

PARTNERING FOR HEALTHY HOMES IN ROCHESTER

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Overview of presentation



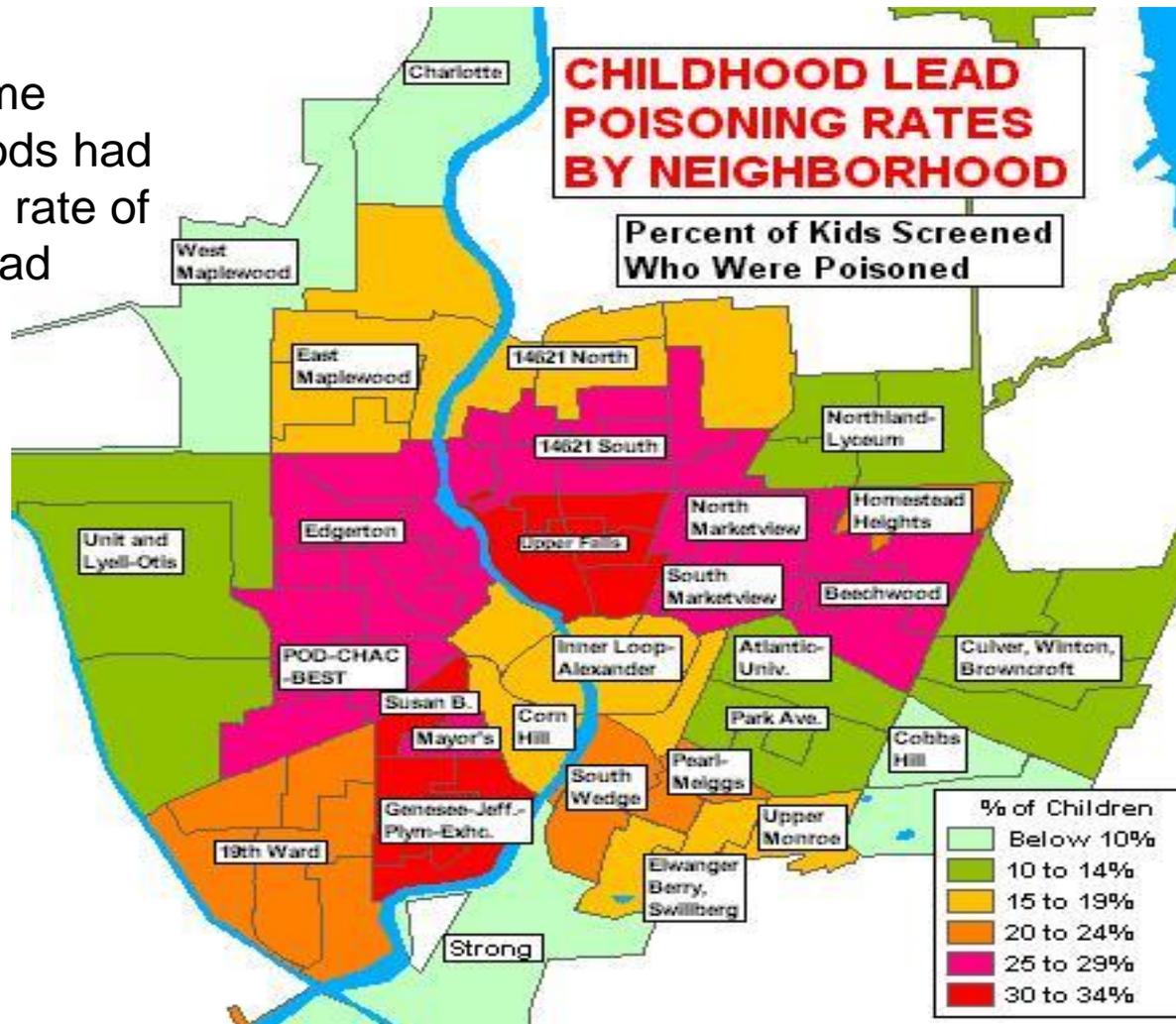
1. Rochester's Healthy Home
2. Healthy Homes Interactive Training
3. Healthy Home Resources
4. Healthy Homes Partnership
5. Future plans/opportunities

