Control and Healthy Homes (OLHCHH). NHHM is an invitation to bring together partners, such as community-based organizations, industry, and state, tribal, and local governments, and others, around two common goals:

- To increase awareness of potential indoor environmental health-related hazards, including lead poisoning, especially for vulnerable and underserved populations.
- To encourage residents to take the actions and steps for safe and healthy homes.

With the challenges of the ongoing pandemic, it is important to reach community members, especially families and individuals, and other stakeholders, about no-cost or low-cost strategies that they can implement. Reflecting this year's theme of **The Power of Partnerships**, this digital toolkit is for a broad range of stakeholders. The support of partners helps reach target audiences and broadens the range of techniques for educating communities, families, and individuals.

The toolkit will help you and your organization/agency prepare and promote healthy homes/housing activities in your community, region, or state. It is created to assist partners with messaging, implementation ideas, and resources, in both the short and longer term.

For stakeholders who are new to healthy home concepts, this video is a quick introduction: <https://missouri.box.com/s/tdah0qr41ledxrzl6qxgybwrsoux7bwx>.

Welcome to National Healthy Homes Month (NHHM) June 2021.

Our partners are a vital resource in spreading awareness!



This Digital Toolkit includes:

**Main Theme for Outreach/
Basic Healthy Homes Information
Steps to Create Localized Outreach
Downloadable Outreach Materials
Social Media and
Multimedia Outreach
More
Resources!**

This year's theme is **The Power of Partnerships** — highlighting how

partnerships are instrumental in creating healthier and safer housing for all.

“Developing partnerships is essential to the holistic approach that defines healthy homes programs.” Those words from The Healthy Homes Program Guidance Manual, produced in 2012, still very much resonate today. (Access the manual at https://www.hud.gov/program_offices/healthy_homes/HHPGM.) NHHM has a long-term role in fostering and sustaining coalitions and the manual has two excellent chapters devoted to the subject. Content was created by a cross-section of leaders in the

healthy homes community. This multifaceted document will be especially valuable for stakeholders who are relatively new to this field.

During National Healthy Homes Month, our objectives are to:

- Encourage residents to learn about and do home assessments. Resources are available in this toolkit.
- Educate the public and stakeholders about the diverse resources that are available.
- Encourage implementation of local and regional activities through online methods, traditional media, and social media. Use methods to target communities and families, especially those that are underserved.



Partnerships can empower and leverage resources for healthy homes initiatives, throughout the year. During the pandemic, working closely together is perhaps more important than ever. Partnerships can be as varied as the communities and purposes they serve. They can consist of task forces, between just two organizations, be public-private, short or longer term, project based, and many other types. A robust NHHM campaign lays the groundwork for longer term development of healthy homes programs.

Examples of partners may include local social services and programs such as Head Start; the media; developers of all types; local housing and planning departments; radon mitigation, pest management, and lead abatement contractors; academic institutions; public housing management teams; retailers, especially hardware stores, weatherization and energy efficiency programs; fire departments, poison control centers, philanthropic foundations; to name just a few. Partners can be faith-based as well. You can also find support and potential partners and educators within the broader healthcare community, such as hospitals, clinics, urgent care centers, health insurance payers; and family medicine/pediatric practices.


Here are just a few suggestions for community stakeholders to consider:

- Create an online informal task force. Invite existing and potential partners to join an ad hoc task force or committee. Use free and easy-to-use online conference and presentation software to hold your task force meetings.
- Once your committee or task force is formed, map out activities, events, and/or virtual information distribution methods (and possibly physical) that are most appropriate to your area.



3 Steps to Create Localized Outreach

Creating awareness, organizing, and partnering form the foundation for a successful NHHM 2021. Use these three basic steps to effectively engage your community for NHHM. By organizing activities and events online, you can both increase awareness and educate your community on actions they can take to make all homes healthier, safer, and resilient. This is especially important this year as many families are voluntarily or required to shelter in-place which increases exposure to home hazards and toxins.



Decide which communication channels are most appropriate for your message and audience.

1. Form a Virtual Task Force

Create an online informal task force. Invite existing and potential partners to join an ad hoc task force or committee. Use free and easy-to-use online conference and presentation software to hold your task force meetings.

- Communities can have widely different housing and health needs, different target audiences, as well as community assets. These considerations affect the scope and functioning of your action group, timeline, messaging, and outreach techniques.
- Because of the success of and significant funding invested in lead poisoning prevention and lead hazard control programs, many localities have expanded into more comprehensive healthy housing programs. Transitioning requires new partners, assessment protocols, training, as well as outreach, whether during NHHM or beyond.

