

The Integrated Pest  
Management in  
Health Care  
Facilities  
Community  
Outreach Project



Reducing Pesticide  
Exposure for  
Vulnerable  
Populations

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

Baltimore, Maryland  
September 16, 2008

# 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



Pests and Pesticides In Your Community

## Keep Pests and Dangerous Pesticides Out of Your Home!

A Healthy Home Guide from the IPM Community Outreach Project



MPN  
MARYLAND PESTICIDE  
NETWORK



## 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 bins with lids tightly covered.
- Store trash cans away from doors.



### Keep bugs out and save money on your energy bill:

- Install or fix door strips 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 Service Hotline at 311 (443-263-2220 outside the city).

### Pesticides are also in:

- Lice shampoos
- Antibacterial products
- Flea and tick products for pets



Safer, non-toxic products for treating lice, fleas, and ticks on pets are available. Ask your local stores 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 410.605.0095, 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)



# BUILDING A FRAMEWORK FOR HEALTHY HOUSING

*2008 National Healthy Homes Conference*

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## **Rochester's Model Healthy Home**

***Dot Gulardo***

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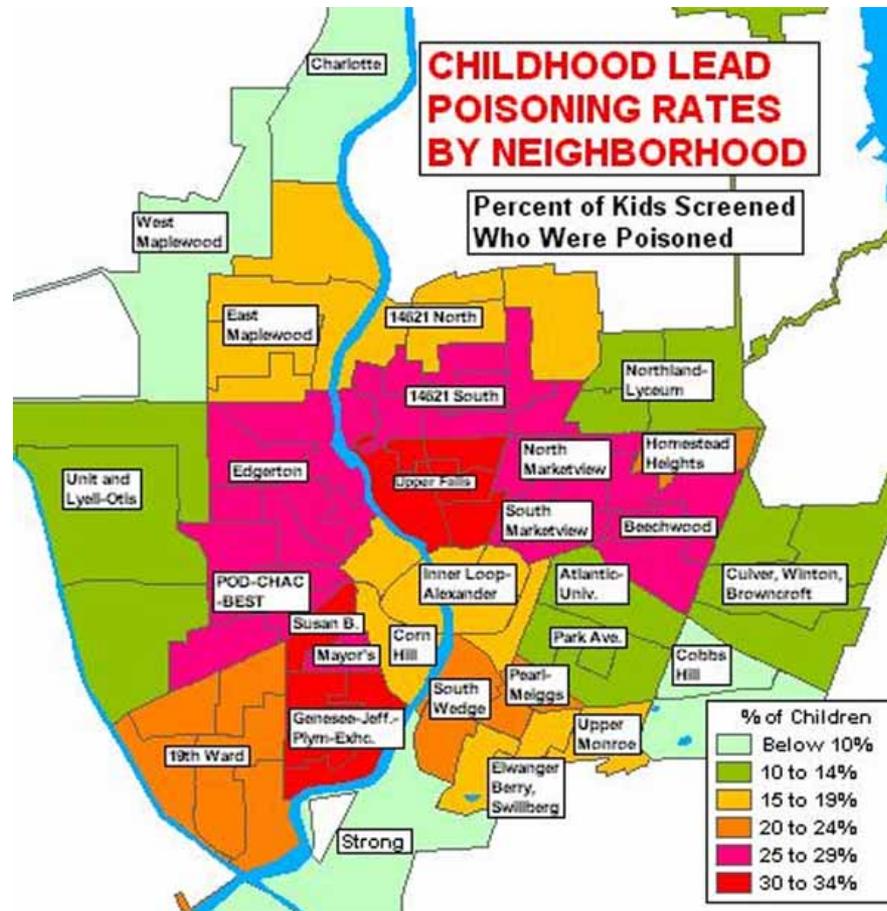
# Overview

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- History
- Partnerships
- Strategy
- Outreach
- Accomplishments
- Evaluation



# Rochester's Lead "Crescent"



# Expanded Focus

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



# Partnerships

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- 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)



