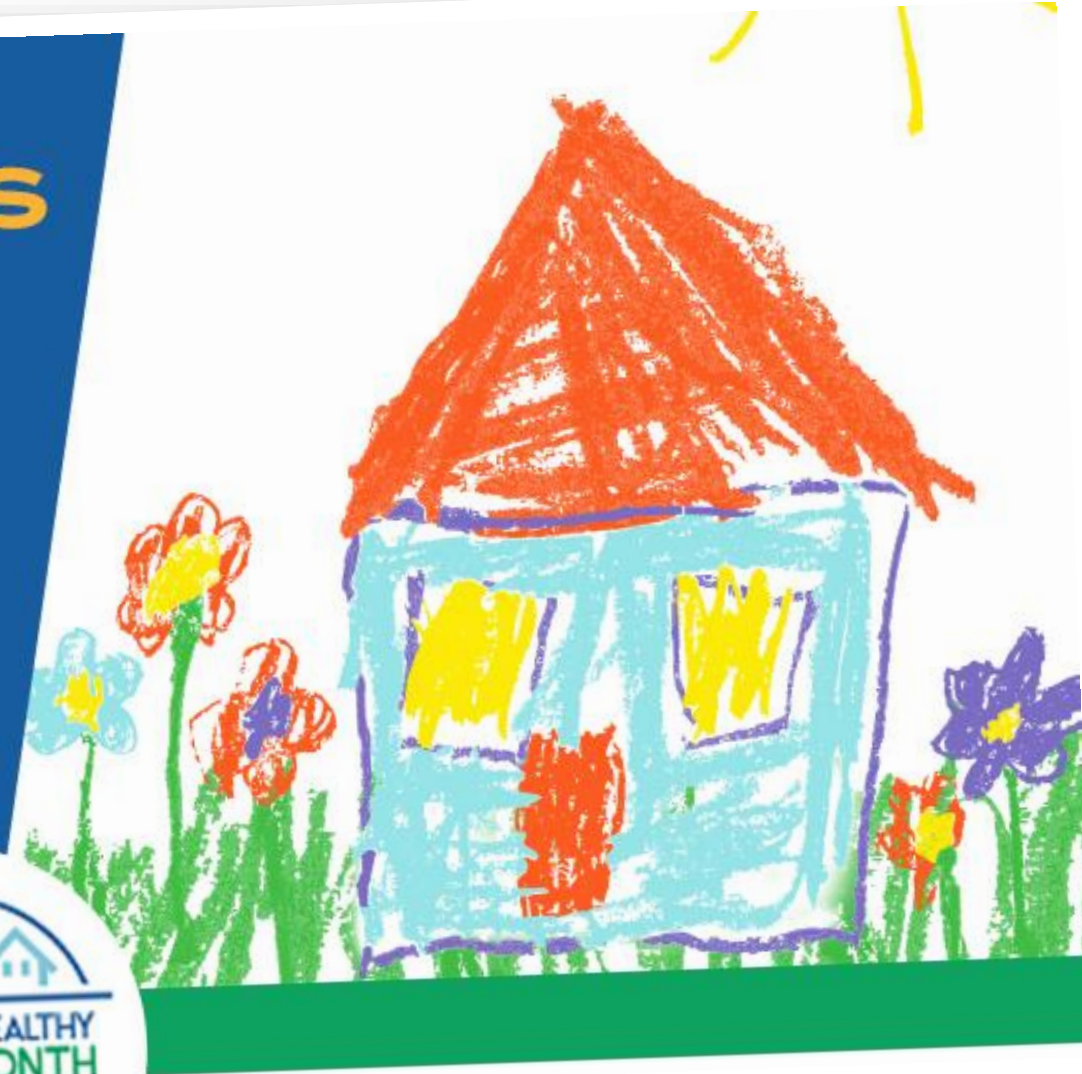


National  
**HEALTHY HOMES**  
**MONTH** 2019

June

*5 Minutes to a  
Healthy Home!*





Welcome to National Healthy Homes Month (NHHM) 2019! NHHM, hosted by The U.S. Department of Housing and Urban Development's (HUD) Office of Lead Hazard Control and Healthy Homes (OLHCHH), is a call to bring together individuals, organizations, industry, and state, tribal, and local governments to increase healthy homes hazards *and* lead poisoning prevention awareness in an effort to reduce childhood exposure to lead and increase safety in the home.

