



# Rochester's Healthy Home



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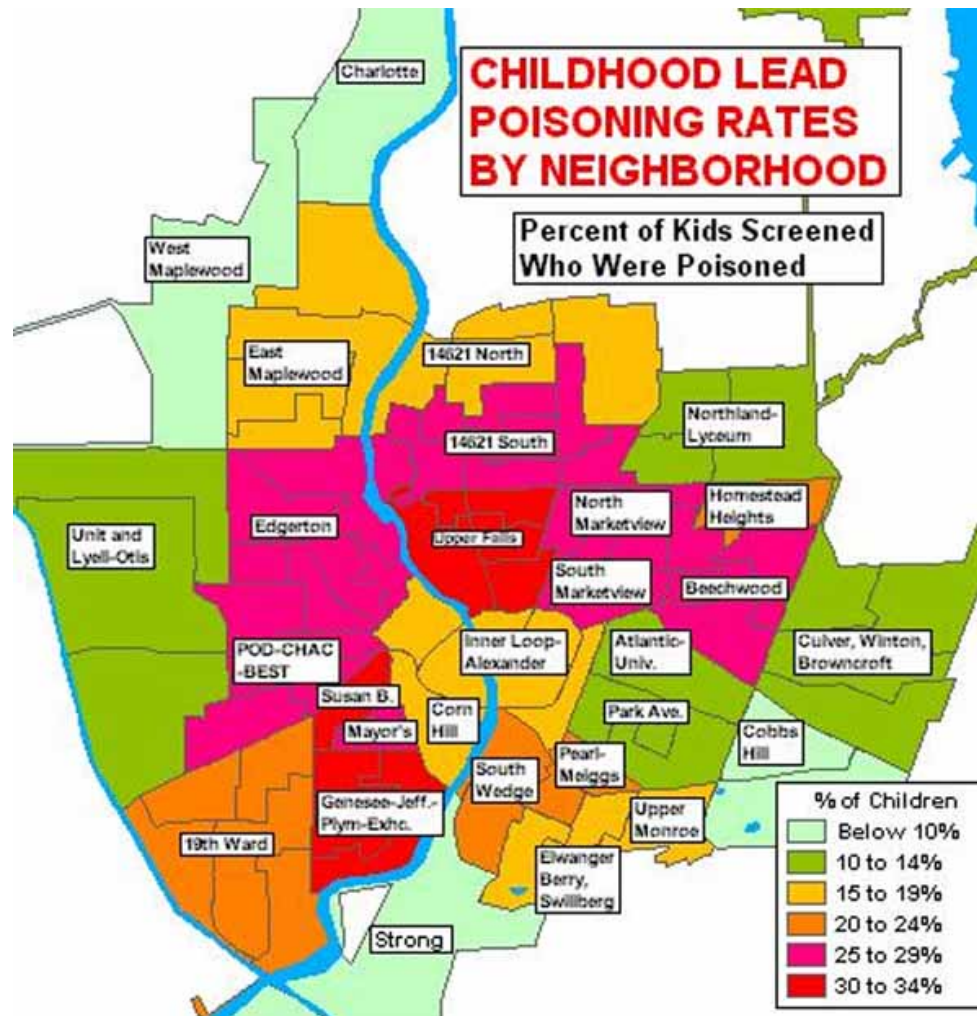


# Overview

- History of Rochester's Healthy Home
- Partnership
- Goals
- Progress to date
- Future plans
- Policy connections



# History: Lead in Rochester



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# Lead in Rochester

- Health problem/  
housing solution
- Efforts to pass  
local lead law
- “Lead Lab”  
piloted hands-on  
approach
- Lead law = need  
for education





# Healthy Homes

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



# Core Partners

- 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)

**“Principles for Collaboration” – June 2004**



# Goals

- Educate visitors about home-based environmental health hazards
- EDUCATE visitors about hazards
- Support ACTION to reduce hazards



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# Approach

- Free tours in home-like setting
- “Hands-on”!
- 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