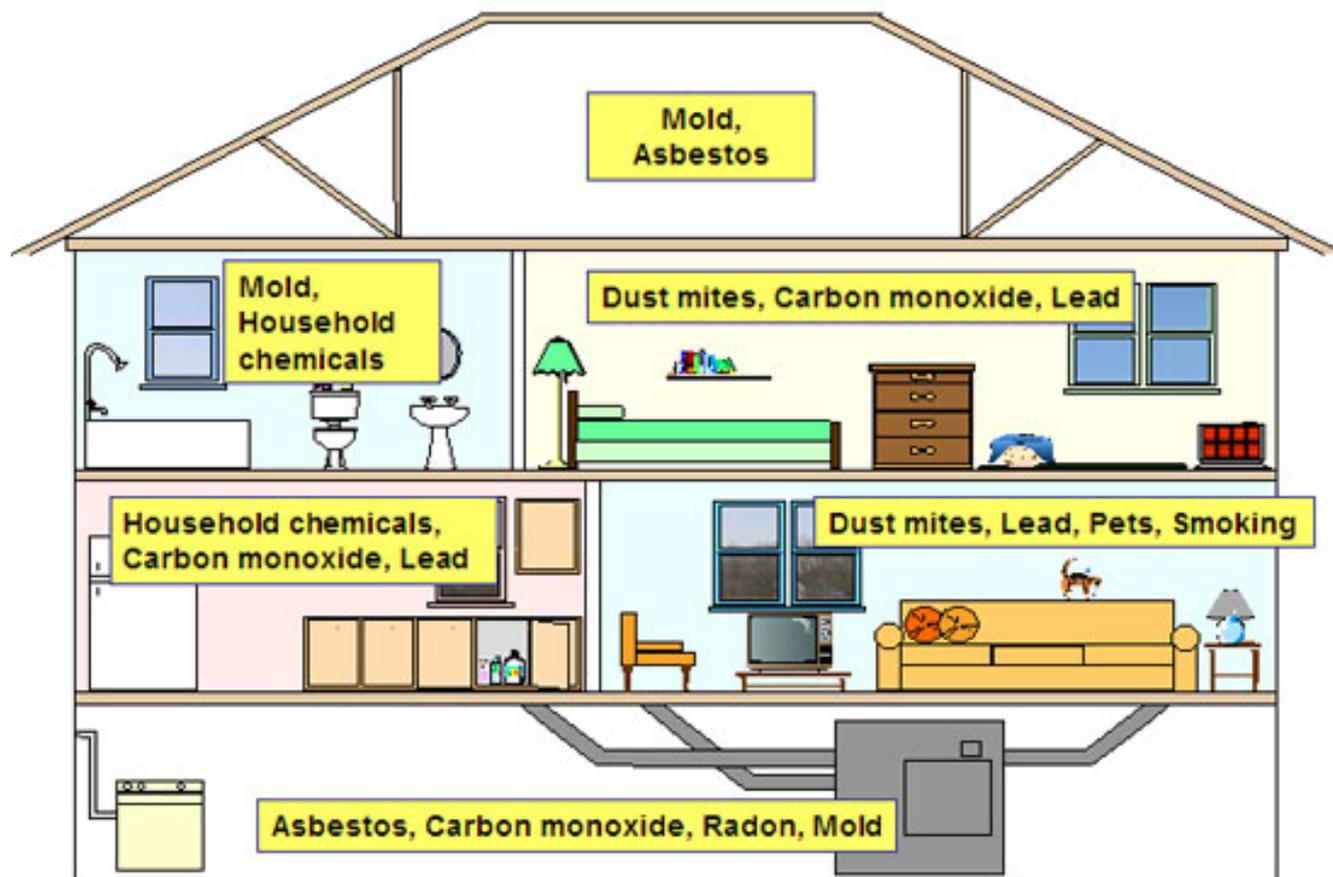
# A Model Healthy Home: Purpose

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- 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...



