

# First Quarterly Report FY 13-14 July 1- September 30, 2013



20 Years of Making Homes Healthier for Children

## **First Quarter Highlights**

The Department was awarded and began implementation of a Kaiser Community Benefits East Bay Area grant in the amount of \$25,000 to formalize a partnership with Alameda County Public Health Department Asthma Start Program. Under this grant 25 out of a total 75 families of children with asthma will receive services from the Department to address asthma triggers in the home. The area served is Northern Alameda County; Alameda, Berkeley, Oakland, Emeryville, including Piedmont and Albany.

As a result of the trial against the lead paint industry which began in July 2013, the Department responded to numerous media inquiries including an interview that was picked up by the Associated Press and published in multiple local and national mainstream print and on-line media including the Mercury News, Oakland Tribune, Huffington Post and Washington Post. The media interviews got the message across that lead is still a serious problem in Alameda County and that "we've had a lot of success, but there is still a lot to do". The trial concluded September 23, 2013; the judge has 90 days to issue his decision.

In September the Department received a commendation sponsored by JPA Director and Alameda County Board of Supervisor, Wilma Chan. The commendation was in celebration of the Department's name change and for over 20 years of serving children and families in Alameda County.

# **HEALTH DIVISION**

#### **Key Accomplishments**

In collaboration with the City of Berkeley Lead Program, a provider newsletter was distributed to more than 400 medical providers throughout Alameda County. This edition introduced the new web-based survey for medical providers to solicit input from doctors as well as introducing the Healthy Child Initiative (HCI).

Eighty-seven children with newly elevated lead levels received one of three health promotion services: nursing case management (5), lead poisoning consultation (27), or lead poisoning outreach and education (55).

A blood lead screening event in Hayward, *Rock the Lot Health Jam*, was held in August as part of the Millennium Settlement funds and the Healthy Child Initiative. The event was well attended and 52 individuals were tested for lead. The event received TV and news print media coverage.

■In July, through Tiburcio Vasquez Health Center (TVHC) the Department identified and trained Promotores (Community Health Promoters) to advance the HCI mission through community and family engagement. Two Promotores were identified and will provide families with support to navigate the medical system to obtain blood lead testing.

Staff conducted site visits to promote the HCI project at medical providers offices to inform HCI mission and the Promotores Pilot Project. Nine medical providers were reached during this quarter including: Tiburcio Vazquez Health Center, Dr. Susana Nolasco-Alonzo, Hayward Pediatrics, Dr. Eric Wells, Pediatric Medical Association of East Bay, Primary Pediatrics, Bancroft Pediatrics and Winton Wellness Center. Medical providers received a Provider Tool-Kit, a preliminary tool-kit that is subject to change based on the responses from the medical provider survey. A Promotores Pilot Project Fact Sheet and referral form will be developed in the next quarter.

## **HEALTH DIVISION**

Key Accomplishments Continued

Rock the Lot Health Jam, A Blood Lead Screening Event



Child getting tested for lead.



Conference with local political figures.

### HEALTH DIVISION Key Accomplishments Continued

#### Summary of Findings from Environmental Investigations:

City	Property Based Hazards Only	Other Likely Sources Only	Both Property Based and Other Sources
Oakland (4)	1	1-Unknown Source	1-Occupational
			1-Travel related

#### Summary of Findings from Visual Assessments:

City	Property Based Hazards Only	Other Likely Sources Only	Both Property Based and Other Sources
Alameda (2)	2		
Oakland (7)	3	2-Travel related	1-Occupational 1-Mexican candies
Hayward (2)	1	1 Spices	
San Leandro (2)	2		
Union City (1)	1		

# **HOUSING SERVICES DIVISION**

#### **Key Accomplishments**

■ In August 2013, Department staff met with Max Weintraub, Lead Based Paint Enforcement Coordinator for EPA Region IX to discuss collaboration opportunities. The EPA and the Department share information and cross refer on lead safety incidents. Department staff discussed a collaboration strategy with EPA to conduct a two-day operation of potentially violating contractors in the Spring 2014.

