The Integrated Pest Management in Health Care Facilities Community Outreach Project

Reducing Pesticide Exposure for Vulnerable Populations

Baltimore, Maryland September 16, 2008

Morgan State University School of Community Health & Policy and Maryland Pesticide Network/Beyond Pesticides
Community Outreach Project Objectives

- To educate underserved communities surrounding a select group of Baltimore City health care facilities about the health risks of pesticides and safer non-chemical strategies.

- To reduce community exposure to pests and toxic pesticides through safer pest management practices.

- To engage community and municipal leaders on pest and pesticide dangers in their communities.
Community Outreach Project
Activities

- Survey questionnaire on residential pest management (pest problems identified in homes, knowledge of pesticide hazards, & self reports of health problems) as part of IPM training, with follow-up survey in six months.

- Community IPM training presentation and distribute an information pamphlet and other educational materials.

- Network with other Baltimore city, state, and national “healthy homes” leaders.
Community Outreach Project
Activities

- Direct work in Baltimore City neighborhoods adjoining two pilot facilities (Johns Hopkins Hospital and UMMC)

- In east Baltimore, convened community meetings and IPM trainings through the Historic East Baltimore Community Action Coalition (HEBCAC) with the Oliver and Collington Square Community Associations. Also conducted IPM training at an ACORN community event.

- In southwest Baltimore, convened community meetings through COIL (Communities Organized to Improve Life, Inc) with the Boyd-Booth Community Association
Community Outreach Project Activities

- Across the target communities:
  - Trained core group of 40 residents on the hazards of pesticides & pest management using less harmful chemicals
  - Analyzing initial batch of completed surveys
  - Additional training workshops are being scheduled
  - Additional Plan: To incorporate IPM training in the school curricula & conduct outreach at PTA meetings
Community Outreach Project
Activities

Other work in Baltimore City:

Health Fairs & Community Events

- Outreach to over 100 children & residents at a Baltimore City Green Week event at Sojourner-Douglass College: Distributed literature & signed up households for surveys and future trainings.

- Outreach at the 2008 National Healthy Homes Festival (September 12-14 in Baltimore)
Community Brochure

Keep Pests Away without Dangerous Pesticides

Did you know?
Mice can squeeze through a hole the size of a dime, and rats can squeeze through a hole the size of a quarter.

How to keep rodents and bugs out of your home:
- Wash dishes or put them in the dishwasher as soon as possible.
- Clean up all food and crumbs right away.
- Put food in the refrigerator or kitchen cabinets in sealed containers.
- Put garbage outside for pickup in heavy duty trash bags with lids tightly covered.
- Store trash cans away from doors.

Keep bugs out and save money on your energy bill:
- Install or fix door stops and sweeps on all outside doors.
- Seal baseboards with caulk, especially in the kitchen.
- Plug holes with caulk or steel wool.
- Fix gaps and tears in window and door screens.
- Caulk cracks around windows and doors.

After you have done it all, if bugs or rodents still get into your home:
- Buy pest control products without dangerous chemicals. These products are found in home improvement stores and health food stores.
- Ask your local stores to carry non-toxic pest control products if they don’t already do so.
- Buy and use spring traps for rats and mice.

If you see trash on your street, be sure to call the Baltimore City Sanitation Hotline at 311 (443-263-2222 outside the city).

Pesticides are also in:
- Lice shampoo
- Antibacterial products
- Flea and lice products for pets

Safer, non-toxic products for treating lice, fleas, and ticks on pets are available. Ask your local store to carry these safer products.

For more information on keeping pests and dangerous pesticides out of your home, contact the IPM Community Outreach Project at 410.623.0005, ext 5.
Strategies to Expand Outreach & Increase Participation

- Marketing (Public Appeal “IPM workshop”) – Logo/New Project Name
- Incentives (currently offered; increase?)
- Target Population (Reach adults through the children; focus on the schools)
- Churches
- Local Policy & Neighborhood Challenges
  - Trash Pick-up/Containers
  - Sustainability (similar studies)
  - Cultural Practices (Ex. Clorox to wash dishes, etc)
Rochester’s Model Healthy Home

Dot Gulardo
Overview

- History
- Partnerships
- Strategy
- Outreach
- Accomplishments
- Evaluation
Rochester’s Lead “Crescent”
Expanded Focus

- Problems with asthma in same area
- Other housing-based health threats:
  - Mold
  - Pests
  - Carbon Monoxide
  - Asbestos
  - Tobacco Smoke
  - Toxic Chemicals
- Integrated approach for older low-income urban homes
Partnerships

