

# Delivering on the Promise of Ending Lead Poisoning: Financing at Scale for Community-Driven Success

EPA Mid-Atlantic Lead Forum  
Hunt Valley, MD  
October 2<sup>nd</sup>, 2019

Ruth Ann Norton  
President and CEO

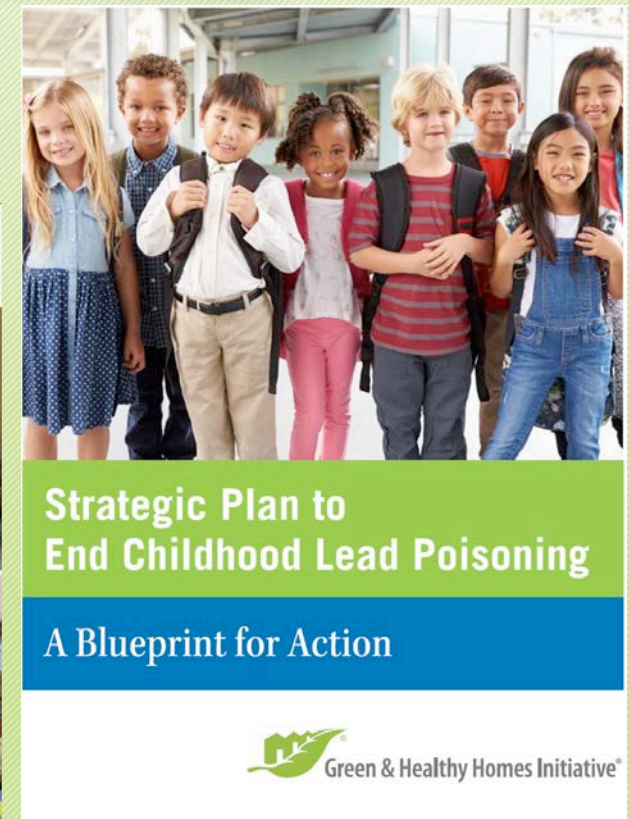
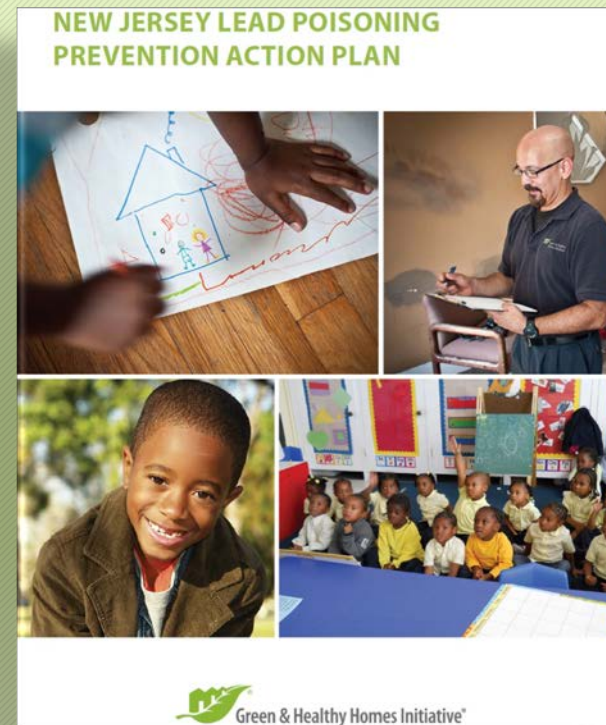




# National Lead Prevention Policy Plans

- GHHI's Strategic Plan to End Childhood Lead Poisoning
- Pew Charitable Trusts – 10 Policies to Prevent and Respond to Childhood Lead Exposure
- Earthjustice Plan of Action to Prevent Childhood Lead Exposure