■ Two trainings were completed during this quarter; Introduction to Lead Safety training to 23 workforce development trainees participating in the Laney College Carpentry program and Rising Sun's GETS Green Energy program.

■ The Department responded to 30 lead safety complaints of unsafe renovation or unsafe conditions. Staff provided education and technical assistance, compliance monitoring, referrals to enforcement agencies, and referrals for ACHHD services including training, in-home consultations, and lead hazard repair funds. Eleven incidents were in Alameda, nine each in Oakland and Berkeley and one in San Leandro.

■ Through the Oakland Healthy Housing Pilot Project, the Department collaborated on ten properties involving multiple agencies including the Oakland Building Department, Alameda County Asthma Start, Place Matters and the ACHHD. The ACHHD provided technical assistance to Causa Justa/Just Cause, providing information to staff on housing deficiencies and participated in developing strategies to address health and safety concerns at a large multi-unit property. Other organizations involved in this property included Youth Uprising, Place Matters, and the Local Initiatives Support Corporation.

## **HOUSING SERVICES DIVISION**

#### Key Accomplishments Continued

Project Highlight: The Department's efforts to leverage resources on a project that addressed lead hazards, healthy housing issues, asthma triggers, energy conservation and gas appliance safety is highlighted below:

Initially recruited for an In-Home Consultation via the Oakland Housing Authority, the owner applied for lead hazard control funds and was referred to the Advancing Safe and Healthy Homes Initiative (ASHHI) program. The ASHHI specialist provided education to the occupant on asthma management in the home and identified several healthy housing issues. Healthy housing and lead-based paint hazards were addressed through the Lead Hazard Repair Program and owner contributions, which allowed the owner to comply with Oakland Housing Authority housing standards.

Work included smoke and carbon monoxide alarms, grab bars, ventilation fans in kitchen and bathroom and improved ventilation in the laundry room. The Department also made a referral to Rising Sun Energy through the Green and Healthy Homes Initiative Energy Pilot Project. Rising Sun Energy was able to address a serious combustion gas problem with the furnace and complete other energy and weatherization improvements.

## OUTREACH AND COMMUNICATIONS DIVISION Key Accomplishments

■ACHHD staff have been in contact with over 1,000 prospective clients by participating in 12 health and community outreach fairs. Staff worked with the Alameda Museum and Alameda Architectural Preservation Society, staff was able to participate in the Alameda Legacy Home Tour for the first time by offering Department resources and expertise to over 150 participants, particularly owners of older homes in Alameda and surrounding areas.

Ten presentations were provided to parents of young children, professional staff and service providers through agencies and community based organizations. Presentations were conducted in Spanish (2); Mandarin (1); and English (7). ACHHD staff collaborated with Oakland Unified School District, 4C's, Bananas, East Bay Rental Housing Association, and Cal-SAFE to provide presentations to over 180 of their staff and clients.

■KPIX/CBS and KTVU TV channels interviewed Department staff and broadcasted TV stories about sources of lead poisoning.

Two Department staff were interviewed for the *Education is the Best Medicine* show which ran on the Berkeley Community Media Center BETV cable station.

■Outreach to the Press to promote the *Rock the Lot Health Jam* event resulted in three news print articles, two TV stories and multiple on-line postings.

The Center for Public Integrity in Washington, D.C. interviewed the Department in preparation for an ABC TV news story about lead paint hazards.

## **OUTREACH AND COMMUNICATIONS DIVISION**

#### Key Accomplishments Continued

Child Safety Fair at Habitot Children's Museum in Berkeley



## **DEPARTMENT CHALLENGES**

#### U.S. Department of Housing and Urban Development Lead Hazard Control Program

>The Department continued to face challenges during the quarter in recruiting and enrolling units for lead hazard control.