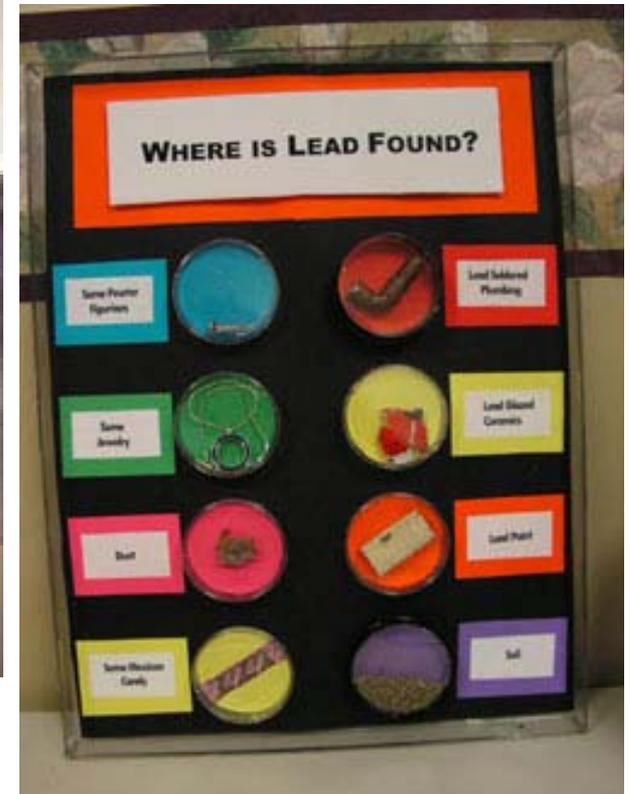
# ...to Reality: The Healthy Home



**BUILDING A FRAMEWORK  
FOR HEALTHY HOUSING**

*2008 National Healthy Homes Conference*

# “Lead Room”



# Kitchen (Toxics, Safety, IPM)



# Healthy Housekeeping



# Asthma Bedroom



# Strategy

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- 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

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- 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