Rochester's healthy home

- History of Rochester's Healthy Home (2006-2009)
- Partnership
- Goals
- Progress

History: Lead in Rochester

In 2000, some neighborhoods had 20x national rate of childhood lead poisoning



Lead Leads to HH in Rochester

- Lead recognized as health problem/housing solution
- Lead Coalition efforts to pass local lead law
- “Lead Lab” piloted hands-on education in empty house
- Influenced City Council to pass lead law
- 2006 Local Lead Law = need for education
- Subgroup of Lead Coalition aimed to provide resident education



Healthy Homes: A National Trend

- National groups expanded focus from lead to HH
- “HH” includes lead, asthma triggers, and other housing-based health threats :
 - Mold
 - Asbestos
 - Pests
 - Tobacco Smoke
 - Carbon Monoxide
 - Toxic Chemicals
 - Safety hazards
- Rochester Lead coalition remained single-issue
- HH partners focused on integrated approach to reducing hazards in low-income housing

Core Partners

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

“Principles for Collaboration” – June 2004

Developed plan for hands-on, integrated healthy home training, education, and coordinating center



Goals of Rochester's Healthy Home

- ❑ DEMONSTRATE home-based environmental health hazards in realistic setting
- ❑ EDUCATE visitors about health impacts of hazards
- ❑ Support ACTION to reduce hazards



Rochester's Healthy Home

- Free tours in home-like setting
- Tailor tours to diverse audiences
- Provide information on:
 - ▣ Health risk
 - ▣ Home based hazard
 - ▣ Low cost solution
 - ▣ Resources to support action
- Follow up with individuals and groups
- Operated with grant funding 2006-2009

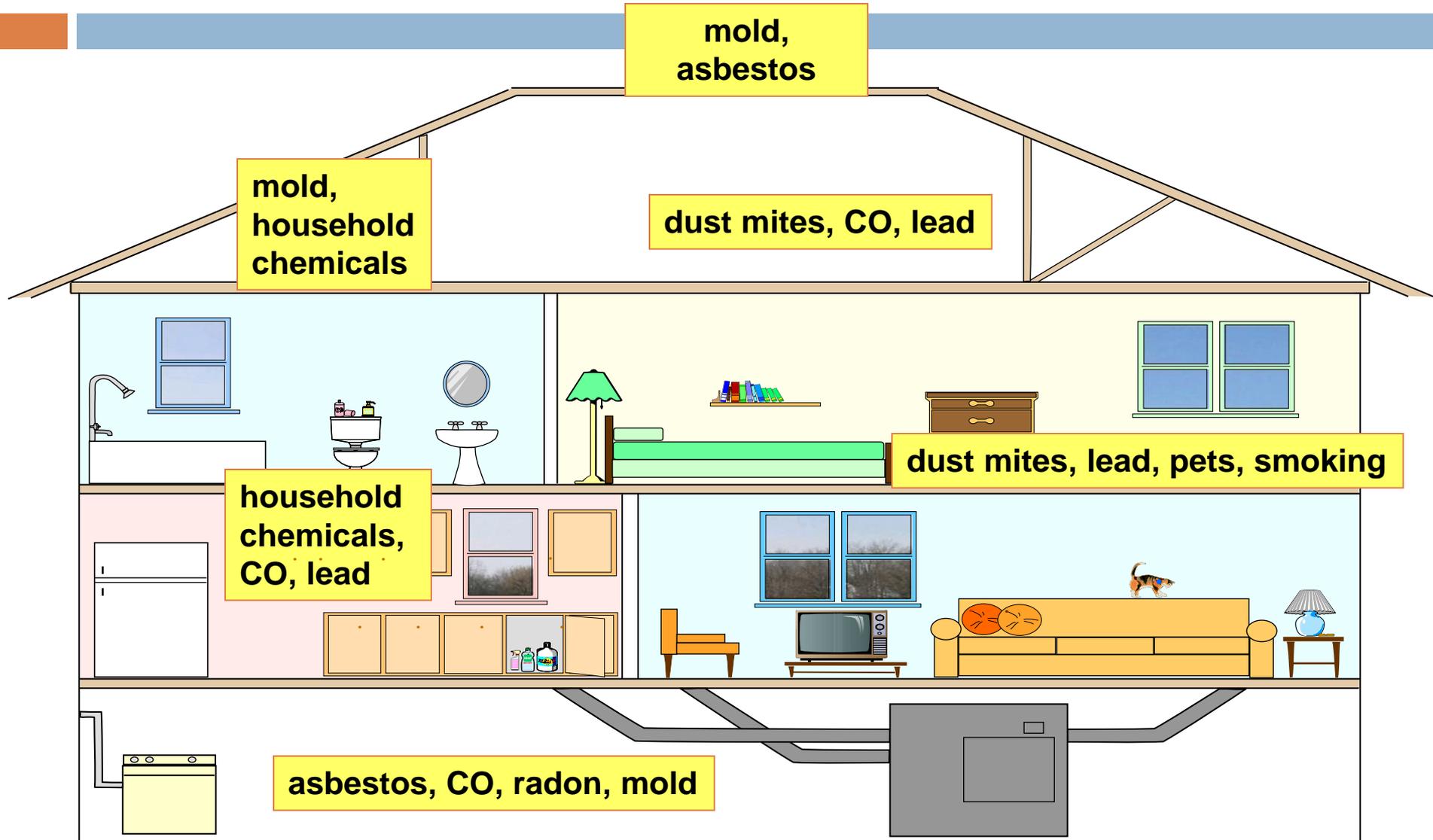
What was in the Healthy Home?