>In addition to the on-going impact of HUD's policy guidance requiring children under six or pregnant women in occupied units, changes due to sequester with Oakland Housing Authority have resulted impacting property owner outreach which led to a cancellation of their successful Section 8 owner briefings which had provided the Department with direct access to Section 8 property owners. Also, changes made by the East Bay Rental Housing Association to the format of their property owner meetings resulted in less direct participation by Department staff to promote lead hazard repair funds and other services to their members.

>The Department has begun to implement other outreach methods including targeted mailing, outreach to family child-care homes and expects recruitment and enrollment to improve significantly in the next quarter.

#### ■Wayne State Healthy Housing Rating System Study

>The Department's partnership with Wayne State University to study the Healthy Housing Rating System has also faced recruitment challenges. In response, a corrective action plan was developed and has been implemented to increase recruitment. The Department worked with Wayne State to expand assessor availability in order to boost recruitment. The Department also plans to present a training to staff and key partners on this rating system in the third quarter of the fiscal year.



20 Years of Making Homes Healthier for Children

		First Quarter FY 2013	2017	r. July	Dep	temot	1 201	5				
GOAL Activity	GOAL People Reached	ΑCΤΙVΙΤΥ	Alameda	Berkeley	Emeryville	Oakland	Non-CSA Cities in Alameda County	Cities Outside Alameda County	TOTAL	Number of Activities	TOTAL	People Reached
									QTR	YTD	QTR	YTD
			LTH							-		
		TEA TEA										
		Promotion of 1	Lead	Screen	ing							
	23,853	Increase the number of children screened for lead by 15% from 20,742 to 23,853.							-	-	0	*
2-4		Collaborate with a non-profit organization, medical providers and Promotores to implement the Healthy Child Initiative (HCI) Promotores Health Care System Navigator Pilot Project.							1	1	-	-
25		Develop relationships and work in partnerships with community based organizations to advance HCI blood lead level screening goal.					5		5	5	-	-
1		Develop and conduct a survey for medical providers to determine barriers to lead screening.				Provide Provide Antion			1	1	-	-
50		Conduct site visits to medical providers.					9	,	-	-	9	9
50		Develop/distribute a provider resource binder to Alameda County medical providers.				******	9			-	9	9
	400	Produce and distribute a newsletter to medical providers in Alameda County.								-	>400	>400
	1922-1999 1999 1999 1999 1999 1999 1999	Comprehensive Services f	or L	ead Exp	posed (	Childre	en	a Ballanda a segar e paragone e na managon e e en		general de la comunitación de la co	*************	
	350	<ul> <li>Provide one of three health promotion services to newly identified lead exposed children.</li> <li>Nursing case management (5)</li> <li>Lead poisoning consultations (27)</li> <li>Lead poisoning outreach and education (55)</li> </ul>	6			52	29		-	-	87	87
	350	Review & analyze charts of 2011 elevated blood lead levels 5-14 mcg/dL in Alameda County.							0	0	-	-
		Environmental	Case	e Respo	nse							
25		Conduct environmental investigations and property owner follow- up (CRWG) at an estimated 25 properties where lead poisoned children reside.				4			4	4	-	-
100		Conduct visual assessments and property owner compliance activities (PRWG) at an estimated 100 properties where lead exposed children reside.	2			7	5		14	14	-	-