2. Develop an Action Plan

Develop an action plan for your outreach efforts tailored to the needs of your local communities and organizations:

- Develop a single overarching communication objective.
- Define the issue and focus on why it is important to act now.
- Define your audience and what changes you want to see as a result of your communication strategy.
- Use social media and webpages to promote healthy homes activities, especially those that can be implemented when families are staying home.
- Determine which materials you want to use for communications.
- Decide which communication channels are most appropriate for your message and audience.
- Identify partners to work with throughout your campaign that will help support your messages. Create or mobilize existing local networks to distribute information.



3. Organize and Implement Your Plan

Ask local partners to promote NHHM activities and awareness. Utilize newsletters, email, social media, and mailings to share information about safe and healthy homes.

Here are some actions that organizations and agencies can take when planning NHHM outreach activities:

- Promote NHHM on social media.
- Reach out to and partner with local stakeholders to identify a community's specific needs.
- Develop a localized campaign plan and a budget for materials needed.
- Use social media and webpages to promote healthy homes activities, especially those that can be implemented when families are staying home.
- Develop a call to action to mobilize your audience toward meaningful results.
- Promote your activities during and after the event.
- Identify areas for follow up after holding your event(s).

Ask local partners to promote National Healthy Homes Month activities and awareness.



Examples of Awareness Activities

Local Elected Officials

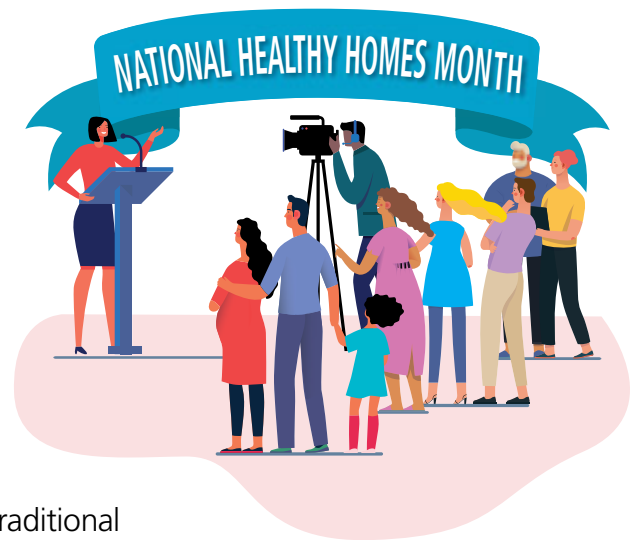
- Invite local elected officials to use your online media to support your outreach efforts.
- Invite local officials to participate in virtual events.

Healthcare Providers

- Provide healthy homes and lead educational materials to local medical and health providers to give to their patients and families.
- Engage local health care professionals through your traditional and social media to communicate about the importance of lead testing, health effects of lead or carbon monoxide exposure, radon exposure, etc.

Grantees, Stakeholders, and other Partners

- Host a webinar on lead poisoning prevention or other healthy homes topic(s) with Subject Matter Experts, coordinated with local partners.
- Integrate lead poisoning or other home hazard prevention activities into an online community event, such as a virtual health fair.
- Partner with the local health and safety education programs, such as local chapters of the American Red Cross or local fire department.
- Partner with local businesses and national home improvement stores, remodeling businesses, home inspectors, real estate developers, and the local Chamber of Commerce to incorporate healthy homes content into their communication channels.
- Partner with environmental groups and other nonprofit organizations to host safe and healthy homes online events.
- If you work with families who are part of a Native American tribal community, utilize messaging and resources from the Indian Health Service to assist in communicating your message of healthy homes for all: <https://www.ihs.gov>



Engage local healthcare professionals through traditional and social media to communicate about the importance of lead testing, health effects of lead or carbon monoxide exposure, radon exposure, and more.





Multimedia and Social Media Outreach Ideas

A social media package that includes sample social media posts for facebook and twitter is available for download at https://www.hud.gov/program_offices/healthy_homes/nhhm.

This year's theme is **The Power of Partnerships**. We suggest this theme be used across the United States for NHHM social media posts, use the sample posts in the social media package or create your own posts related to the theme each day in June. Use the official NHHM logo in all media and social media.

You can also create your own posts highlighting your events for NHHM using the hashtags #NHHM2021 #NHHM #HUD #HUDHEALTHYHOMES to join in the conversation. Follow us on twitter @HUDgov, @HUDHealthyHomes or like us on Facebook:

Downloadable Outreach Materials

Creating a common visual identity is important to increase the reach of NHHM 2021.

Tools are available to support you in organizing events in your local community. When creating materials for your communities or organizations, using the NHHM icons and posters will tie your local efforts to the national effort. Add a web banner to your organization's webpage to increase NHHM visibility.

