

Lead Watch

Published by the **Coalition to Prevent Lead Poisoning (CPLP)**
a partner of the FLHSA
November 2008

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LeadWatch is designed to share news and information about CPLP and lead poisoning prevention efforts in the Greater Monroe County, NY area. Send contributions to Elizabeth McDade at emcdade@leadsafeby2010.org.

LOCAL ADVOCATES MEET WITH GOVERNOR'S TOP AIDES AFTER VETO OF STATE LEGISLATION

On October 16 Governor Paterson vetoed the [Childhood Lead Poisoning Primary Prevention and Safe Housing Act](#)—a bill with such broad bi-partisan support that it passed both the Senate and the Assembly nearly unanimously. The Governor's veto was largely a reflection of New York State's dire economic straits, although advocates felt that the state had overestimated the cost of implementing the legislation. By anyone's measure, protecting children from lead poisoning will involve inspecting thousands of buildings for hazards and there is no way to do that without *some* additional expense.

The local Coalition to Prevent Lead Poisoning and the statewide Coalition to Eliminate Lead Poisoning, as well as many others, have repeatedly attempted to make the case that enacting the legislation will eventually save tens of millions each year in costs attributable to special education, Medicaid outlays, juvenile justice ex

penses, and other social costs. Additionally, experts estimate the lifetime lost earnings to children poisoned by lead may actually be billions of dollars. But the state's budget crisis apparently does not permit for offsetting immediate expenses with long-term savings, no matter how great the return on the investment.

However, there was an important note in the Governor's veto message. He promised to work with lead poisoning prevention advocates to take steps to expand on the efforts of the state's recent "pilot program" in which several of the "high-risk" areas of the state have been targeted for increased primary prevention efforts.

"Primary prevention," of course, is the effort to find lead hazards in buildings before children are poisoned rather than waiting for a child to be permanently injured by lead before conducting an inspection and investigation to find out how it happened. Fortunately, the Governor has thus far been true to his word—lead poisoning prevention advocates have already had several conference calls and meetings with the Governor's top aides and

New York State Dept of Health (NYSDOH) personnel.

These meetings appear to show a genuine shift to pursuing primary prevention. Moreover, they have been accompanied by two additional steps that, while not primary prevention per se, will also be helpful in the fight against lead poisoning.

First, the DOH has already put out draft regulations to reduce the “elevated blood lead level” (EBLL) at which it will intervene to do a complete environmental assessment and family counseling. The state has proposed to drop the EBLL from 20 µg/dl to 15 µg/dl. Although the vetoed legislation would have dropped that level to 10 µg/dl (the Center for Disease Control and Prevention’s “level of concern”), it is nonetheless a step in the right direction. More importantly, the state has pledged to see what steps can be taken for children who test at lower levels.

Second, the state will pursue legislation to create a medical registry for children so that physicians can more readily ascertain who still needs to be tested. In addition to providing more protection for that child and his or her family, it will improve the screening rates across the state which can make efforts to target resources more precise and effective.

For primary prevention advocates the hope is that the ongoing meetings with the Governor’s office will result in a budget submission in mid-December that will:

1) maintain last year’s funding level for the communities already in the “pilot” program (including Monroe County), and

2) include additional incremental program steps to greatly expand the number of units that can be checked for hazards.

At the meetings, local advocates have made the case that it makes sense to look to the Rochester/Monroe County model. Here we have already shown that by enlisting personnel from municipal buildings inspection programs who are trained to look for lead hazards it is possible to 1) greatly increase the scale of the numbers of units examined, and 2) do so on a much more cost-effective basis.

Specifically, the case has been made to the state that it makes sense to adopt something like the “visual assessment + dust wipes” protocol that has allowed approximately 28,000 units to be inspected for hazards since Rochester adopted its local ordinance. To make a dent in the problem statewide will probably mean putting a system in place that will make it possible to inspect 50,000 or more units annually. Using the Rochester model it should be possible to do that for a cost that is attainable as an incremental budget request.

Although legislation may have made the budget-battles somewhat easier to fight, and would have assured a permanent structure

for fighting the battle against lead poisoning, even without new legislation there are still effective options available.

The good news is that Governor Paterson’s office seems to have taken on this mission. Although he will face tremendous challenges regarding the state economy, Governor Paterson is nonetheless the only person positioned to address and remove the obstacles that have—since the 1990s—blocked progress in the struggle to establish true primary prevention programs in New York State. We hope that he will seize the opportunity to establish as an important part of his legacy that he was the one with the vision to take the bold steps needed, and finally eliminate lead poisoning for *all* children in New York.