		Flist Quarter F1 2013-2	2014	. July	- scp	temot	1 201	5				
GOAL Activity	GOAL People Reached	ACTIVITY	Alameda	Berkeley	Emeryville	Oakland	Non-CSA Cities in Alameda County	Cities Outside Alameda County	TOTAL	Number of Activities	TOTAL	People Reached
	-								QTR	YTD	QTR	YTD
		HOUSING	SERVI	CES								
		Lead Hazar										-
200		Carry out an on-site lead safety survey in CSA housing to identify deteriorated paint and possible lead hazards.	7	7		23			37	37	-	-
140		Provide technical assistance to property owners or their designees to assist them in identifying and correcting possible lead hazards. Healthy housing topics including mold and moisture, IPM, and safety issues will be included where appropriate.	7	7		22			-	-	36	36
6	60	Provide lead safety trainings	19976-11720-10017-0017-000-2	ras na 1 Juna da Juna jan na 2014 gana ya 14 J					1	1	9	9
30		<ul> <li>Assess lead hazard risks and complete lead paint inspections at housing units.</li> <li>The ACHHD staff developed a revised lead inspection report template and field sampling plan to comply with HUD lead hazard control grant guidances. One new inspection was completed during the quarter and reports for six units were updated to the new format.</li> </ul>	1			1			2	2	-	-
40		<ul> <li>Complete lead hazard control and achieve clearance at housing units.</li> <li>Six units were in process as of the end of the first quarter. The ACHHD continues to face challenges in recruiting and enrolling lead hazard control units in compliance with HUD's eligibility requirements. The ACHHD revised the enrollment process and will embark upon a concentrated marketing effort in the next quarter to boost recruitment in order to achieve the objective.</li> </ul>				3			3	3	-	-
10		Conduct an onsite survey and consultation at housing outside the CSA.							2	2	-	-
	50	Individuals participating in workforce development programs or working for partnering agencies will gain increased knowledge or skills in lead safety practices.	in traciona minutine	nej m (Langan (Bartan Ca), Photos Bartan			na nin nin nin nin nin nin nin nin nin n		-	-	23	23
2		Provide lead safety trainings in conjunction with the Laney Community College Carpentry Program.							1	1	-	-

GOAL Activity	GOAL People Reached	ACTIVITY	Alameda	Berkeley	Emeryville	Oakland	Non-CSA Cities in Alameda County	Cities Outside Alameda County	TOTAL	Number of Activities	TOTAL	People Reached
									QTR	YTD	QTR	YTD
3		Provide lead safety trainings for workforce development organizations to increase awareness of lead safety and lead-related construction careers among workforce development trainees and workers.							1	1		
	10	Provide training slots for partner agency staff in existing trainings.	54(1-4)W0(4)(0.(1-4)	ti juli juli kata (kata (kata kata kata kata kata ka		) )   144(194946) 194(194946) 89	10 (1) (1) (1) (1) (1) (1) (1) (1) (1) (1)	1,100)41,11110449,0441,1110471,1144	-	-	0	0
		Healthy	Hous	ing		horecommenter	nturorannionanieran	Conservation and a second s		Actor and an	1	
		<ul> <li>The Alliance meeting was held on Sept. 20. Two presentations we differences and illustrated the state of housing in Oakland. 2) Wa groups on a draft ordinance which shed light on existing living corporactive code enforcement program.</li> <li>Establish standards of practice for healthy housing in Alameda County.</li> <li>The Safety/Contaminants subject matter interviews concluded in of subject matter experts were identified.</li> <li>Develop a plan for the creation of a proactive rental housing inspection.</li> <li>During the quarter, the initial data research being developed by demographic, health and housing factors in Oakland was present stakeholder groups were also presented. The Urban Strategies C continues along with research into existing pro-active code enforcement st name change is being incorporated into outreach materials and Work to incorporate healthy housing principles into the General Planning for staffing an information table during the health fair portion of the</li> </ul>	anda R ondition y: on proj the Ur ted to ouncil rceme da Cou d. The rategy the de s for to r a Hea	emmers ons and t quarter a gram: ban Stra the Heal report i nt progr nty: Media St velopme he City o althy Fut	presente he feelin nd the la tegies Co thy Hom s expecte ams. rategy C a consult nt and re f Haywan	ed her fin ags of sta ast two gr buncil on es Allian ed to be o committe tant is be efinemen rd and th	ndings or keholder roups (be the prev ce. In add complete e will fur eing recru at of healt ne Eden A	a her inte s on the b chavior/o alence an dition, pr in the ne ther dev uited to a hy housi area Lival	rviews wi benefits a communit ed distribu eliminary ext quarte elop medi ssist with ng fact sh bility Initi	th selected nd hurdles y and clea ution of se findings f r and stake a, messagi this effort eets is on- ative:	d stakehol s in impler ning/main lected rom three eholder in ng and aco . The Dep. going.	der nenting ntenance terviews cess artments