The purpose of this digital toolkit is to help partners prepare and promote activities or events at the local level. It has been created to assist partners with messaging, implementation ideas, and resources. Many of these resources can be customized to reach a wide variety of audiences, including parents, caregivers, contractors, hardware stores, trade associations, the media, and others.

NHHM takes place throughout the whole month of June, every year. OLHCHH, along with our partners, work to heighten awareness of health hazards in the home, provide resources, and encourage preventive actions during NHHM and beyond. The support of partners helps reach target audiences and broadens the range of techniques for educating communities, families, and individuals.

***Our partners are a vital resource in spreading awareness!***

**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!

[hud.gov/program\\_offices/healthy\\_homes/NHHM2019](http://hud.gov/program_offices/healthy_homes/NHHM2019)



## *Growing Up Safe and Healthy: 5 minutes to a Healthy Home!*



This year's theme, ***Growing Up Safe and Healthy: 5 Minutes to a Healthy Home*** focuses on the importance of home assessments and the impact awareness can have on your health. During National Healthy Homes Month, we aim to:

1. Raise awareness of the importance of Home Assessments and the impact on health.
2. Educate the public about free local resources available.
3. Encourage implementation of local activities and events in targeted communities.

# 3 Steps to Create Localized Outreach

Creating awareness, organizing and partnering form the foundation for a successful NHHM 2019. There are three basic steps to effectively engage your community for NHHM. By organizing in-person activities and events, you can both increase awareness and educate your community on actions they can take to act to prevent lead exposure.

# 1

**Form a Task Force** : Create an informal NHHM Task Force. Invite existing and potential partners to join an ad hoc task force or committee.

Examples of these partners may include local public health and safety officials from programs such as Head Start, Women, Infants and Children, other health-related programs and emergency medical services, the fire department, and the poison control center.

You can also find support and potential partners and educators within the healthcare community, such as hospitals, clinics, urgent care centers, and family medicine/pediatric practices. Once your committee or task force is formed, map out activities, events, and/or information distribution methods (sites) that are appropriate to the local community.

# 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 change you want to see as a result of your communication strategy
- Ensure your main message is clear, concise, and relevant.
- 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.

**A successful Action Plan does all of the following:**

- Frames and presents your message so that it catches the attention of your audience.
- Ensures your message is unambiguous.
- Communicates a benefit to the audience.
- Ensures consistent messaging.
- Uses materials that clearly lay out the facts.
- Creates trust by presenting authoritative and reliable information.

# 3 Steps to Create Localized Outreach, cont.

## 3

**Organize Your Plan:** Ask local partners to promote NHHM 2019 activities and/or awareness. Utilize partner newsletters, listservs, media, and mailings to share information about healthy homes and lead poisoning prevention.

Here are some actions that organizations could take when planning NHHM activities:

- Promote NHHM 2019 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.
- Secure a venue and promote your event.
- 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
- Include a call-to-action by asking the audience to do something, such as encouraging homeowners and/or landlords to have professionals test for lead in paint or water, and hire lead-safe certified professionals to conduct renovations in older homes.

### Examples of Awareness Activities

#### Local Elected Officials

- Ask your local elected officials to issue an NHHM 2019 public announcement or proclamation.
- Invite local elected officials to open or speak at events and activities.

#### Healthcare Providers

- Encourage a clinic, healthcare facility, or hospital to set aside one day during NHHM 2019 to provide free blood lead testing for children under age 6.
- Provide healthy homes and lead educational materials to local medical and health providers for their patients and families.
- Invite a local healthcare professional to speak about the importance of lead testing or the health effects of lead exposure.

#### Grantees, Stakeholders, and other Partners

- Host a lead poisoning prevention webinar or workshop featuring lead experts in coordination with local partners to include presentations and exhibits on lead.
- Integrate lead poisoning prevention activities into a related existing community event, such as a community health fair. Partner with the local health and safety education programs, such as local chapters of the American Red Cross.
- Include lead poisoning prevention activities during events for parents at day care and early learning centers.
- Empower students at high schools, universities, and community colleges to conduct community service projects and/or encourage these learning institutions to establish internships related to lead poisoning prevention.
- Partner with local businesses and national home improvement stores, remodeling businesses, home inspectors, real estate developers, and the local Chamber of Commerce to incorporate lead poisoning prevention content into their communication channels, and to provide in-kind materials.
- Partner with environmental groups and other nonprofit organizations to host lead poisoning prevention events.