Museum display topics

| Health risk | Environmental hazards | Solutions | Resources |
|---------------------------|---|--|---|
| Chemical poisoning | Pesticides, herbicides, cleaning products | Alternate cleaning products, appropriate use and storage | Cooperative Extension, Health Department |
| Lead poisoning | Deteriorated lead paint Lead in dust Lead in soil | Lead hazard reduction, Lead-specific cleaning | Coalition to Prevent Lead Poisoning, Health Department, City of Rochester |
| Asthma | Mold Indoor tobacco use Cockroaches/rodents | Leak repair, air filters, smoking cessation, integrated pest management | Rochester Community Asthma Network, Smoking cessation programs |
| Indoor Air Quality | Asbestos Carbon Monoxide Radon | Containment Carbon monoxide detectors Radon testing, increased airflow | Health Department Rochester Fire Department New York State Health Department, USEPA |

Home-based displays



Lead windows



Asthma safe bedroom



Who came to the Healthy Home?

Over 3 years, 3500...

- ❑ Property owners
- ❑ Contractors
- ❑ Community groups
- ❑ Agency staff
- ❑ Schoolchildren
- ❑ Medical residents
- ❑ Residents/tenants



Impacts of the Healthy Home

- Most visitors completed evaluation surveys
- Over 90% of those contacted in follow up calls took action to improve home health
- “Guide to replication” to help other cities
- Increased awareness of HH among groups, agencies, and health care providers about need for healthy homes education
- Forged ongoing connections among agencies
- After Healthy Home closed (funding ended), formed Healthy Home Partnership

2. Interactive healthy home training

- Initiated with MCDOPH grant; trained 1500 people
- Ongoing efforts focus on “train the trainer”
- Goals:
 - ▣ Simple steps to a healthier home
 - ▣ Strategies for addressing specific hazards
 - ▣ Focus on low-income/high-risk housing stock
 - ▣ Local and national resources