GOAL Activity	GOAL People Reached	ACTIVITY	Alameda	Berkeley	Emeryville	Oakland	Non-CSA Cities in Alameda County	Cities Outside Alameda County	TOTAL	Number of Activities	TOTAL	People Reached
		· · · · · · · · · · · · · · · · · · ·							QTR	YTD	QTR	YTD
		properties were active in the quarter with five closed to follow-u provided technical assistance to Causa Justa/Just Cause to assist										
4		<ul> <li>Increase the capacity of housing authorities to address lead safety and Provide technical assistance and training to increase the ability of hou manner:</li> <li>The ACHHD continues to be a resource for Section 8 property ow</li> <li>An Integrated Pest Management (IPM) training is planned for the to maintain contact with the Oakland Housing Authority which h</li> </ul>	using a mers. e next	quarter	es to use which wi	best prac	ctices in keted to	managin	g propertie			
2	40	<ul> <li>Individuals will increase their knowledge of healthy housing principles through healthy housing trainings.</li> <li>ACHHD has scheduled an EPA sponsored Integrated Pest Management training for October.</li> </ul>							0	0	0	0
	95	<ul> <li>Complete healthy housing assessments and consultations in housing units from agency referrals including the ACHHD, Public Health Department Asthma Start Program and the Oakland Housing Authority.</li> <li>Breakdown of healthy housing assessments/consultations: <ul> <li>15 OHA: (0)</li> <li>20 ASHHI non asthma sources (3)</li> <li>60 Asthma triggers units-Asthma Start. 20 of these units will become ASHHI intervention units. (16 Asthma Start /OASHHI)</li> </ul> </li> </ul>							-	-	19	19
40		Conduct healthy housing interventions in housing units for Kresge ASHHI.		934 <b>843 943 944 944 944 944 944 944 9</b> 44 944 944 94		a freierraanske ronernaartener voe		n kontonnan perintaina kandus	11	11	-	-
200		Conduct and document Housing and Health Rating System - assessments in housing units in the City of Oakland.		41441214411941941941941941942942942942942942		an binden han en bere in serie en serie		an tintu cuberranne constitutions	26	26	-	-

GOAL Activity	GOAL People Reached	ACTIVITY	Alameda	Berkeley	Emeryville	Oakland	Non-CSA Cities in Alameda County	Cities Outside Alameda County	TOTAL	Number of Activities	TOTAL	People Reached
		Compl	inner						QTR	YTD	QTR	YTD
		•	Tance		_							
65		Provide education and technical assistance, monitor compliance, and make referrals to services and enforcement agencies through phone calls, site visits, letters and referrals in response to incidents or complaints in the CSA.	11	9		9			29	29	-	-
20		Provide education and technical assistance, monitor compliance, and make referrals to services and enforcement agencies through phone calls, site visits, letters and referrals in response to incidents or complaints outside the CSA.							1	1	-	-
14		Increase the capacity of local code enforcement agencies to promote compliance with lead safety requirements. • Lead safety education materials available at permit offices.		1	1	1			3	3	-	-
2	- 100	Provide training to building department or code enforcement groups.							0	0	-	-
4		Develop working agreements for lead safety referrals with compliance agencies in jurisdictions.							0	0	-	-
		<ul> <li>Finalize and promote model legislation for RRP certification requirer</li> <li>No activity during the quarter. Research has been conducted wh did so administratively rather than through an ordinance.</li> </ul>					ions that	have ado	pted this.	Most juris	dictions th	nat did,
20		<ul> <li>Families in the Unincorporated Areas will increase their understanding of how mold and moisture in the home environment can impact health and how these issues can be addressed.</li> <li>(1) Each in Castro Valley, Hayward, Fremont; (3) San Leandro; (13) Oakland; (1) City Outside County; (1) Unknown.</li> <li>Of the 21 calls received during this quarter, three letters were sent to rental property owners, basic information packets were sent to four caller and telephone consultation were conducted with two callers and referrals were made to the Oakland Housing Assistance Center and Eastbay Community Law Center for four additional callers.</li> </ul>							-	-	21	21
2		Provide training or presentations on mold and moisture issues in the home to partnering agencies.							0	0	-	-