- University of Rochester EHSC (U of R)
- South West Area Neighborhood (SWAN)
- Rochester Fatherhood Resource Initiative (RFRI)
- Action for a Better Community (ABC)
- Regional Community Asthma Network (RCAN)
A Model Healthy Home: Purpose

- Provide education and promote reduction of home-based health hazards
- Support City of Rochester Lead Law with training and education
- Act as “Hub” of Community Resources for Future Health Projects
From Vision: Home-based Displays…
...to Reality: The Healthy Home
“Lead Room”
Kitchen (Toxics, Safety, IPM)
Healthy Housekeeping
Asthma Bedroom
Strategy

- Free “Hands-on” tours in home-like setting
- Tailor tours to diverse audiences
- Provide information on:
  - Health risk
  - Home-based hazard
  - Low-cost solutions
  - Resources to support action
- Follow up with individuals and groups
Outreach

- HH Advisory Council
- Tours
- Presentations to agencies/schools/community groups, etc.
- Collaborations
- Host training and education workshops
- Health or Community Resource Fairs
- Presentations at conferences
- Board or Committee Members
Engage Youth in Process

Youth Interns:
- Volunteers
- Grant Stipends
- Community- and/or university-sponsored
Property Owners and Renters
Community Residents
High-school Students

Students in the University of Rochester STEP (Science, Technology and Engineering Program) identify asthma triggers
Contractors learning about lead during an Annual BBQ at the Healthy Home
Agency Clients

Lead-safe Gardening and Healthy Food Preparation: Rochester Rehab Day Treatment clients plant basil
Federal and State Officials

U.S. Rep Louise Slaughter and Healthy Home Intern Dekontee Richards
Medical Residents

Injury Free Coalition for Kids holds an Injury Prevention Workshop for ER residents
Universities and Colleges

Kate Kuholski (Project Mgr., UR), and Quintin Dukes (UR Urban Fellow intern at HH) and UR President Seligman in asthma-free bedroom
Local Officials

Rochester Mayor Duffy getting a tour from SWAN's Building Blocks students
Teen Parents

Teenage moms from the YMCA Successful Futures for Youth Program
Support Groups

Regional Community Asthma Network (RCAN) asthma support group meeting
Children and Families
Accomplishments

- More than 2000 visitors since opening in June 2006
- 200+ organizations among these
- 26 agencies represented on Advisory Council
- Multiple grants secured (> $150,000) to extend Healthy Home
A “Hub” of Activity and Resources

<table>
<thead>
<tr>
<th>Day</th>
<th>Monday 7/14</th>
<th>Tuesday 7/15</th>
<th>Wednesday 7/16</th>
<th>Thursday 7/17</th>
<th>Friday 7/18</th>
<th>Saturday 7/19</th>
</tr>
</thead>
<tbody>
<tr>
<td>9am</td>
<td>Weekly diversity meeting at SWAN (Equal Ground) @ SWAN 3pm - 4:30pm</td>
<td>WEP Orientati on 8am - 9am</td>
<td>STEP program @ HH 10am - 12pm</td>
<td>HHAC bi-monthly meeting (3-year appreciation) @ HH 8am - 10am</td>
<td>Out-doctor’s appts @ Brockport Dr. Aggarwal 10am - 1pm</td>
<td>Lead-safe Saturday @ HH as meeting place 10am - 2pm</td>
</tr>
<tr>
<td>10am</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11am</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**2008 National Healthy Homes Conference**
A “Hub” of Activity and Resources

- Staff meeting at SWAN
- CPLP Outreach and Ed Meeting
- Work Experience Interns – tour
- Talk on “Nourishing our Neighborhoods” at UR Series
- Westside Farmers Market – Grow Green; G-Team
- STEP Program (HS students) – tour
A “Hub” (cont)

- “Snapshots” Youth Project Activities
- Open Hours
- HH Advisory Council Meeting
- Injury Prevention Workshop (ER residents)
- SWAN Summer Day Camp – tour
- “Flyering” for Lead-safe Saturdays
- Lead-safe Saturdays
New Outreach Initiatives

- **Target Population**
  - Immigrants and Refugees (non-English speakers)
  - Native English speakers with no or low literacy skills
- **How to Reach?**
  - Adult Learning Programs; Immigrant/Refugee Agencies
  - Establish connections for collaboration
  - Promote (Health Literacy) via Contextualized Materials
Outcomes

