

Toledo – Lucas County Lead Public Awareness Campaign

The City of Toledo, in partnership with the Toledo-Lucas County Health Department, is preparing to launch a lead public awareness campaign. The purpose of the campaign is to educate high risk families and other stakeholders on the effects of lead and preventive measures that can be taken to reduce the likelihood of exposure. We have worked with a number of partners to determine the best strategy forward for a public awareness campaign. Input from the group is included throughout the proposal. We are asking community partners to contribute to the cost of the campaign.

Name of fiscal agent for the campaign: The Toledo-Lucas County Health is taking the proposal to their audit finance committee for discussion on September 16th.

Campaign communications goal(s)

The purpose of the campaign is to establish an ongoing public outreach strategy that motivates the community to take action to get tested, remediate and/or prevent lead poisoning. The goals of the campaign are to:

1. Reduce exposure to lead source
2. Identify lead-exposed children and improve their health outcomes
3. Educate parents and childcare providers on prevention techniques
4. Increase the number of lead inspectors
5. Increase number of lead certified properties
6. Communicate more effectively with stakeholders

Campaign Measurable Objectives

1. Increase Awareness (impressions, mentions, web visits)
2. Encourage Interested (email signups, social followers)
3. Motivate Action/Engagement (emails opens, shares, comments, votes)

Lead Poisoning Indicators/Outcomes

In 2012, 1.79% of Lucas County children tested positive for elevated blood-lead levels. This was higher than the state-wide average of 1%.

Indicators

1. # of lead certified properties
2. # of lead inspectors
3. # of families educated on lead poisoning

Outcomes

1. %/# increase of children tested for lead
2. %/# reduction in homes with lead-based paint
3. %/# reduction of low income children under age 6 residing in homes with EBL levels

Campaign plan and tactics

1. Research

The Toledo-Lucas County Health Department, Advocates for Basic Legal Equality, Inc. (ABLE), the State of Ohio and many others have collected extensive data on the impact of lead in Toledo. According to a July 2014 report by ABLE, the following data provide the total number of children considered to be high risk. A “high risk” child is defined as any child enrolled in Medicaid, any sibling of a child with an elevated blood level, or any child residing in one of the following zip codes in Lucas County:

43402	43606	43612
43640	43607	43613
43551	43608	43614
43602	43609	43615
43604	43610	43620
43605	43611	43624

Number of “high risk” children:

Age	# of Children in Lucas County
Under 1	5,804
1 year	5,944
2 years	6,073
3 years	5,966
4 years	5,945
5 years	5,691
Total Under 6	35,423

Source: Advocates for Basic Legal Equality¹

According to the same study, in 2012, 1.79% of children in Lucas County tested positive for lead poisoning. This was higher than the state-wide average of 1%.

Result Category	Total Children Screened	< 5 µg/dL	5 - 9 µg/dL	10 - 14 µg/dL	15 - 19 µg/dL	20 - 24 µg/dL	≥25 µg/dL	Total Confirmed EBLs	% EBLs
Lucas County	5,658	5,160	368	52	22	13	14	101	1.79
State Total	154,440	145,074	7,482	900	327	165	165	1,557	1.01

Objectives and SMART goals will be established based on best practices and existing data.

¹ “Impact of Lead Poisoning on Minority and Low-Income Communities in Toledo, Ohio, accessed August 19, 2019, https://www.ohhn.org/docs/20140728RacialImpactStatement_rac.pdf.”

2. Plan

A committee of stakeholders met for several months to establish a preliminary tag line and identify a target audience for the public awareness campaign to include parents of small children, landlords and homeowners, schools and medical providers. The messaging would focus on education, inspection/certification and testing. The goal would be to focus attention on “high risk” children in the above identified zip codes to reduce their exposure and lead levels.

3. Execute

Our executive strategy will include hiring a public relations firm to help craft messaging and develop the outreach strategy. We have allocated funding to hire a lead coordinator to lead the public awareness campaign and collaborative efforts across stakeholder groups to accomplish our goal and monitor success.

4. Evaluation

The coordinator will be responsible evaluating our efforts, revising the strategy based achieving the identify measurable outcomes, and identify additional funding sources to support community efforts to increase the number of lead safe homes and reduce the number of children exposed to lead poisoning. This includes seeking funding from the local, state and federal partners and working with the public relations firm to determine existing resources that can be used to reduce the cost of a local campaign and expedite our implementation timeline.

Campaign timeline: Three years

Campaign Budget: \$150,000 over three years

Commitments/Requests:

Organization	Amount	Commitment Length
City of Toledo	\$25,000	3 year commitment confirmed (Year 2 & 3 \$10,000)
TLCHD	\$10,000	3 year commitment confirmed
Fostering Healthy Communities	\$15,000	1 year commitment pending
LMHA	\$10,000	3 year commitment confirmed

Public Awareness Committee Members:

While there were others that participated in meetings periodically, the individuals were the core group involved with the committee. After several meetings, the group determined it was time to engage a public awareness firm to assist us with moving the campaign forward.

Catherine Crosby	City of Toledo
Amy Odum	City of Toledo
Erin Tupper	City of Toledo
Eric Zgodzinski	Toledo-Lucas County Health Department
David Welch	Toledo-Lucas County Health Department
Sue Postal	Toledo-Lucas County Health Department

Shannon Lands	Toledo-Lucas County Health Department
Coleena Ali	Lucas County Housing Authority
Anneliese Grytafey	Toledo Community Foundation
Shantae Brownlee	Toledo-Lucas County Land Bank
Kendra Smith	ProMedica
Tom Kroma	Mercy Health
Matt Heyrman	Lucas County
Pastor Don Fothergill	Toledo Together
Selena Coley	Hospital Council of Northwest Ohio
Carly Salamone	Hospital Council of Northwest Ohio