		First Quarter F 1 2015-2	2014	. July	- sch	CILIDO	201	5		_		
GOAL Activity	GOAL People Reached	ACTIVITY	Alameda	Berkeley	Emeryville	Oakland	Non-CSA Cities in Alameda County	Cities Outside Alameda County	TOTAL	Number of Activities	TOTAL	People Reached
									QTR	YTD	QTR	YTD
		OUTREACH AN	DEDU	CATION								
		Public Awarenes	s and	I Educa	ation							
20		Participate in 20 partnership events and/or presentations targeting CSA rental property owners and property managers, working with Oakland Housing Authority, Berkeley Housing Authority, Alameda Housing Authority, East Bay Rental Housing Association and property management companies.				2			2	2	-	-
1,000	<b>Mar (1997) (1997) (1997) (1997) (1997)</b>	Provide 1,000 US EPA booklets Protect Your Family from Lead in Your Home" to CSA rental property owners.		1214	A REAL				55	55	44. And a 1997 A 29 A 20	-
10		Provide presentations to groups reaching CSA homeowners.							0	0	-	-
20		Install and maintain poster displays, DVD's and/or distribute brochures about CSA services in venues including the four CSA permit offices, hardware and paint stores, and other venues visited by homeowners and landlords.	12	9	2	30			53	53	-	-
4		Publish articles or e-newsletters on lead and healthy housing topics targeting CSA property owners.							0	0	-	-
12		Participate in health and community outreach fairs.	2	2		3	5		12	12	-	-
14		Provide information on lead-safe work practices and make display posters available to permit offices and paint and hardware stores outside the CSA within Alameda County.							0	0	-	-
36		Distribute outreach and education materials about the need for blood lead screening and healthy housing topics at venues visited by the public through-out Alameda County.	7	1	4	23			35	35	-	-
30		Distribute lead prevention DVD's to organizations that reach at-risk families property owners and renovators.							0	0	-	-
	660	Individuals will increase their knowledge of lead poisoning prevention and/or healthy housing issues as demonstrated by participation in educational opportunities offered by the Department.				-			-	-	326	326
26	260	Conduct presentations: -10 presentations reaching parents of young children and other at risk individuals. (3) -16 presentations reaching professional staff and service providers	3		5	2			10	10	174	174

### Annendix A: Services Provided to Date

Appendix A. Services I forface to Date	
First Quarter FY 2013-2014: July – September 2013	