State Plans Example: New Jersey Lead Poisoning Prevention Action Plan





# National Campaign to End Lead Poisoning

## Recent Policy Achievements:

- ✓ Increasing the budgets for HUD's Office of Lead Hazard Control and Healthy Homes (FY2019) from \$120 million to \$304 million including:
  - ✓ \$184 million for Lead Hazard Reduction
  - ✓ \$95 million for LHR high need communities (which includes a set aside \$64 million for 7 high needs jurisdictions)
  - ✓ \$25 million to address lead hazards in public housing
- ✓ Amending the Lead Safe Housing Rule to conform to the CDC reference level and to require preventive lead risk assessments
- ✓ Allowing for Medicaid funding to include lead hazard control interventions as a covered service under Medicaid/CHIP in the homes of EBL children





# National Campaign to End Lead Poisoning

## 2019 Selected Lead Campaign Activities

- Lead Catalytic Awards: Inaugural Round: 10 grantees received a total of \$255,000. Round Two: 5 grantees received a total of \$130,000
  - Public Health Institute of Western Massachusetts, Springfield, MA
  - PEACH, Durham, NC
  - Home Headquarters, Syracuse, NY
  - GEEARS, Atlanta, GA
  - Memphis Urban League, Memphis, LA
- New Partner Commitments to Campaign Call to Action
- Lead Summit 2.0
- Continued Federal, State and Local Policy Advocacy
- Lead Toolkit Release



# Lead Funding Toolkit: Origin and Goal



National Campaign to End Lead Poisoning partners cited lack of access to funding as a barrier.

Develop and disseminate a practitioner's guide to identify and access the full array of funding sources for residential lead remediation.



# Web-based Lead Funding Toolkit Development Process and Results

[www.greenandhealthyhomes.org/ghhi-toolkits/](http://www.greenandhealthyhomes.org/ghhi-toolkits/)

Identified Over 40  
funding sources  
supporting lead hazard  
reduction directly

Public Data Sources



Potential users, unmet  
needs, additional data  
sources

Key Stakeholder  
Insights



Real world examples,  
strategic implementation  
guidance, and categorize  
by source and needs

Develop Roadmap





# Define the Business Case for Healthcare Investments

Example: the case to fund early lead and asthma interventions

## Lead Poisoning Prevention

## Environmental Control of Asthma



### Impacts during childhood

- 700% increase in school drop out rate
- 600% increase risk of juvenile delinquency



### Impacts in adulthood

- Diminished earnings from lower IQ
- Higher likelihood of incarceration

**\$1**

invested in preventive remediation



**\$17 - \$221**

return on investment

Increased lifetime earnings of \$1,024,000 per child if lead poisoning prevented

Asthma results in \$50.1B in annual medical costs  
(40% of costs are tied to triggers in the home)



Cost of ER visit  
\$500-\$1,000



**\$1**  
invested in asthma interventions



Cost of hospitalization  
\$7,500-20,000



**\$5.30 - \$14**  
return on investment

Sources: HUD, Gould, RWJ Commission on Building a Healthier America, HHS economic review of published studies



# Lead Toolkit Example: Medicaid/CHIP Policy Innovations in the National Context - How do local partners access these type of funds?

## Securing CMS and Medicaid Support for Housing and Health Services

GHHI and the Maryland Department of Health created a Medicaid/CHIP program model for lead hazard reduction and asthma mitigation services to use CHIP funds preventively

### Michigan

- \$119 million in CHIP funds for lead hazard remediation and related services; workforce development

### Maryland

- \$14.4 million in CHIP funds for lead inspection and hazard remediation and preventive asthma services

### Ohio & Indiana

- \$5 million (OH) & \$3 million (IN) CHIP funds for lead testing and remediation



# Role of Anchor Institutions

- Penn Medicine Lancaster General Hospital
  - Lancaster County's largest health system
  - Recently selected lead hazards in housing as a priority area for investment in addressing Social Determinant of Health, to improve long term outcomes for their patient population
  - Working with GHHI to determine the landscape of lead poisoning prevention resources and needs in the County, and plan for an investment that maximizes impact and leverages existing resources