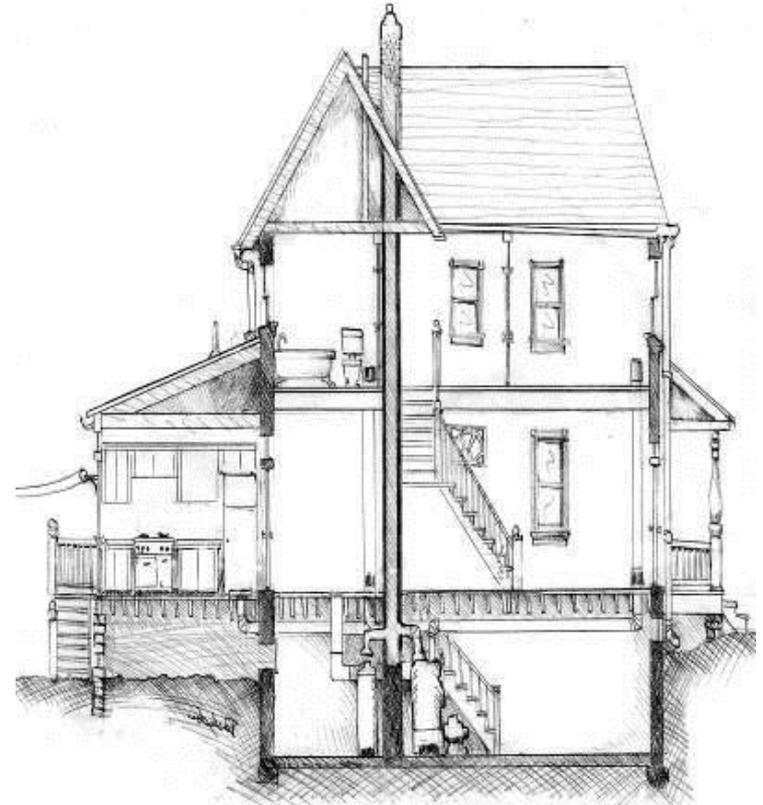
Interactive HH training overview



- Based on NCHH “principles of healthy homes”
- Interactive (Asthma activity, “Look-alikes”)
- Focused on low-cost actions and local resources

Seven Principles of Healthy Homes

- Keep it:
 - Dry
 - Ventilated
 - Safe
 - Well maintained
 - Clean
 - Contaminant-free
 - Pest-free



- Even the principles are connected to each other!

3. Healthy Homes Resources

- EHSC Web site:
www.ehsc.urmc.edu/healthyhomes
- Healthy Home Resources Guide (multiple iterations)
- Perinatal Group Education kits
- DVD produced by local public television (WXXI)
- Adapted DVD to include ASL and Spanish (see youtube links under “Resources”)

**HEALTHY HOMES,
HEALTHY FAMILIES:**
A GUIDE TO PROTECTING
YOUR FAMILY’S HEALTH BY
MAKING YOUR HOME A SAFER
ENVIRONMENT



4. Healthy Home Partnership

- 30+ members, meets monthly

www.urmc.rochester.edu/environmental-health-sciences/coec/projects-partnerships/healthy-homes/rochester-healthy-homes-partnership.aspx

- Information-sharing and coordinating outreach
- Children's Environmental Health Center
- EcoHealthy Child Care
- RSEHI (Safe and Efficient Homes Initiative) grants
- Ongoing training/coordinating for existing partners and new groups

5. Next steps and new directions

- Training Health Care Professionals
 - ▣ Grand rounds, lectures, residents
 - ▣ Healthy Homes for Social Workers continuing ed.
 - ▣ Promoting Pediatric Env. Home Assess. (PEHA) course
- Promoting Healthcare Finance for Healthy Homes
 - ▣ Invited speakers/HHP discussions/individual outreach
 - ▣ Partner with NCHH
(www.nchh.org/Resources/HealthcareFinancing.aspx)
- Healthy Homes Needs Assessment
- Strategic planning for systems change

References and Resources

- www.urmc.rochester.edu/environmental-health-sciences/coec/projects-partnerships/healthy-homes/resources.aspx
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Thanks to...



- Valerie Garrison
- Coalition to Prevent Lead Poisoning
- Rochester Healthy Home Partnership
- Finger Lakes Children's Environmental Health Center
- National Center for Healthy Housing & Healthy Housing Solutions