# Museum display topics

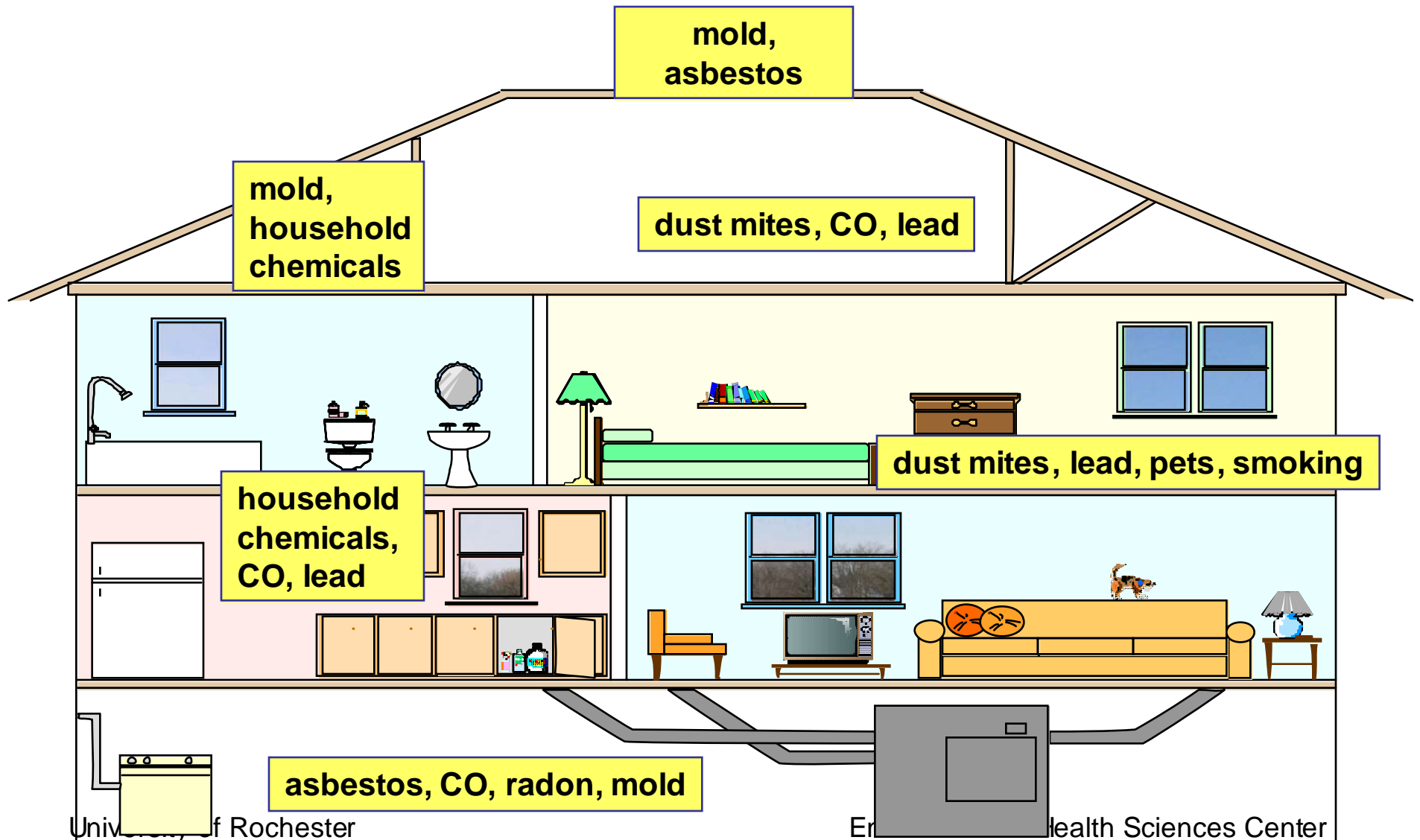
<b>Health risk</b>	<b>Environmental hazards</b>	<b>Solutions</b>	<b>Resources</b>
<b>Chemical poisoning</b>	Pesticides, herbicides, cleaning products	Alternate cleaning products, appropriate use and storage	Cooperative Extension, Health Department
<b>Lead poisoning</b>	Deteriorated lead paint Lead in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

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# Home-based displays





# Lead windows



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# Asthma safe bedroom



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# Healthy Housekeeping



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# Outreach initiatives

- Community barbeque
- Asthma parent group
- Block club/church groups
- School/camp groups
- Lead Safe Work Practices Trainings



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# Outreach tours

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



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# Accomplishments

- 740 visitors during first year
- 95 groups
- 25 organizations joined Advisory Council
- \$150,000 secured through four grants



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# Does it work?



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# Evaluation Responses

- 360 completed surveys
- Most favored hands-on displays
- 69% plan to address hazard in home
- 58% will change cleaning habits
- 58% will 'teach others'
- Of 117 follow-up calls, 107 'took action'



# Future plans

- Youth activities for schools
- Nutrition/obesity prevention
- Energy efficiency
- Home health care visitors
- Contractor training
- Integrating into other organizations
- “Guide to Replication”





# Significance

- Model for low-income home education
- Effective for multiple audiences
- Hub for community activities
- Focus for agency network
- Builds on existing policies/programs
- Influencing existing organizations

**= SUSTAINABILITY**



# Visit the Healthy Home!

- **OPEN HOURS:**
  - Wednesday 3-6 PM
  - Saturday 12-3PM
- **CALL FOR TOUR:**
  - (585)529-9957



- [www2.envmed.rochester.edu/envmed/ehsc/outreach/CommunityPartners/CommunityPartners.html](http://www2.envmed.rochester.edu/envmed/ehsc/outreach/CommunityPartners/CommunityPartners.html)

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