# Explore State Agency Partners - New York State Healthy Homes Project

<b>Goal</b>	Build capacity for services throughout the state and design an integrated delivery model
<b>Outcome</b>	Reduce energy usage, asthma episodes, household injury and lead poisoning and related energy and medical costs
<b>Approach</b>	Evaluate the possibility of supporting energy, health and housing services through sustainable public and private funding.
<b>Commitment</b>	\$10,000,000 in NYSERDA funding for pilot implementation
<b>Partners</b>	NYSERDA, NYSDOH, NYHCR



# Pass State or Local Legislation to Generate Private Sector Investment - Maryland Lead Law Requirements

- **Passed first law in the nation in 1994** requiring mandatory, proactive rental inspections (PRI) and remediation of lead hazards
- Required for all pre-1978 rental properties in Maryland
  1. Register property with Maryland Department of the Environment (MDE) and pay \$30.00 annual fee per unit;
  2. Requires Lead Risk Reduction Inspection Certification **prior** to occupancy or within 30 days in response to a Notice of Defect/EBL to verify that there is no chipping, peeling paint and the property passes lead dust clearance inspection;
  3. Provide tenants with a copy of lead informational pamphlets (“Notice of Tenant’s Rights” and “Protect Your Family From Lead in Your Home”) and the Lead Risk Reduction Certificate for the property at the time of occupancy.



# Use Effective Local Enforcement as a Lead Prevention Tool

- Established Leadstat and data tracking for results
- Strong City Health Department Lead Violation Enforcement and Housing Code commenced in 2000
- Dedicated District Court Housing Court every Wednesday for City Lead Violation & Housing Code Enforcement
- Baltimore City and county rental registration or licensing offices throughout Maryland refer non-compliant pre-1978 rental properties to MDE for enforcement of Maryland lead law
- Baltimore City Lead Safe Demolition Standards

“We will inspect. We will prosecute. We will demolish. We will care for children in every neighborhood... we will put our resources where our future lies - protecting our children’s health.”

- *Mayor Martin O’Malley (2000)*
- ***Rates fell 45% in 3 years***





# Strengthen State and Local Law Compliance Through Private Enforcement

- Established Rent Escrow right in Maryland in 1998 for tenants for the repair of lead hazards in their non-compliant property
- In 2004, Maryland passed Clean Hands Bill legislation denying access to rent court for owners who are out of compliance with Maryland's lead law
- In 2008, Maryland passed Relocation Assistance legislation requiring owners of non-compliant properties to pay up to \$2,500 to assist in relocating tenants from their hazardous property to lead certified housing





# Lead Poisoning Prevention Impact in Maryland - Achieving Results to Replicate Nationally

## Lead poisoning cases in Maryland continue to drop

**AP** By The Associated Press  
October 25, 2017 2:26 pm

BALTIMORE (AP) — State environmental officials say the number of childhood lead poisoning cases in Maryland has dropped to its lowest level since testing was implemented nearly 25 years ago.

