PARTNERING FOR HEALTHY HOMES IN ROCHESTER

Katrina Smith Korfmacher, PhD
University of Rochester Medical Center Environmental Health Sciences Center
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

- Partnership
- Goals
- Progress
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
  - Pests
  - Carbon Monoxide
  - Safety hazards
  - Asbestos
  - Tobacco Smoke
  - Toxic Chemicals
- 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

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

- Mold, asbestos
- Mold, household chemicals
- Dust mites, CO, lead
- Household chemicals, CO, lead
- Dust mites, lead, pets, smoking
- Asbestos, CO, radon, mold
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!

www.nchh.org
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

- 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


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