**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**



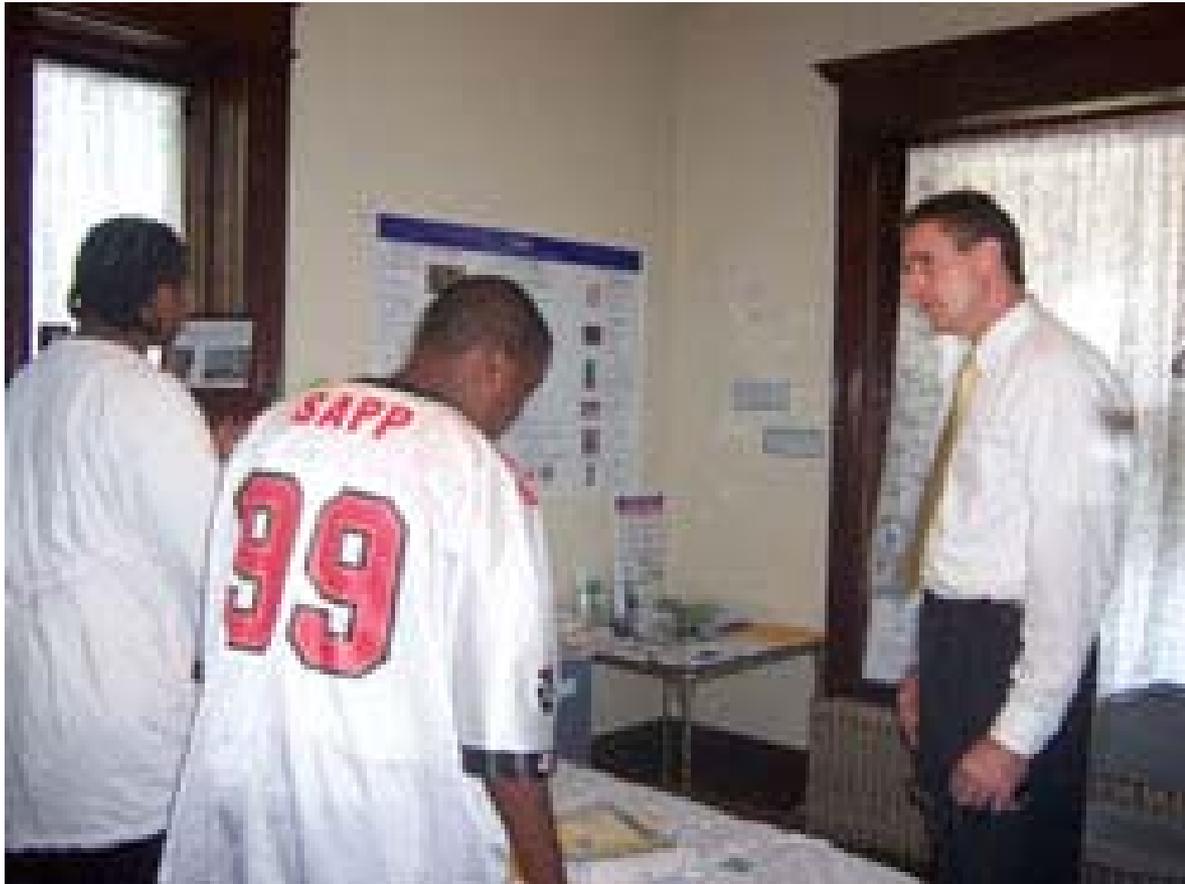
# Universities and Colleges



**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**



**BUILDING A FRAMEWORK  
FOR HEALTHY HOUSING**

*2008 National Healthy Homes Conference*

# Support Groups



**Regional  
Community  
Asthma  
Network  
(RCAN) asthma  
support group  
meeting**



# Children and Families



# Accomplishments

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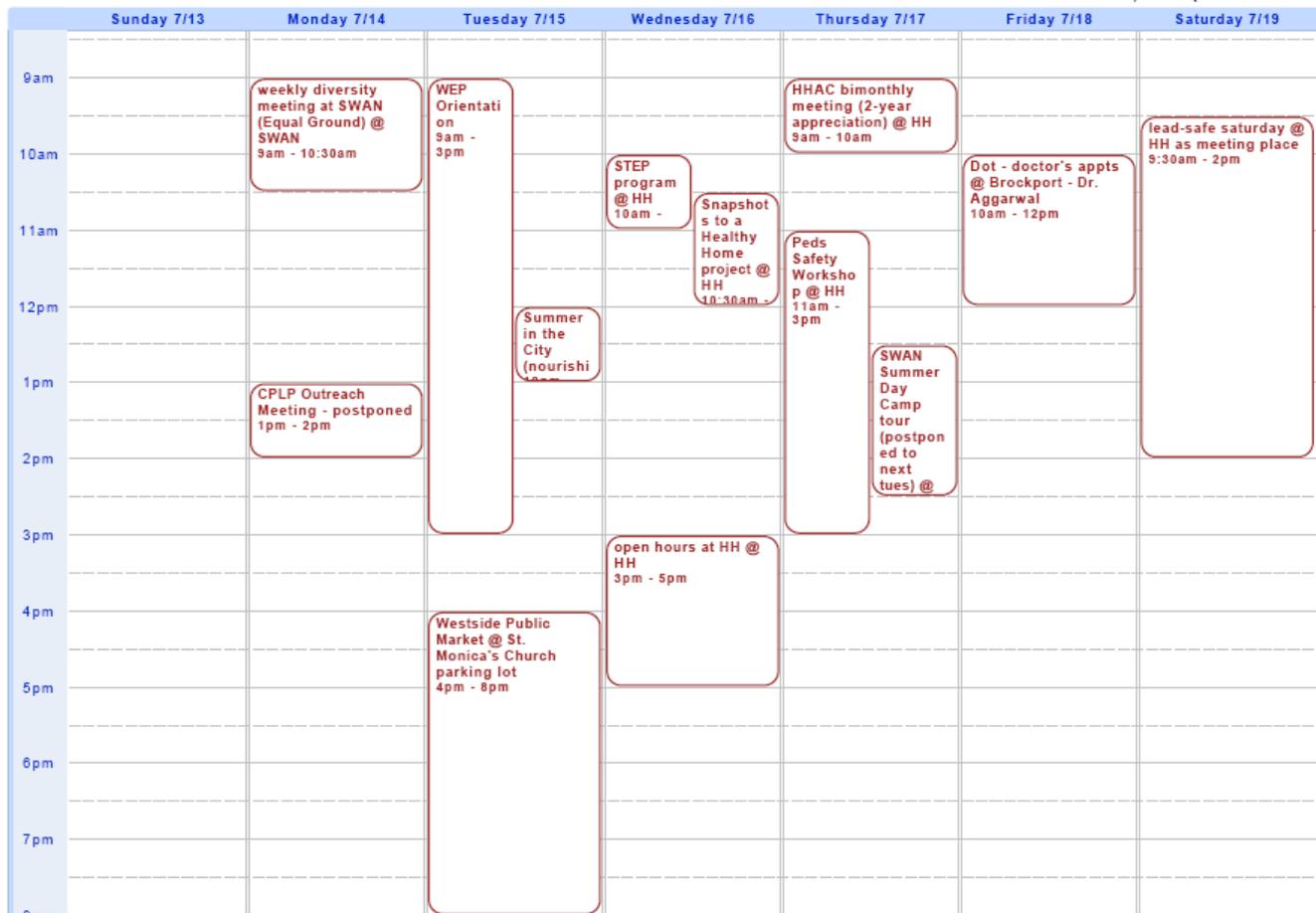
- More than 2000 visitors since opening in June 2006
- 200+ organizations among these
- 26 agencies represented on Advisory Council
- Multiple grants secured (>\$150,000) to extend Healthy Home