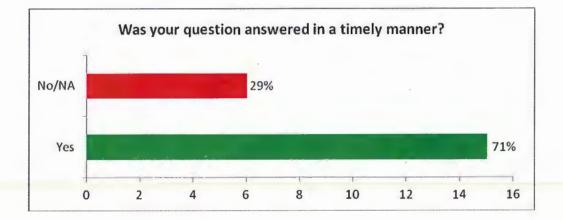
GOAL Activity	GOAL People Reached	ACTIVITY	Alameda	Berkeley	Emeryville	Oakland	Non-CSA Cities in Alameda County	Cities Outside Alameda County	TOTAL.	Number of Activities	TOTAL	People Reached
									QTR	YTD	QTR	YTD
		through agencies and community based organizations. (7)										
	400	Provide individual consultations received from the public through the information line, e-mails and walk ins. Community Based Organizations and/or agencies will sign a MOU and	10	8	1	59	19	4	-	-	101	101
10		<ul> <li>With the award of the Kaiser grant, monthly meetings are now b Development of an MOU is progress.</li> <li>Maintain a partnership with the Prescott Joseph Center for Communi</li> <li>ACHHD continues to receive client referrals from the Breathmoth accepted.</li> <li>Formalize and maintain a partnership with at least on Head Start Head</li> <li>We continue to participate in all three Head Start/Early Head Start Update and implement the housing authority strategic plan and estate</li> <li>Pending in next quarter.</li> <li>Explore partnerships with other home-based services, in-home day conference. We conducted presentations to the three provid conference. We conducted presentations to introduce our progress expand our connections to other service providers. In the 2<sup>nd</sup> que participate in 8 collaboration meetings.</li> </ul>	ty Enh bile and art Hea blish at are as and le er-rur cams a arter,	ancemer d provide lvisory C alth Advi t least on sociation ead poise family o nd servic we have	ht and the es direct ouncil: sory Cou e formal us, and pu ming pre- child care ces to 6 t 6 presen	e Breath: follow-u ncils. partners ublic hea evention e associa eams of j ntations	mobile: p to Pres ship: lth and h training tions and professic to in-hor	ousing a to agenc, staffed a nals and	eph after s gencies: y staff tha an outrea attended te provide	t provides t provides ch table at 7 collabor rs schedul	in-home so a regional ration meet ed and place	r ervices. iings to
		<ul> <li>Establish collaborations with immigrant and refugee community org.</li> <li>Staff is having materials translated into additional languages, ou in Mandarin this past quarter.</li> <li>Work with Bananas, 4C's and Childcare Links to promote lead and he</li> <li>Maintaining Healthier Childcares and Homes" trainings were hig in the fall.</li> <li>Strengthen referrals and cross messages with Alameda County Vector</li> <li>Cross referrals continue.</li> <li>Explore ways to continue collaborating with Cal-Safe:</li> </ul>	treach althy l ghlight	ning to re housing i ted in the	fugee or messages	ganizatio s:	ons and c	onducte	d two pre	sentation i	n Spanish :	and one