# Downloadable Outreach Materials

Creating a common visual identity is important to increase the impact of NHHM 2019. 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 2019 visibility.

Web banners are available in hi-resolution vertical, horizontal or square sizes. Download banners at [www.hud.gov/program\\_offices/healthy\\_homes](http://www.hud.gov/program_offices/healthy_homes).

Download Healthy Homes Infographics at: [www.hud.gov/program\\_offices/healthy\\_homes/nhhm2019](http://www.hud.gov/program_offices/healthy_homes/nhhm2019)



# Social Media and Multimedia Outreach



A SOCIAL MEDIA PACKAGE THAT INCLUDES SAMPLE SOCIAL MEDIA POSTS FOR FACEBOOK AND TWITTER IS AVAILABLE FOR DOWNLOAD AT [WWW.HUD.GOV/PROGRAM\\_OFFICES/HEALTHY\\_HOMES/NHHM2019](http://WWW.HUD.GOV/PROGRAM_OFFICES/HEALTHY_HOMES/NHHM2019)



THIS YEAR'S THEME IS **GROWING UP SAFE AND HEALTHY: 5 MINUTES TO A HEALTHY HOME**. WE SUGGEST THE THEME BE USED ACROSS THE NATION 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 DURING NHHM 2019



YOU CAN ALSO CREATE YOUR OWN POSTS HIGHLIGHTING YOUR EVENTS FOR NHHM 2018 USING THE HASHTAGS #NHHM2019 #HUD #HUDHEALTHYHOMES TO JOIN IN THE CONVERSATION. FOLLOW US ON TWITTER @HUDGOV, @HUDHEALTHYHOMES OR LIKE US ON FACEBOOK AT HUD.

# More Resources

## Download our Healthy Homes Apps!

► **Interactive Healthy Homes Apps Healthy Homes Basics App:**

This HUD/USDA product is for the general public. It introduces users, in clear terms, to healthy homes concepts. Content also covers many ways to have a healthy home. Download the app at <https://itunes.apple.com/us/app/healthy-homes-basics/id1092367352>

► **Healthy Homes Youth App:** This HUD/USDA product is for middle schoolers and helps them learn about healthy homes. Available at <https://itunes.apple.com/us/app/healthy-homes-youth/id1434450117?mt=8>

► **Healthy Homes Do-It-Yourself Assessment Tool:** The Healthy Homes Do-It-Yourself Assessment Tool walks users through each room and provides a simple, low, and no-cost solutions to many common healthy housing problems. <https://healthyhomes.fcgov.com>

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

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

[www.hud.gov/healthyhomes](http://www.hud.gov/healthyhomes)

The President's Task Force on Environmental Health Risks and Safety Risks to Children is the focal point for coordinating the federal government's efforts to explore, understand, and improve children's environmental health. For more information, please visit [www.ptfceh.niehs.nih.gov](http://www.ptfceh.niehs.nih.gov). 10

### Publications

► **Protect Your Family from Lead in Your Home** – document required to be provided to buyers and renters before purchase or lease.

Download a copy at [www.epa.gov/lead/protect-your-family-lead-your-home-real-estate-disclosure](http://www.epa.gov/lead/protect-your-family-lead-your-home-real-estate-disclosure).

► **The National Lead Information Center is a toll-free hotline, 1-800-424-LEAD (5323)**, that provides the general public and professionals with information about lead, lead hazards, and their prevention. Individuals who are deaf, hard of hearing, or have speech disabilities may call the Federal Relay Service's teletype service at 1-800-877-8339.

► **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 takes into account that no "one size fits all" in designing healthy homes programs at the local level. [https://www.hud.gov/sites/documents/HHPGM\\_FINAL\\_CH1.PDF](https://www.hud.gov/sites/documents/HHPGM_FINAL_CH1.PDF)

