

Winnebago County Coalition to Eliminate Childhood Lead Poisoning  
 Strategic Plan  
 Submitted: June 21, 2004

Description of Activity/ Strategy:	Implementation Schedule			
	<i>FY 04</i>	<i>FY 05</i>	<i>FY 06</i>	<i>FY 07</i>
<p><b>1. Community Coalition Development:</b></p> <p>a. Recruit and retain cross-section of community representatives to participate in the development of community strategic plan to eliminate childhood lead poisoning;</p>	X	X	X	X
<p>b. Develop subcommittees to define and develop possible strategies for community plan; (Educators/ parents; Medical Providers; Realtors/contractors/ architects)</p>	X	X	X	X
<p>c. Submit a strategic plan to eliminate childhood lead poisoning in Winnebago County-review with community committee on an annual basis to ensure that priority needs are met.</p>	X	X	X	X
<p><b>PROCESS EVALUATION MEASURES:</b></p> <p>a. Logs of participants in the community meetings will be kept;</p> <p>b. Community participation will be reviewed following every meeting, and additional segments will be added, as needed</p> <p>c. Strategic plan will be submitted to IDPH by June 30, 2004. The plan will be reviewed on an annual basis, and quarterly updates/ reports will be presented to the community coalition.</p>				

<p><b>2. Educators'/ Parents Subcommittee Strategies:</b></p> <p>a. Increase community awareness of issue by promoting Lead Poisoning Prevention Week by:</p> <ol style="list-style-type: none"> <li>1. Mayoral and County Board Chairman Proclamation;</li> <li>2. Engage Alderman from high-risk zip code areas;</li> <li>3. Billboards in high-risk neighborhoods;</li> <li>4. Develop tv show for cable-access health program through Rockford Health Council</li> </ol> <p>b. Increase homebuyers' awareness of lead risks when purchasing homes built before 1978 and/or in high-risk zip code areas;</p> <ol style="list-style-type: none"> <li>1. Provide annual education to realtor association;</li> <li>2. Purchase test kits for potential home buyers to use in homes built prior to 1978 and/or high risk areas;</li> <li>3. Develop written material for potential home buyers;</li> <li>4. Develop a funding pool to provide certified lead testing for individuals/ families in need.</li> </ol> <p>c. Continue to seek out information from other communities/ states of best practices</p>				
		X	X	X
		X	X	X
		X	X	X
		X	X	X
	X		X	X
		X		X
	X		X	X
		X	X	X
<p><b>PROCESS EVALUATION MEASURES:</b></p> <p>a. Childhood Lead Poisoning Prevention Week activities will be held, as described, annually;</p> <p>b. Training to realtors will be held on an annual basis;</p> <p>c. Resources to purchase test kits will be identified—and at least 100 test kits will be used;</p> <p>d. Written material for potential home buyers will be distributed to at least 100 families-targeting those purchasing homes in high risk zip codes.</p> <p>e. Up-to-date and best practice information will be shared with the community coalition via email and at quarterly coalition meetings.</p>				

**3. Medical Providers' Subcommittee Strategies:**

- a. Provide education to medical providers regarding specific guidelines for both lead testing and follow-up;
- b. Conduct compliance checks of providers of children;
- c. Provide medical providers with educational materials in other languages, e.g. Asian, Spanish, Serbo-Croatian;
- d. Develop public service announcements directed toward parents to empower them to request testing from their child's primary care provider—distribution of materials through utility bills, drug stores/ groceries/ PTA's, churches, paint and hardware stores.

X	X	X	X	X
	X	X	X	X
X	X	X	X	X

**PROCESS OBJECTIVES:**

- a. At least annually, medical providers will be recruited and encouraged to attend lead poisoning presentation by Dr. Binns;
- b. Compliance checks of providers' childhood lead testing will be incorporated into the existing compliance checks for childhood immunizations, and completed on a regular basis;
- c. Incentives/ rewards for positive levels of compliance by physicians will be developed and distributed;
- d. Purchase and/or locate educational materials for medical providers; initially Crusader Clinic, UIC- LP Johnson Clinic in the most common languages other than English;
- d. Written public service announcements will be developed and utilized, initially, and efforts will be made to incorporate media participation into the community coalition.

<p><b>4. Contractor/ Realtor/ Finance/ Architect Subcommittee Strategies:</b></p> <p>a. Promote the adopt tax of \$1/ gallon of paint to assist in funding lead abatement/ mediation in existing structures;</p> <p>b. Promote the revision of building codes to reflect lead hazards;</p> <p>c. Incorporate lead-safe work practices in rehabilitation building codes;</p> <p>d. Require lead inspection during sale of property;</p> <p>e. Promote and direct grant proposals for lead abatement efforts;</p> <p>f. Conduct window rehab and installation classes;</p> <p>g. Implement a point-of-sale handout requirement of lead-based paint and provide education to paint retailers (esp. large chain hardware stores)</p> <p>h. Explore options to incentivize homeowners and landlords to conduct lead abatement by providing them with a certificate of compliance.</p>		<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>
<p><b>PROCESS OBJECTIVES:</b></p> <p><b>a. Develop a legislative strategy in which to promote the tax and building code revisions (strategies a-d);</b></p> <p><b>b. Identify a minimum of two grant opportunities a year to submit for additional funds to promote lead abatement efforts;</b></p> <p><b>c. Schedule at least 2 window rehab/installation classes a year;</b></p> <p><b>d. Develop and distribute point-of-sale handout requirements for lead-based paint to all paint retailers located in high risk zip code areas—conduct compliance checks for retailers.</b></p>				

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