NLPPW Outreach at the University of Rochester’s Wilson Commons, photo credit: Elizabeth McDade

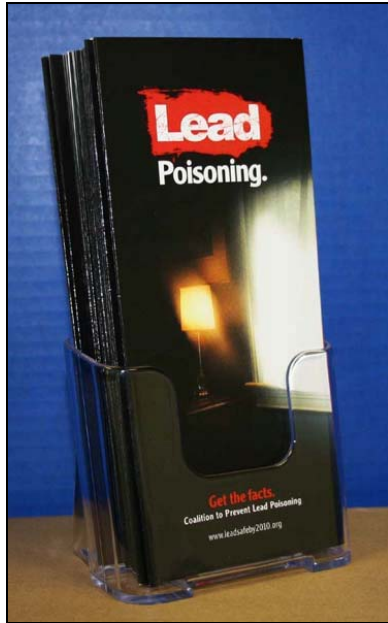


Photo credit: Elizabeth McDade

NEW BROCHURES AVAILABLE

Megan Grumley and the crew over at Roberts Communications have designed a new and visually striking brochure for the Coalition. Available in English and Spanish, this brochure provides information about how to make a home lead safe, getting children tested at one and two, LSWP classes, finding funding to help with cleaning up lead hazards as well as the phone numbers and websites of local (City of Rochester, Monroe County, ABC Lead Resource Center) and national (NYSDOH, EPA, NCHH) resources. C'mon in and pick up a few brochures to distribute (with or without the brochure stand pictured above) at your childcare facility, your place of worship, or the community organization where you work. Or just email Elizabeth with suggestions of distribution locations. For quick distribution, you

can download the PDF of the English and Spanish brochures from the Coalition's website.



Elizabeth McDade talking to a parent at the RCSD Parent University Open House on September 30, photo credit: Rachel Pickering

CPLP GOES TO COLLEGE

We were invited to be a part of the Rochester City School District's Parent University curriculum. The Parent University (www.rcsdk12.org) offers classes on topics ranging from how to parent to figuring out personal finances, helping children succeed in school, meditation, nutrition, and computer literacy. Many of these classes are presented by community organizations who work within the specific area of interest. CPLP's class fell under the heading of "Health and Wellness" as did the FLHSA's course on healthy eating and active living. Classes are offered throughout the year and some are in Spanish. Contact (585) 262-8000 x1190 for a course catalog.

REPORT ON NATIONAL LEAD POISONING PREVENTION WEEK (NLPPW) OUTREACH EFFORTS

During National Lead Poisoning Prevention Week (October 19—25) CPLP Education and Outreach Committee members educated the community on the importance of making sure homes are lead safe and the importance of testing children for exposure to lead at ages one and again at two.



Board Member Vickie Hartman doing NLPPW Outreach at the South Wedge Market on Alexander St., photo credit: Elizabeth McDade

Committee members presented information at the Zoo, the Child Care Council, the Public Market, Schools Nos. 12, 9 and 50, Lincoln Branch Library and the Greece Public Library, all Neighborhood Service Centers, Westside Farmers Market on Genesee St., Healthy Home, UofR Wilson Commons, Eastman School of Music Cafeteria on Gibbs St., 1199SEIU Union on W. Broad St., South Wedge Market on Alexander, Wilson Magnet School, and at Head Start and WIC locations throughout the county.

There was also a [Speaking Out piece](#) in the 10/23 *Democrat and Chronicle* by Vickie Hartman and Mike Hanley and Elizabeth McDade appeared on Healthy Friday with Elissa Orlando on WXXI-1370.

NEW PROGRAM FOR 292-BABY

by Joseph Hill

On October 29, the Coalition to Prevent Lead Poisoning (CPLP) videotaped a one hour television show for 292-BABY. The program was shot in 292-BABY's studio at Monroe Community College's Damon City Center. 292-BABY (formerly Rochester Parent Network) is on Time Warner Cable channel 4, and can be seen in more than 200,000 homes.

CPLP's Communication Director Joseph Hill was the host and producer for the program which was divided into three segments.

The first segment on 292-BABY was about the basics of Childhood Lead Poisoning including how children can be lead poisoned, the damages cause by it, and primary prevention. Guests for the first segment were CPLP members, Dr. David Broadbent and Ralph Spezio.