- Empowerment
  - Assistance, education and support
- Engagement
  - Behavior Changes
  - Contact Resources
  - Physical Changes to Home
- Evaluation of Model
Evaluation of Model

- Sign-in Sheets
- Evaluations
- Action plans
- Follow up calls
Evaluation Questions

- Q1 – Role that describes interest in HH?
- Q2 – Rent or Own?
- Q3 - Possibly a hazard in my home now?
- Q4 - Most useful feature of HH?
- Q5 - Most important thing you learned?
- Q6 - How to improve other’s visits here?
- Q7 - How did you find out about HH?
- Q8 - “I will take the following action(s):
Evaluation Sheet Data

- 889 visitors completed evaluations
- Roles: 30.9% community member; 21.2% property owner; 18.8% parent w/child <6; 17.4% job trainee; 13% renter; 7.1% teacher; 2.9% contractor
- 47.1% Own, 40.1% Rent, 12.3% dk
Evaluation Sheet Data (cont)

- Most Important: Lead, Healthy Housekeeping, Cleaning and Chemicals
- Most Useful Feature: Tour guides, (Hands-on) Displays, Posters
- How Found Out about HH? Community group; Work; Other
Action Categories

- (A) Contact a resource agency
- (B) Make physical changes in the home I own/rent
- (C) Talk to my property owner/landlord about the home I rent
- (D) Change household cleaning habits
- (E) Teach/share information with others
- (F) Other
# Year One Action Plan Data

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5.2%</td>
<td>a</td>
<td>13</td>
<td>76.5%</td>
<td>91</td>
</tr>
<tr>
<td>32.4%</td>
<td>b</td>
<td>81</td>
<td>15.1%</td>
<td>18</td>
</tr>
<tr>
<td>4.4%</td>
<td>c</td>
<td>11</td>
<td>8.4%</td>
<td>10</td>
</tr>
<tr>
<td>40.4%</td>
<td>d</td>
<td>101</td>
<td></td>
<td>119</td>
</tr>
<tr>
<td>15.6%</td>
<td>e</td>
<td>39</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.0%</td>
<td>f</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>250</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total Follow Ups: 250**
## Year Two Action Plan Data

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Status</th>
<th>Followups</th>
<th>Total Followups</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.4%</td>
<td>YES</td>
<td>74</td>
<td>171</td>
</tr>
<tr>
<td>29.2%</td>
<td>PARTIAL</td>
<td>190</td>
<td>25</td>
</tr>
<tr>
<td>3.4%</td>
<td>NO</td>
<td>22</td>
<td>60</td>
</tr>
<tr>
<td>41.6%</td>
<td></td>
<td>271</td>
<td>256</td>
</tr>
<tr>
<td>11.4%</td>
<td></td>
<td>74</td>
<td></td>
</tr>
<tr>
<td>3.1%</td>
<td></td>
<td>20</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>651</strong></td>
<td></td>
</tr>
</tbody>
</table>
Evaluation (Does this Model Work)?

- 2000 total visitors in 2 years
- 889 completed evaluations
- 901 committed to taking an action (completed an action plan)
- 375 out of 901 (41.6 %) contacted in a follow up call
- 305 out of 375 (81.3%) completed or making progress toward completing action
What does this mean for you?

- Come visit the Healthy Home!
  Contact:
  healthyhomerochester@gmail.com
  585-529-9957

- Guide to Replication (and more):
  www.envmed.rochester.edu/envmed/ehsc/outreach/CommunityPartners/CommunityPartnersHH.html
Rochester’s Model Healthy Home
BUILDING A FRAMEWORK
FOR HEALTHY HOUSING

Alternative Strategies for Community Outreach

Stoppin’ Lead in Coppin Program and Other Innovative Outreach Initiatives
Coalition to End Childhood Lead Poisoning

2008 National Healthy Homes Conference  September 15-17, 2008 in Baltimore, MD
Lead Poisoning Prevention

Funding for Stoppin’ Lead in Coppin provided by EPA

Ruth Ann Norton,
Executive Director
The Coalition to End Childhood Lead Poisoning is a national direct service and advocacy organization, formed in 1986 by volunteers in Baltimore as Parents Against Lead (PAL).

The Coalition was determined to systematically alter the landscape of lead poisoning in Maryland.