# A “Hub” of Activity and Resources

Dot Gulardo

Sun Jul 13 – Sat Jul 19, 2008 (Eastern Time)



# A “Hub” of Activity and Resources

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- 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)

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- “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

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- **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

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



# Evaluation of Model

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



# Evaluation Questions

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- 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

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- 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)

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- 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

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- (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

5.2%	a	13	76.5%	91	YES
<b>32.4%</b>	<b>b</b>	81	15.1%	18	<b>PARTIAL</b>
4.4%	c	11	8.4%	10	NO
<b>40.4%</b>	<b>d</b>	101		119	<b>TOTAL FOLLOW UPS</b>
15.6%	e	39			
2.0%	f	5			
	<b>Total</b>	<b>250</b>			



# Year Two Action Plan Data

11.4%	a	74	66.8%	171	YES
<b>29.2%</b>	<b>b</b>	190	9.8%	25	PARTIAL
3.4%	c	22	23.4%	60	NO
<b>41.6%</b>	<b>d</b>	271		256	TOTAL FOLLOW UPS
11.4%	e	74			
3.1%	f	20			
	<b>Total</b>	<b>651</b>			



# Evaluation (Does this Model Work)?

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- 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?

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- Come visit the Healthy Home!

Contact:

[healthyhomerochester@gmail.com](mailto:healthyhomerochester@gmail.com)

585-529-9957

- Guide to Replication (and more):

[www.envmed.rochester.edu/envmed/ehsc/outreach/CommunityPartners/CommunityPartnersHH.html](http://www.envmed.rochester.edu/envmed/ehsc/outreach/CommunityPartners/CommunityPartnersHH.html)





# BUILDING A FRAMEWORK FOR HEALTHY HOUSING

*2008 National Healthy Homes Conference*

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**Rochester's  
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Healthy Home**

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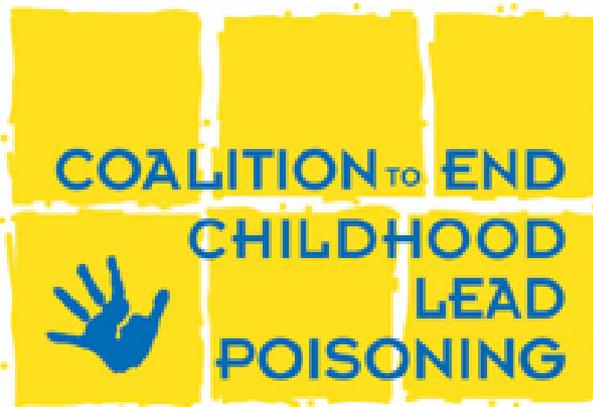
# BUILDING A FRAMEWORK FOR HEALTHY HOUSING

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## *Alternative Strategies for Community Outreach*