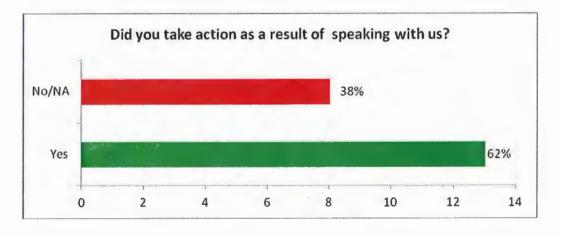
		1 II St Quarter 1 1 2013-		· · · · · · · · · · · · · · · · · · · ·	Dep		1 201	2		_		
GOAL Activity	GOAL People Reached	ACTIVITY	Alameda	Berkeley	Emeryville	Oakland	Non-CSA Cities in Alameda County	Cities Outside Alameda County	TOTAL	Number of Activities	TOTAL	People Reached
									QTR	YTD	QTR	YTD
		<ul> <li>ACHHD continues to offer healthy housing and lead poisoning puestablish and maintain collaborations with housing authorities:</li> <li>Communication is being maintained with the Oakland, Berkeley Continue collaborations with the County and two City Fire Departme</li> <li>Projects will be highlighted in future reports.</li> <li>Work with two community gardening organizations to disseminate L messages to reduce exposures to lead into their work with clients:</li> <li>ACHHD maintains an active relationship with City Slicker Farms</li> </ul>	and Al nts for ead-Sa	ameda H cross re fe Urban	lousing A ferrals: 1 Gardeni	Authoritie	es.				iers to inco	rporate
		Communicati	on Se	ervices	3							
		Document and publicize stories/testimony of a variety of lead and healthy homes clients including parents, contractors, homeowners and medical providers. • TV (4) & radio broadcasts (2)							6	6	-	-
1		Produce a video showcasing the work of the Dept.					- 1		0	0	-	-
4		Offer online guest blogs on healthy homes topics.							0	0	-	-
1		Maintain a media package that includes relevant data.			er <del>ommentigt og sonder er den standen for ten t</del> er son	***********			0	0	-	-
4		Engage reporters to cover and publish stories in print or on-line news sites.							9	9	-	-
	63,000	People will gain information about lead, healthy homes and ACHHD services by locating and viewing the ACHHD website.							-	-	16,295	16,295
	40,000	Individuals will gain information about lead, healthy homes and ACHHD services through social media.	-					1. 1. 110. 11	-	-	40,114	40,114
	140	Maintain an active Facebook page and increase the number of friends to at least 140. • Posted items (46) • Facebook Friends (108) • Reach (1474)							46	46	1,474	1,474
6	1,500	Increase E-subscribers to 1,500 and post at least 6 email alerts. • Email alerts (2) • E-subscribers (1,171)							2	2	1,171	1,171
		<ul> <li>Participate in Parent Network yahoo groups.</li> <li>Multiple postings made on Alameda (3) and Berkeley Parents Network (2) sites.</li> </ul>			ľ				5	5	37,469	37,469

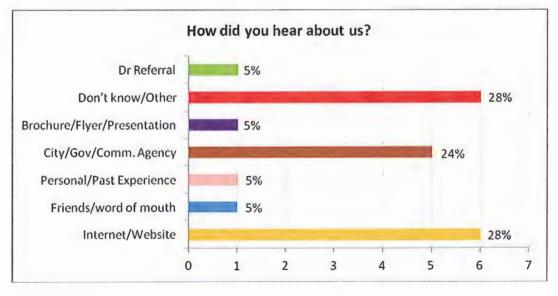
## 1st Quarter FY 2014 (July - September 2013)

#### Infoline Feedback Results

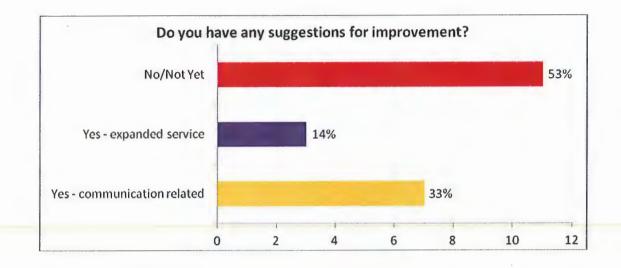
(total calls used = 21)

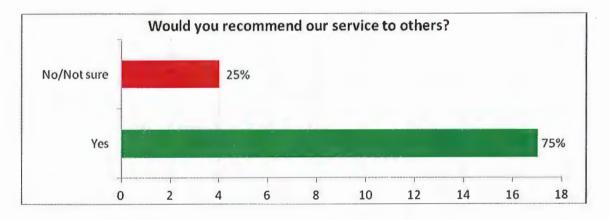


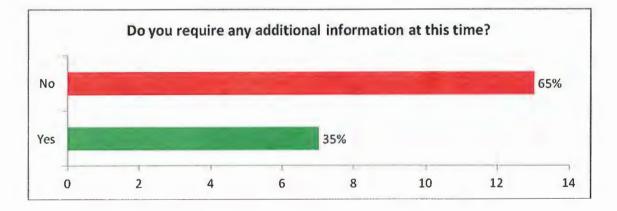




### 1st Quarter FY 2014 (July - September 2013) Infoline Feedback Results, *continued*







20