The second segment featured, Julie Simmons a Canandaigua mother whose 8-month-old daughter had a BLL of 33.1, because of deteriorated paint in the family's 19th century home. The be-

ginning of that segment was highlighted by a taped comment from the late George Lyke, the State Department of Health Lead Investigator who help Julie and her husband make their daughter, Fiona, and their home lead safe. Jaime Barclay of the Rochester Real Estate Investors Club also part of that segment spoke about a property owner's responsibility to insure the health and safety of their tenants.

The final segment was composed of Jordan WIC Dietician Dionne Woodley, who talked about nutrition and lead, and Edwin Agron, an inspector with Action for a Better Community's Lead Resource Center who provided tips on identifying lead hazards in the home.

Jim Coffey Professor in the Visual and Performing Arts Department and President of 292-BABY is editing the lead show, which should be available for viewing in December.



DVD REPRINTED

We've recently had the *Lead Awareness for Parents* DVD reprinted. This 10-minute program provides an overview on lead hazards, highlights the importance of getting children tested, demonstrates how to clean hands and toys, identifies interim lead controls and lead-safe working practices, provides nutritional information to combat lead poisoning, and lists additional local and national resources. Available in English, Spanish/Español, and American Sign Language (ASL), this program was originally produced with the support of WXXI and the Rochester Area Community Foundation. Copies of the program (in DVD or VHS formats) can be ordered from CPLP.

We are grateful for the support and hard work of Christine Carpenter at [Post Central](#) and Andy Keane at [MakeDesign](#) in getting these DVDs reprinted. In addition to the 2,000 DVDs we had printed up, Post Central donated an extra 25 DVDs.

LEAD AWARENESS FOR PARENTS ON YOUTUBE



In October we loaded the English and Spanish versions of our *Lead Awareness for Parents* DVD onto YouTube. After you check out the program on YouTube, come by the office and pick up some copies to distribute in the community.

www.youtube.com/watch?v=C0HnWFrQIo4 (English)

www.youtube.com/watch?v=mUFccBGtx7Q (Spanish)

CPLP TO PRESENT AT AD COUNCIL WORKSHOP

Coalition to Prevent Lead Poisoning board members Michael Hanley and Joan Roby Davison and staff member Elizabeth McDade will present a behind-the-scenes look at the efforts involved to effectively combine grassroots advocacy, policy change, and a first class marketing campaign to create social change at a **Social Marketing Workshop** hosted by the Ad Council at Nazareth College on Wednesday December 10th beginning at 8:30AM. Cost:

\$50 per person (nonprofit rate). For more info or to register call (585) 442-0200 x4.

CITY OF ROCHESTER AWARDED \$4M HUD GRANT

The U.S. Dept. of Housing and Urban Development awarded the [City of Rochester](http://www.cityofrochester.com) a grant for nearly \$4 million for its lead hazard control program. The goal of the City's lead hazard control program is to prevent children from becoming lead-poisoned by addressing the sources of lead in and around their homes.

"The City has been collaborating with a diverse range of community groups and concerned citizens since 2004 and this grant will go a long way toward reducing our most significant lead hazards," said Mayor Robert J. Duffy. "We are fully committed to eradicating the incidence of child lead poisoning in Rochester."

"This \$4 million represents nearly ten percent of the total amount that HUD awarded in this category for lead hazard reduction throughout the country," said Julio Vazquez, Commissioner of the Department of Community Development. "This is a testament to our staff and the community. I could not be more proud of their dedication to this important issue."

The grant funding will help the City correct lead-based

paint hazards in 250 housing units. Of this total, it is estimated that 200 units will be rentals and 50 units will be owner-occupied. The City will also conduct 275 lead-based paint inspections and risk assessments; provide training to 250 individuals on lead-safe work practices and continue to work with neighborhood groups to raise awareness.

Grant funds will be made available to eligible owners of 1-4 unit residential properties. The HUD award will also make available services for lead risk assessments, temporary relocation and child blood testing for children under 6. Applications for the program will be accepted beginning in 2009. The term of the grant is for three years.

Landlords and homeowners are encouraged to apply. Properties must be located in the city of Rochester and must have been built before 1978. Tenants and owner-occupants must meet income guidelines. Owner-occupants must have at least one child under age six.



NLPPW Outreach, Hispanic Heritage Night at School No. 9, N. Clinton Ave., photo credit: Elizabeth McDade



Test Again at Two billboard in Spanish on St. Paul Blvd. photo credit: Elizabeth McDade

MONROE COUNTY HEALTHY NEIGHBORHOOD GRANT EXPANDED

The Monroe County Healthy Neighborhood Grant for 2008-2009, funded by the NYSDOH, has been expanded into four (4) City of Rochester zip codes: 14605, 14608, 14609, and 14611.