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



# Lead Poisoning Prevention

*Funding for Stoppin' Lead in Coppin provided by EPA*



BUILDING A FRAMEWORK  
FOR HEALTHY HOUSING

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



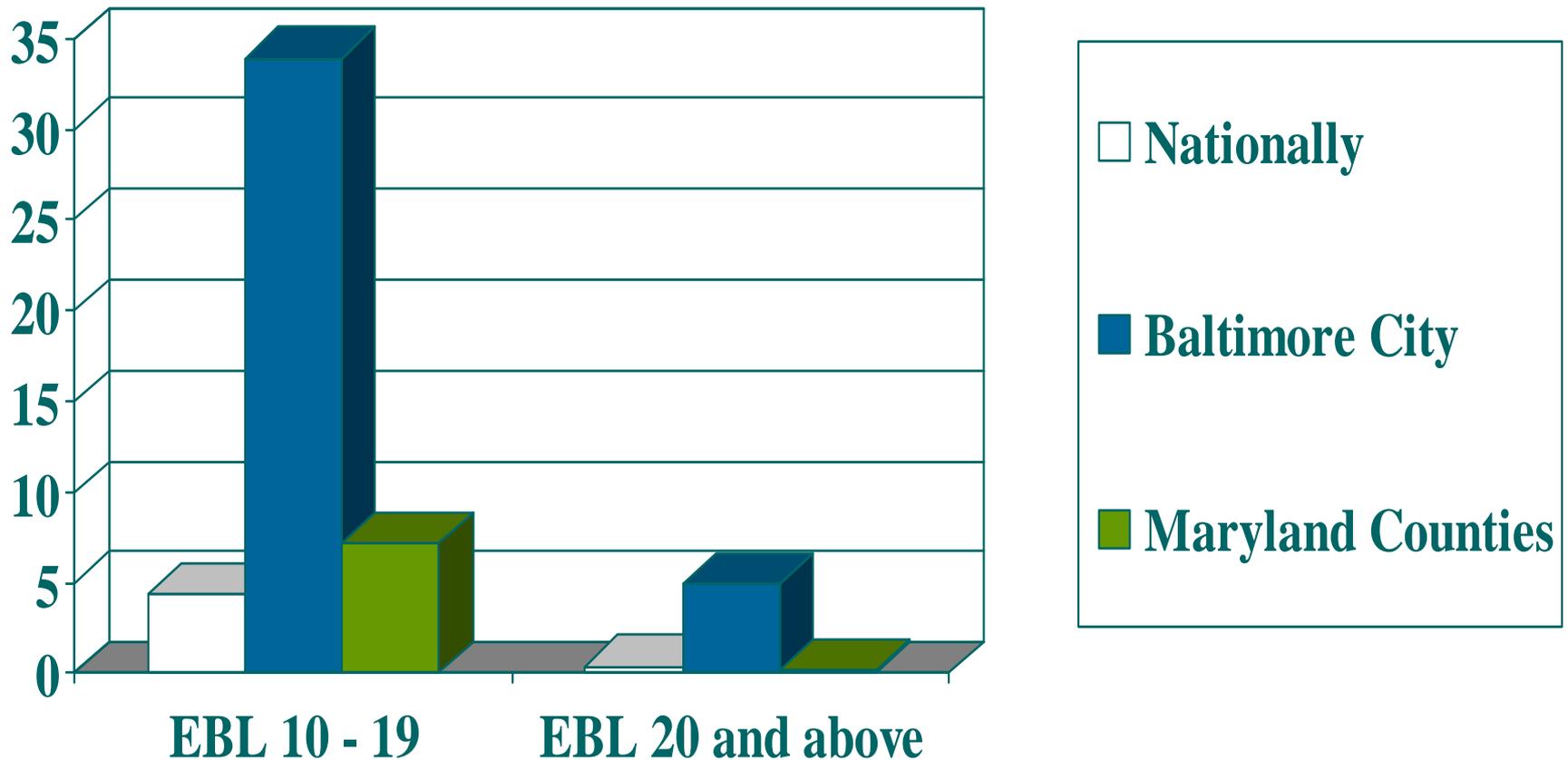


## The *Stoppin' Lead in Coppin* program, in partnership with the Coppin Heights

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

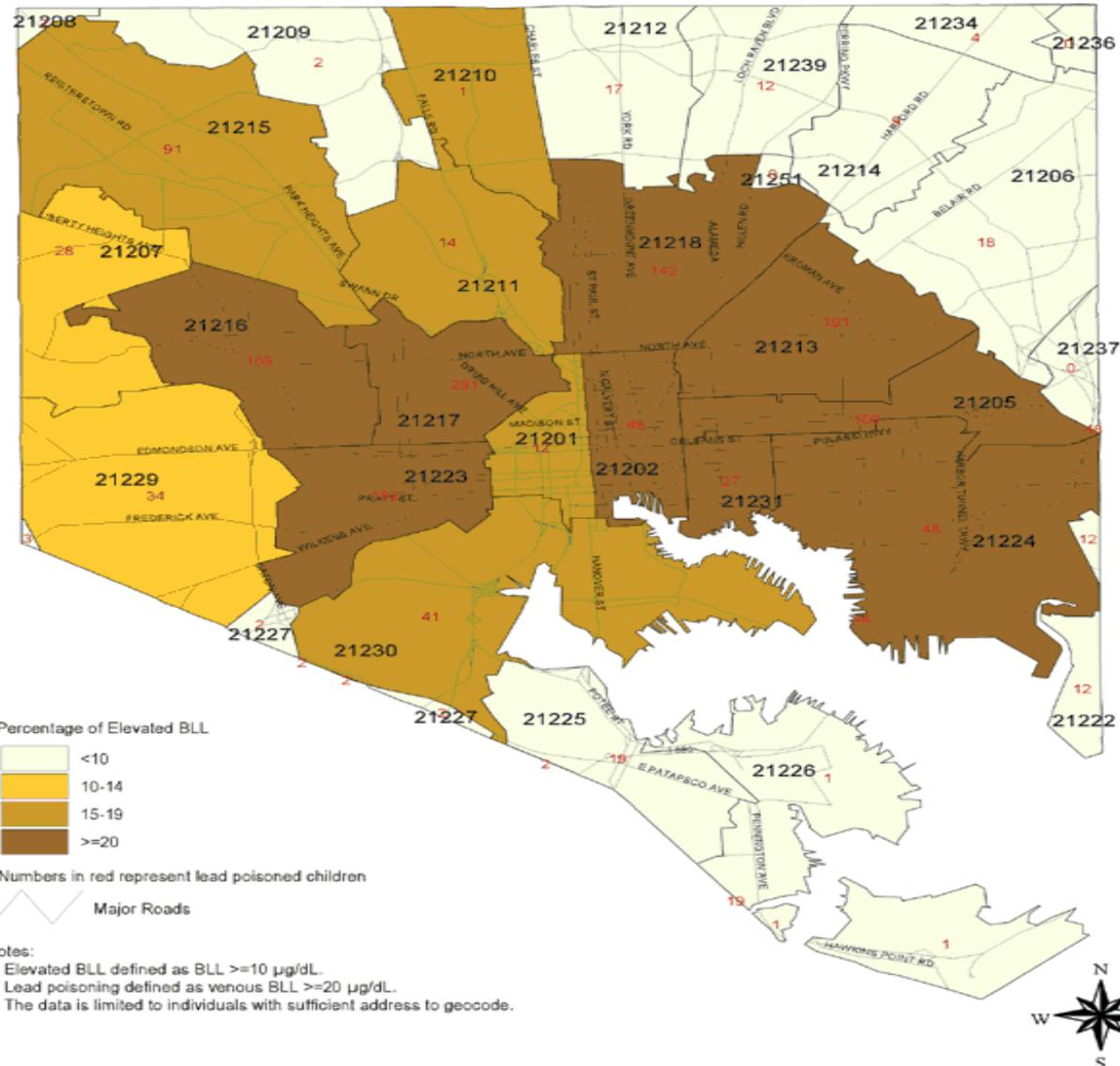


# In 1993, over 12,908 children annually in Baltimore had elevated blood lead levels

Census Tract	Percentage of children tested and found to have elevated blood lead levels (10 ug/dl or higher)
806-Broadway/ East Oliver	82.23%
807-Broadway/ East Oliver	70.89%
808-Middle East	65.15%



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)



# SLC Outreach Tools

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- **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

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- **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

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- **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

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**Photograph**



# Billboards

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**Photograph**



# Bus Advertisements

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**Photograph**



# Getting the Word Out - Table Top Displays, Posters

## Photograph



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

## Photograph



# Other Media

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



# Website

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- **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

