

National Healthy Homes Month June 2020

hud.gov/healthyhomes



Healthy Housing for All

A Toolkit for
You and
the Families
You Serve



Welcome to National Healthy Homes Month (NHHM) June 2020.

Our partners are
a vital resource
in spreading
awareness!

NHHM is organized by the U.S. Department of Housing and Urban Development's (HUD) Office of Lead Hazard Control and Healthy Homes (OLHCHH). It is an invitation to bring together individuals, organizations, industry, and state, tribal, and local governments in a common goal: to increase awareness of home hazards, lead poisoning prevention, and overall principles of a healthy home.

NHHM is a way to promote safe and healthy homes with a comprehensive approach and common message: **to educate everyone in the merits of maintaining a home free of deficiencies that affect the health of families and individuals.** NHHM is an opportunity for all of us to work together on this common goal. Even with the current challenges of limited or no public gatherings and activities, it is important to communicate to communities about no-cost or low cost strategies that families can implement even if they are required to shelter in place.

This digital toolkit will assist you and your organization/agency prepare and promote Healthy Homes activities in your town, city, region, or state. It is created to assist partners with messaging, implementation ideas, and resources. Many of these resources can be customized to reach a wide variety of the clients and audiences you serve: parents, caregivers, contractors, hardware stores, trade associations, the media, and others.

NHHM is observed throughout the whole month of June, every year. HUD 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.





National Healthy Homes Month

This year's theme is **Healthy Housing for All** — homeowners, renters, tribes, older individuals, children, and all others. People of all races, income, and education should have a safe and healthy home environment.

During National Healthy Homes Month, our objective is to:

- Raise awareness of the importance of Home Assessments and its impact on family health.
- Educate the public about free national and local resources available.
- Encourage implementation of local regional activities through online methods, traditional media, and social media. Use methods to target communities and families especially those that are underserved.

3 Steps to Create Localized Outreach

Creating awareness, organizing, and partnering form the foundation for a successful NHHM 2020. 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.

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!

1. Form a 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.

- 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.

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.
- Uses online resources and social media to engage families who are sheltering in-place.

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
- 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.

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



3. Organize and Implement Your Plan

Ask local partners to promote NHHM activities and awareness. Utilize newsletters, email, 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 elected officials to open or speak at events and activities.

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 an online lead poisoning prevention webinar or workshop featuring lead experts in coordination with local partners to include presentations and exhibits on lead.
- 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>



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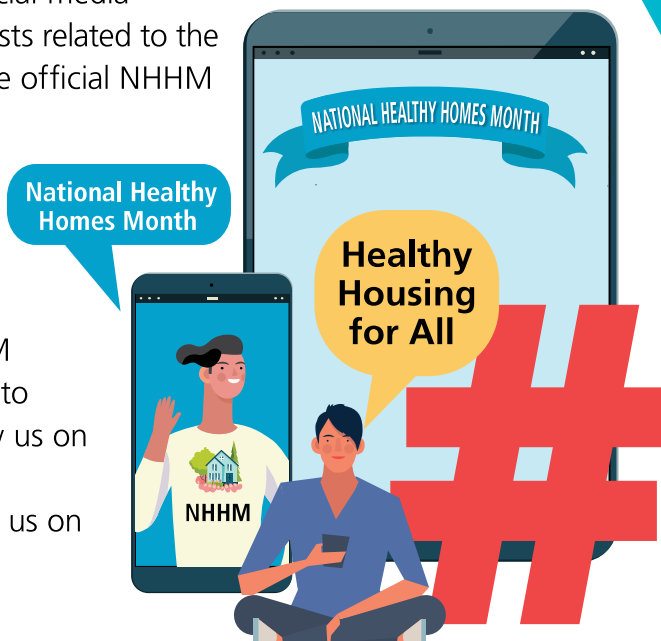


Multimedia and Social Media Outreach Ideas

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 **Healthy Housing For All**. We suggest this theme be used across the U.S. 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 #NHHM2020 #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 impact of NHHM 2020.

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 Foundations of a Healthy and Safe Home begin with The Eight Principles of a Healthy Home. Your outreach efforts should include publishing these principles in general media and social media.

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.



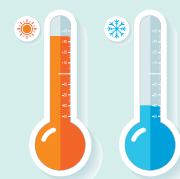
7 Keep it well maintained:

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.



Resources for You for NHHM 2020

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

www.hud.gov/healthyhomes

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.cancer.gov/about-cancer/causes-prevention/risk/substances/asbestos>

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/healthyhomes/healthyhomes/carbonmonoxide

Radon:

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



Healthy Homes Do It Yourself Assessment Tool:

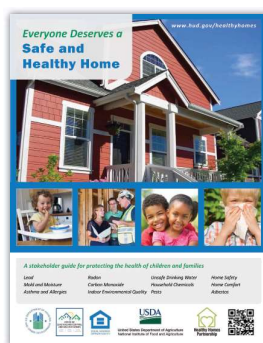
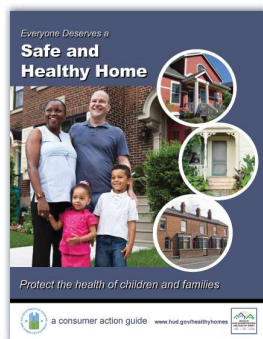
The Healthy Homes Do It Yourself Assessment Tool walks users through each room and provides a simple, low, and no cost solutions to many common healthy housing problems. <https://healthyhomes.fcgov.com>

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 healthy housing 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.

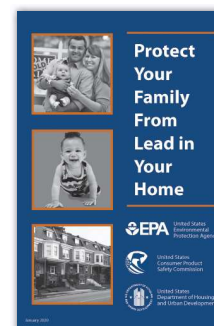
For each hazard, this publication provides critical action steps. It also includes a room-by-room checklist. Housing counselors can use this guide to educate themselves and their clients.

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

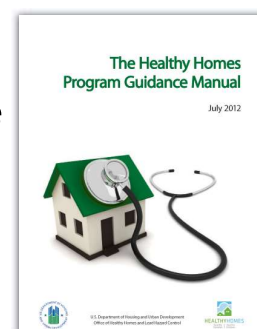


people in maintaining and improving their safety and health.

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 takes into account that no “one size fits all” in designing healthy homes programs at the local level. (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/nhhm for additional resources including Safe and Healthy Disaster Recovery resources and guides for tribal communities.



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