The primary goals of this grant are to reduce or prevent fire and carbon monoxide deaths, tobacco use, household pests/rodents and other environmental injuries or poisonings. A total of 400 residents (an increase of 100 from last year) will be visited. Each participant who volunteers to complete a survey will receive free healthy home supplies that include smoke and carbon monoxide alarms, fire extinguisher, and cleaning supplies. Lead is part of the survey and referrals are made if lead hazards are found. Please encourage residents in these zip codes to participate in this grant.

For more information, go to: www.monroecounty.gov/eh-hnp.php

RENOVATORS and DUST SAMPLING TECHNICIAN COURSES COMING NEXT SPRING

Environmental Education Associates (EEA) expects to add the Renovators and Dust Sampling Technician courses to their EPA (TSCA 402) accredited lead based paint activities courses next Spring. They are currently accredited in multiple jurisdictions across the country and have trained over 5000 individuals in lead based paint activities. Go to www.environmentaleducation.com/ for more information.

LEAD SAFE WORK PRACTICES (LSWP) CLASSES

November 25

December 9

January 20

February 17

March 10 & 24

FREE 6-hour LSWP Training is being offered by the City of Rochester and the Monroe Co. Dept. of Public Health. Call 1-866-850-5280 for more information.

STOPPING YOUTH VIOLENCE: THE LEAD CONNECTION

On Monday September 15th, the Rose and Joseph Denaro Interfaith Center for the Study of Genocide and Violence Prevention hosted a community breakfast meeting on *Stopping Youth Violence: The Lead Connection*. This event explored the correlation of lead poisoning to the negative behavior of affected children and its impact in schools and the community. Event participants included Dr. Andy Doniger, Dr. Esther Denaro Maltese, Dr. Allen O'Grady Cuseo, Mike Hanley, Dr. David Broadbent, Molly Clifford, Alvin Lollie, Cynthia Herriott, and Dr. James Campbell. The breakfast meeting took place in the City Council Chambers at City Hall. For more info go to http://www.denarocenter.org/lead_connection.html

EVENTS CALENDAR

(these events include outreach efforts conducted by staff, board & committee members)

Friday Oct 10, 10AM
Monroe Middle School
Alexander Street

Tues Oct 14, 12PM
RCSD Parent University
30 Hart Street

Wed Oct 15, 11AM
MCC Damon Center

Friday Oct 17, 12PM
Early Head Start
49 Stone Street

Monday Oct 20, 1PM
AAUW, East Ave.

Tuesday Oct 21, 4PM
Westside Farmers Mkt
Genesee St.

Thursday Oct 23
9AM
Public Mkt, Union St.
10AM
UofR Wilson Commons
4PM
SW Farmers Mkt.
Alexander St.
6PM
School #9, N. Clinton Ave.
School #12, South Ave.

Friday Oct. 24
10AM
ESM Cafeteria, Gibbs St.
1PM
Healthy Friday, WXXI-AM

Sat. Oct 25, 9AM
Young Women's Conf.
Wilson Magnet School
Genesee St.

Monday Nov 3, 9:30AM
Child Care Council
Blossom Road

Thursday Nov 6, 8AM
WIC

Friday Nov 7, 8:30AM
ABC Head Start Program Parent Education Seminar Hyatt Hotel, E. Main St.

Monday, Nov 17, 6:30PM
Child Care Council
Blossom Road

Thurs. Nov 20, 5:30PM
Ibero Children and Youth Service Head Start Program
777 N. Clinton Ave.

Sat. Nov 22, 12noon
14621 Neighborhood door-to-door outreach

Wed. Dec. 10, 8:30AM
Ad Council Presentation
Nazareth College

Mon. Dec. 15, 9:00AM
School No. 20
54 Oakman St.

COMMITTEE MTGS.

(All meetings take place at the FLHSA at 1150 University Ave. unless otherwise noted)

Board of Directors
3rd Tues. of the month
8:30-10AM

Executive Committee
1st Tues. of the month
8:30-10AM

Education and Outreach
2nd Monday of each month
1-2:30PM

Government Relations
1st Wed. of the month
9:00-10:30AM

Screening and Professional Development
2nd Tues. of the month
Mon. Co. Dept of Health
8:30-10AM

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THANK YOU

We are extremely grateful for the current support of:

Ad Council
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