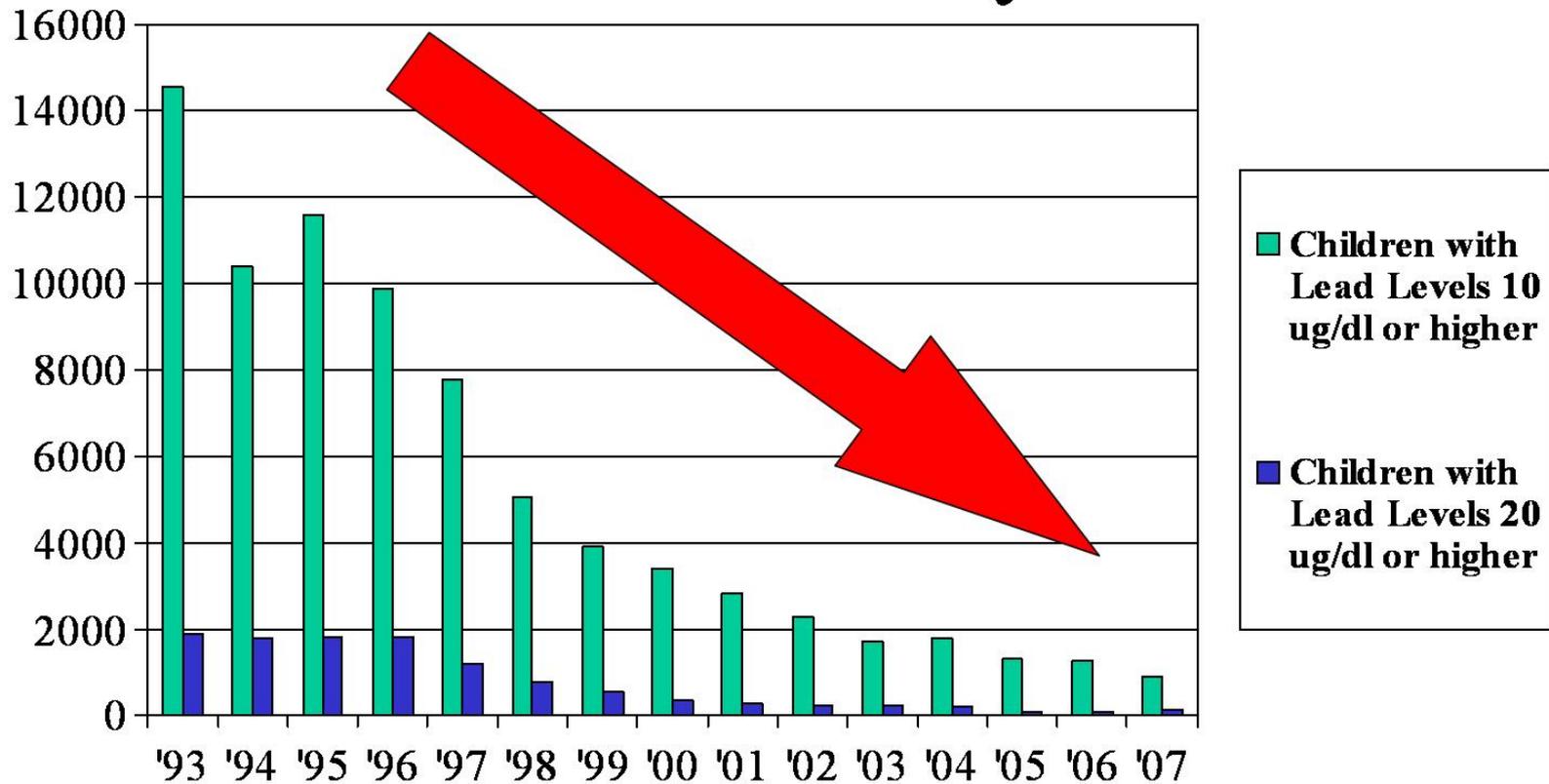
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- The number of children with dangerously elevated blood lead levels annually in Baltimore City has decreased **95%** since 1993

	<u>1993</u>	<u>2007</u>
● Children under age 6 with elevated lead levels	<b>12,908</b>	<b>624</b>



# Dramatic Decline in Lead Poisoned Children in Maryland



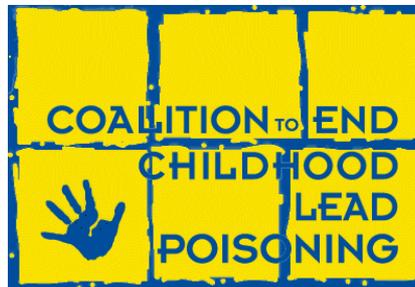
	<u>1993</u>	<u>2007</u>
<b>Children with Lead Levels 10 µg/dl or higher</b>	<b>14,546</b>	<b>892</b>
<b>Children with Lead Levels 20 µg/dl or higher</b>	<b>1,904</b>	<b>135</b>

# Coalition to End Childhood Lead Poisoning

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## 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.lead-safe.org](http://www.lead-safe.org)