Web banners are available in hi-resolution vertical, horizontal or square sizes. Download banners and infographics at https://www.hud.gov/program_offices/healthy_homes/nhhm



The Eight Principles of a Healthy Home are important to healthy homes messaging. Consider including these concepts across your communication channels.

The Eight Principles of a Healthy Home

HUD's Office of Lead Hazard Control and Healthy Homes defines Eight Principles of a Healthy Home.

1 Keep it dry:

Damp homes provide an environment for dust mites, roaches, rodents and molds. All of these can cause or worsen asthma. In addition, moisture can damage the building materials in your home.



2 Keep it clean:

Clean homes reduce pest infestation and exposures to contaminants.



3 Keep it safe:

Injuries such as falls, burns, and poisonings occur most often in the home, especially with children and seniors.



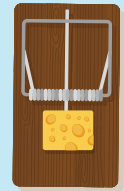
4 Keep it well ventilated:

Having a good fresh air supply to your home is important to reduce exposure to indoor air pollutants and to increase respiratory health.



5 Keep it pest-free:

Exposure to pests such as roaches and rodents can trigger an asthma attack.



6 Keep it contaminant-free:

Levels of contaminants such as lead, radon, carbon monoxide, asbestos, secondhand smoke, and other chemicals are often much higher indoors.



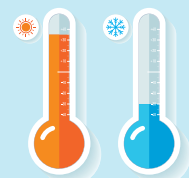
7 Keep it well maintained:

Poorly maintained homes are at risk for moisture, pest problems, and injury hazards. Deteriorated lead-based paint is the primary cause of children being harmed by lead.






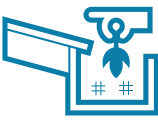










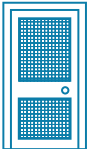





8 Keep it temperature controlled:

Homes that do not have balanced and consistent temperatures may place your family at increased risk from exposure to extreme heat, or humidity.



Healthy Homes Calendar

Keep Your Home Healthy and Safe

Every Day	Every Week	Every Month	Every 6 Months	Every Year
 <p>Turn on the bathroom fan while taking a bath or shower.</p>	 <p>Change and wash bedding.</p>	 <p>Check your air filter and replace if necessary. (Replace every 3 months).</p>	 <p>Clean your gutters of leaves and debris.</p>	 <p>Treat deck/patio for mold and mildew.</p>
 <p>Put trash in garbage cans (do not allow to build up).</p>	 <p>Vacuum (with HEPA filter) carpeting and sweep/wet clean floors.</p>	 <p>Test smoke and carbon monoxide detectors (change batteries every 6 months).</p>	 <p>Clean your kitchen exhaust fan and filter.</p>	 <p>Deep clean and inspect your basement.</p>
 <p>Wipe countertops in the kitchen, bathroom and laundry room.</p>	 <p>Clean bathrooms and kitchens.</p>	 <p>Trim trees and bushes. Clear leaves and debris from around your home and roof.</p>	 <p>Test your GFCI outlets.</p>	 <p>Inspect screens and replace any that have holes.</p>
 <p>Keep floors dry and clean.</p>	 <p>Remove clutter. Dust surfaces of furniture and blinds.</p>	 <p>Check for water leaks, inspect sump pump (if applicable).</p>	 <p>Check all locks and deadbolts on your doors and windows.</p>	 <p>Inspect roof for cracks, leaks, or broken shingles/tiles.</p>

U.S. Department of Housing and Urban Development
Office of Lead Hazard Control and Healthy Homes
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Resources for NHHM 2021

For information on HUD's Office of Lead Hazard Control and Healthy Homes, please visit:

www.hud.gov/healthyhomes

Many publications are available in Spanish

For information on the Healthy Homes Partnership, please visit:

<https://extensionhealthyhomes.org/>

Interactive Healthy Homes Smartphone Apps

Healthy Homes Basics App — This HUD/USDA product is for the general public (consumers). It introduces users, in simple terms, to healthy homes concepts. Content also covers many ways to have a healthy home. Download the app at:
<https://apps.apple.com/us/app/healthy-homes-basics/id1092367352>

Healthy Homes Youth App — This HUD/USDA product is for middle school students and helps them learn about healthy homes. Available at:
<https://apps.apple.com/us/app/healthy-homes-youth/id1434450117?platform=iphone>

Healthy Homes Partners App — This HUD/USDA product is for stakeholders. It is non-technical but goes beyond the above consumer version.
<https://apps.apple.com/us/app/healthy-homes-partners/id1244368357?mt=8>

HUD/OLHCHH Hazard-Specific Factsheets:

Asbestos:

https://www.hud.gov/sites/documents/IEPWG_ASBESTOS_WORKER.PDF

Asthma:

https://www.hud.gov/program_offices/healthy_homes/healthyhomes/asthma

Allergies:

https://www.hud.gov/program_offices/healthy_homes/healthyhomes/allergies

Home Safety:

https://www.hud.gov/program_offices/healthy_homes/healthyhomes/homesafety

Mold:

https://www.hud.gov/program_offices/healthy_homes/healthyhomes/mold

Lead:

https://www.hud.gov/program_offices/healthy_homes/healthyhomes/lead

Carbon Monoxide:

https://www.hud.gov/program_offices/healthy_homes/healthyhomes/carbonmonoxide

Radon:

https://www.hud.gov/program_offices/healthy_homes/healthyhomes/radon

Healthy Homes Do It Yourself Assessment Tool

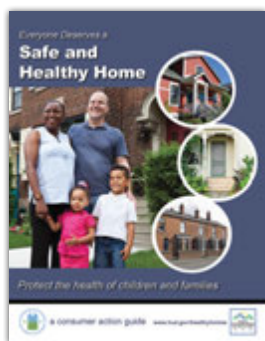
The Healthy Homes Do It Yourself Assessment Tool walks users through each room and provides simple, low- and no-cost solutions to many common healthy housing problems. This project was funded by OLHCHH several years ago, and is still one of the most user-friendly tools available. <https://healthyhomes.fcgov.com>

Publications

For a quick but thorough overview of healthy homes, ***Everyone Deserves a Safe and Healthy Home: A Consumer Action Guide*** (weblink at <https://www.hud.gov/sites/documents/SAFEANDHEALTHYHOME.PDF>) is a 12-page booklet written for the general public. It outlines the eight principles of a healthy home and provides a useful overview of key healthy homes issues, including lead-based paint, asthma and allergies, mold and moisture, radon, household chemicals, pests, carbon monoxide, home safety, asbestos, home temperature control, and indoor air quality.

For each hazard, this publication provides critical action steps. It also includes a room-by-room checklist. Housing counselors can use this guide to educate themselves and their clients.

For a more in-depth view, ***Everyone Deserves a Safe and Healthy Home: A Stakeholder Guide*** (weblink at https://www.hud.gov/sites/documents/STAKEHOLDER_EDSHH.PDF) is a 40-page guide that provides additional



detail on each of the hazards described in the Consumer Action Guide. It is written for stakeholders, such as housing counseling agencies, that assist people in maintaining and improving their safety and health.

The Protect Yourself from Lead in Your Home

(weblink at <https://www.epa.gov/lead/protect-your-family-lead-your-home>) pamphlet was created specifically to educate homebuyers and renters about lead-based paint and the protections provided by federal law. It is available in several languages, and it walks through the key things a homebuyer or renter must know about lead-based paint, the rules that protect consumers from lead-based paint, and the measures people can take to protect themselves from lead exposure.



The Healthy Homes Program Guidance Manual

(July 2012): This comprehensive manual (260 pages) was developed by HUD/OLHCHH and many select partners and offers guidance and tools to help users establish or improve healthy homes/housing programs. It provides a broad range of practical information that will be of interest to organizations, programs, and individuals concerned about the need for healthy housing. The content suggests that needs vary in designing and implementing healthy homes programs. (weblink at: https://www.hud.gov/sites/documents/HHPGM_FINAL_CH1.PDF)



Finally, you should check the NHHM website at https://www.hud.gov/program_offices/healthy_homes/nnhm for additional resources including Safe and Healthy Disaster Recovery resources and guides for tribal communities.

Lead Paint Safety: A Field Guide for Interim Controls in Painting and Home Maintenance

Maintenance and repair of pre-1978 homes can be dangerous to workers and residents, because older homes can contain lead hazards. This 75-page guide describes key steps of a job, restricted practices, key project phases, long-term maintenance, and resources. The publication will benefit:



- Property managers or owners
- Maintenance contractors
- Local public housing authority staff
- Contractors working on federally assisted housing
- Building maintenance staff
- Homeowners hiring contractors, or do-it-yourselfers

(Weblink at https://www.hud.gov/sites/documents/DOC_11878.PDF)

Also available in Spanish.

The National Lead Information Center

The NLIC is a toll-free telephone hotline and clearinghouse at 1-800-424-LEAD (5323), with expert staff available to answers questions from the general public and professionals alike. The NLIC is funded jointly by HUD's Office of Lead Hazard Control and Healthy Homes and the U.S. Environmental Protection Agency. Trained staff have accumulated extensive experience in answering basic, to more complex lead poisoning and regulatory related questions. At no cost to requestors, the Center provides a wide range of hard copy publications on lead-based paint topics. NLIC staff also assist members of federal, state and local government.
(TTY: 800-877-8339).



https://www.hud.gov/program_offices/healthy_homes/nhhm

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