**98%** Reduction in Childhood Lead  
Poisoning



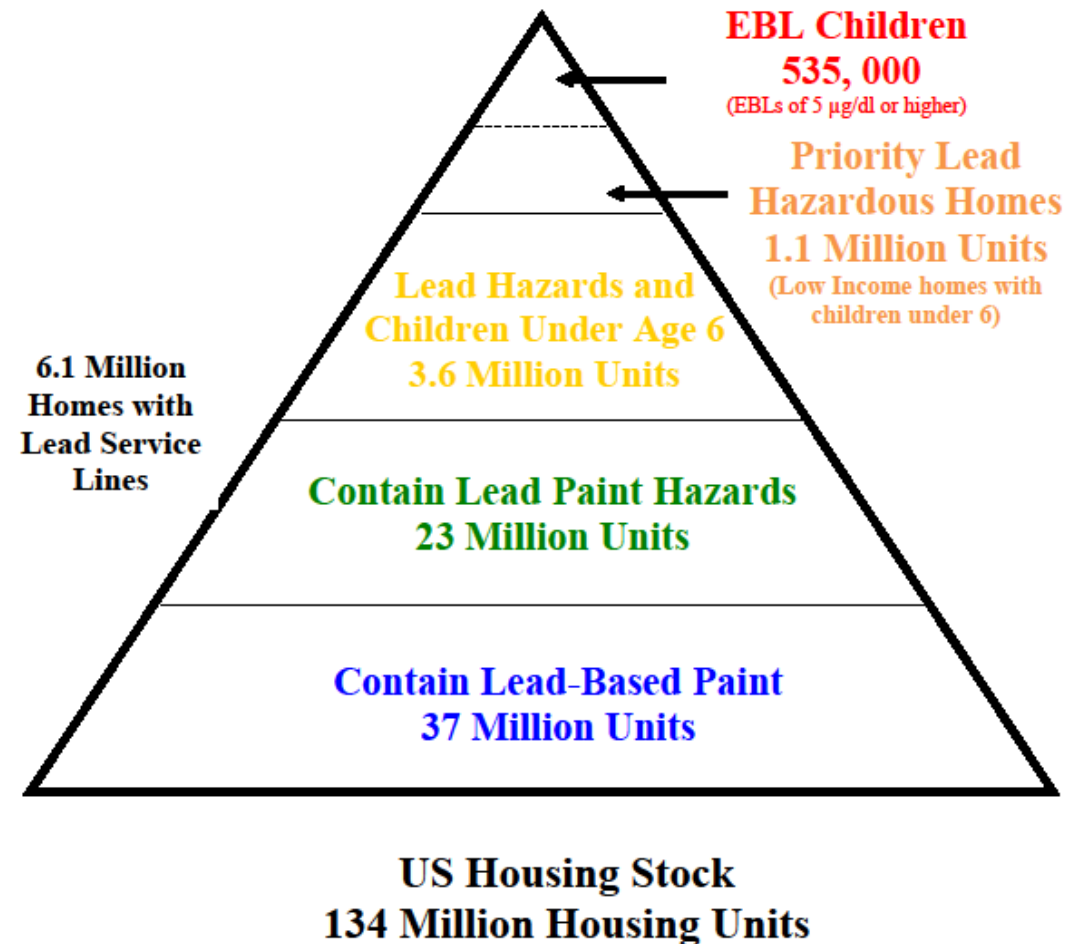
**\$44.5 BILLION**  
RETURNED TO THE MARYLAND  
ECONOMY (DUKE UNIVERSITY)



# National Scale

Targeting the units most likely to harm a young child residing in low income housing

## National Lead Safe Housing Pyramid





# Newly introduced federal lead poisoning prevention bills

- Lead Free Future Act (Golden)
  - \$12 billion in grants for remediations (paint, water, soil) over 5 years
  - \$500 million to CDC lead poisoning prevention program over 5 years
  - States required to be at CDC reference level to receive funds
  - Federally supported properties must remediate lead hazards prior to transfer
- GET THE LEAD OUT (Ryan)
  - \$95 billion in grants over 10 years (matched 10% by states) for complete lead service line replacement and remediation of lead paint in 7 million homes
- Opportunity Zone Lead Remediation Impact Act (Cummings)
  - For residential Opportunity Zone investments, lead hazards must be remediated
  - For non-residential investments, 2% of investment assets will go toward remediation of lead hazards in schools and childcare facilities



**Ruth Ann Norton**  
President and CEO  
[ranorton@ghhi.org](mailto:ranorton@ghhi.org)  
@HealthyHousing  
[www.ghhi.org](http://www.ghhi.org)