- Design new strategies
- Develop creative resources
- Implement effective, replicable programs
The Stoppin' Lead in Coppin program, in partnership with the Coppin Heights community and Coppin State University, is committed to ensuring that all residents are educated on lead poisoning prevention, their rights as renters, and their opportunities as homeowners, so that all children might grow up in a lead safe environment.
Lead Poisoning Landscape in 1993

- Nationally
- Baltimore City
- Maryland Counties

EBL 10 - 19
EBL 20 and above
In 1993, over 12,908 children annually in Baltimore had elevated blood lead levels

<table>
<thead>
<tr>
<th>Census Tract</th>
<th>Percentage of children tested and found to have elevated blood lead levels (10 ug/dl or higher)</th>
</tr>
</thead>
<tbody>
<tr>
<td>806-Broadway/East Oliver</td>
<td>82.23%</td>
</tr>
<tr>
<td>807-Broadway/East Oliver</td>
<td>70.89%</td>
</tr>
<tr>
<td>808-Middle East</td>
<td>65.15%</td>
</tr>
</tbody>
</table>
MARYLAND DEPARTMENT OF THE ENVIRONMENT
Lead Poisoning Prevention Program
Percentage of Children 0-72 Months with Elevated Blood Lead Level, and Number of Lead Poisoned Children in Baltimore City by Zip Code (1998 - 2000 CLR data)

Notes:
1. Elevated BLL defined as BLL >=10 µg/dL.
2. Lead poisoning defined as venous BLL >=20 µg/dL.
3. The data is limited to individuals with sufficient address to geocode.
SLC Outreach Tools

- Community Ambassadors
- Community Canvassing
- Trainings and Presentations
- Lead Safe Work Practices Seminars
- Community Events
- Billboards
- Bus Advertisements
- Other Media
- Table Top Displays and Posters
- Outreach Materials, Giveaways and Gear
- Website
- HEPA-Vacuum Loan Program
Community Ambassadors

- Hiring from the Target Community
- Using Community Residents and Stakeholders as Community Ambassadors
Community Canvassing

- Door to Door Campaign
- Engaging Residents
- Linking Residents Directly to Prevention Resources

- Utilizing Canvassing Day Partners
  - Baltimore Urban League
  - Johns Hopkins University
  - Coalition Family Advocacy Program
Community Canvassing

Photograph
Community Trainings

- Training Community Residents
- Train the Trainer
- Lead Poisoning Awareness
- Blood Lead Testing
- Tenant’s Rights
- Rental Property Owner and Homeowner Compliance Responsibilities
- Linkage to Prevention Resources
Lead Safe Work Practices Training

- Training Using EPA Training Modules
- Hands On Demonstration from Coalition’s LeadCorps Team Members
- Hands On Mock Intervention by Trainees
- Free Lead Safe Work Practices Kits
  - Worker Protection
  - Containment
  - Cleanup
Community Events

Photograph
Billboards

Photograph
Billboards

Photograph
Bus Advertisements

Photograph
Getting the Word Out - Table Top Displays, Posters

Photograph
Getting the Word Out - Outreach Materials, Giveaways and Gear

Photograph
Other Media

- Press Conferences
- Television
- Radio
- Newspapers
- Community Newsletters
- Church Bulletins
Website

- Program and Event Promotion
- Information Resources for Residents
- Links
HEPA-Vacuum Loan Program

Photograph
Leveraging SLC Initiative

- Adoption of Demolition Protocols
- Pilot Program with City Permit Office
- Corner Campaign
Other Coalition Outreach Initiatives

- Summit for 2010
- Healthy Homes Community Forums
- Asthma Access to Care
- Eastern Shore Initiative
- Maryland Healthy Homes Partnership
- Community Health Leaders
- Free Media
**Producing Progress in Baltimore**

- The number of children with dangerously elevated blood lead levels annually in Baltimore City has decreased **95%** since 1993.

<table>
<thead>
<tr>
<th>Year</th>
<th>1993</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children under age 6 with elevated lead levels</td>
<td>12,908</td>
<td>624</td>
</tr>
</tbody>
</table>
Dramatic Decline in Lead Poisoned Children in Maryland

<table>
<thead>
<tr>
<th>Year</th>
<th>Children with Lead Levels 10 μg/dl or higher</th>
<th>Children with Lead Levels 20 μg/dl or higher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1993</td>
<td>14,546</td>
<td>1,904</td>
</tr>
<tr>
<td>2007</td>
<td>892</td>
<td>135</td>
</tr>
</tbody>
</table>

Source: MDE 2007 Annual Report
Coalition to End Childhood Lead Poisoning

Our Vision

To end childhood lead poisoning and create Healthy Homes so that all children have the opportunity to reach his or her full potential.

www.leadsafe.org