

# HEALTHY HOMES FOR EQUITABLE OPPORTUNITIES

## Ending the Toxic Legacy of Lead

### THE CHALLENGE

For far too long, our society has tolerated the fact that the children of Baltimore are impaired by the toxic legacy of lead, an issue that's entirely preventable and unacceptable. These children live in the oldest, most deteriorating housing stock in Baltimore where lead paint is most prevalent. The Green and Healthy Homes Initiative (GHHI) seeks to bolster Baltimore's future by deploying a deep investment to transform Baltimore's housing, eliminate lead poisoning in five years, and improve academic, health, and economic outcomes for children. The end of lead's toxic legacy is in sight. Philanthropic investment will accelerate our progress toward this entirely preventable issue and demonstrate the case for the application of the GHHI Baltimore Model on a national scale.

The primary barrier to addressing this issue in the home is financial - at around \$13,000 per home, ensuring that a home is safe from lead hazards is cost-prohibitive for many Americans. For Baltimore to become a city where no child experiences lead poisoning, public, philanthropic, and private investment should be leveraged to support evidence-based prevention programs. Catalytic investment to address lead will reduce barriers for additional investment to addressing the whole home - from energy efficiency and weatherization to trip and fall hazards to asthma triggers. It will also lead to broad economic and social benefits in the community, such as workforce development, economic mobility, wealth retention, and anti-displacement.[1]

### LEAD'S IMPACT ON CHILDREN

#### Baltimore, MD



Over 700 children in Baltimore were diagnosed with elevated blood lead levels in 2018, and this number is a modest estimate, given that about 72% of children under age 6 in Baltimore were not tested in 2018. [2] Many cases are likely unreported. In Maryland, prevented losses to lifetime earnings from elevated BLLs from 1994 - 2015 is at least

**\$44.5B**<sup>[3]</sup>

#### Across the Nation

**7x**

more likely to drop out of school [4]

**\$1.02M**

reduced lifetime earnings [5] [6]

**6x**

more likely to be involved in criminal justice system [7] [8]

Every \$1 invested in lead paint hazard control results in a return of

**\$17 - \$221**<sup>[9]</sup>

### THE OPPORTUNITY

GHHI is leading the movement to prevent lead poisoning, address environmental justice, and alleviate demand for affordable housing around the US. GHHI works in over 60 cities and 30 states. Since 2010 and in partnership with the US Housing and Urban Development, GHHI has fostered the production of **597,000** green and healthy home units across the country. The State of Maryland and GHHI are working together to invest Medicaid funds in healthy housing. We played an integral role in achieving the **99% reduction** [10] of childhood lead poisoning cases in Baltimore since 1993. Philanthropic investment will allow for GHHI to apply our Baltimore Model - a model that aligns funding, services, and partners, braids resources, and coordinates service delivery with partners (assessors, auditors, evaluators, crew, and educators) - to the remaining 6,500 homes in Baltimore.

Specifically, GHHI will address lead in paint, water, and soil in 76 Baltimore homes for \$1M, where an estimated 456 people will be impacted; 384 homes for \$5M where an estimated 2,304 people will be impacted, and 769 homes for \$10M, where an estimated 4,614 people will be impacted. The first phase of work involves stakeholder engagement and workforce incubation; the second phase involves housing service delivery, data collection and ongoing process improvement; and the third phase involves evaluation and reporting. Following the intervention, the residents are provided with a detailed maintenance plan and one to two home visits. Moreover, GHHI will collect data measuring and reporting impact on the following: school attendance, performance and graduation rates, skilled jobs created, economic value created, work attendance, housing stability, and housing displacement.

Looking for more information? Visit [www.ghhi.org](http://www.ghhi.org).



## IMPACT ON CITY OF BALTIMORE & FUTURE GENERATIONS

By implementing comprehensive home interventions, the benefits will extend beyond the family and into the neighborhoods, the City of Baltimore, and our nation.

### Home Interventions

- Reduce lead hazards
- Improve indoor air quality
- Improve health outcomes
- Increase weatherized units
- Reduce health care utilization

### Economic Mobility

- Reduce burden on family
- Reduce missed work days
- Reduce energy bills
- Reduce maintenance and utility costs
- Increase inter-generational wealth transfer



### Education

- Reduce missed school days
- Reduce reading disabilities
- Increase graduation rates

### Workforce Development

- Train and employ Baltimore's own
- Subsidize training, equipment, and other barriers for new contractors
- Create new businesses

Phase	Objective	Time Frame	Description
1	<ul style="list-style-type: none"> <li>● Stakeholder Engagement</li> <li>● Workforce Development</li> </ul>	Months 1 - 20	Recruit Baltimore residents, housing service providers, and contractors for comprehensive housing assessment and intervention training, and provide access to the housing workforce incubator resources to remove barriers to entering the housing workforce (operating costs, insurance, materials) to 19 crews of 4-5 contractors. Engage neighborhood and community leaders and groups in resource deployment and service delivery decision-making. Develop and refine evaluation plan. Begin providing comprehensive housing interventions.
2	<ul style="list-style-type: none"> <li>● Housing Service Delivery</li> <li>● Data Collection</li> <li>● Ongoing Process Improvement</li> </ul>	Months 20 - 40	Continue to deploy resources to assess 1,308 housing units per year (6,538 units over the investment period) for lead, health and safety hazards, and energy inefficiencies. Complete housing interventions to remediate hazards and improve energy efficiency at an average cost of \$13,000 per home. Gather data from consumers, community members, and partners for continuous process improvement and impact measurement.
3	<ul style="list-style-type: none"> <li>● Evaluation</li> <li>● Reporting</li> </ul>	Months 40 - 60	Reach housing intervention goal of 6,538 housing units. Analyze health, housing, and academic data to measure outcomes associated with health, safety, and energy interventions in housing. Measure and report primary, secondary, and tertiary impact metrics, including school attendance, performance and graduation rates, skilled jobs created, business created, work attendance, housing stability, and housing displacement.

## SCALE MODEL NATIONALLY

Currently, **535,000 children** are reported to experience lead poisoning across the US, and many cases are unreported, given the lack universal testing.<sup>[11]</sup> GHHI will demonstrate that even a city with historically high lead paint exposure rates may transform into a city with a housing stock that is lead free and receive economic and social gains in the process. The story of Baltimore's transition will also inspire cities, states, policy makers, and other organizations to partner with GHHI in applying the Baltimore Model and promoting workforce development among the under- and unemployed. Philanthropic support will allow GHHI to accelerate the application of the Baltimore Model across the nation and result in truly transformative change.

The Healthy Homes for Equitable Opportunities collaboration - an effort between GHHI, the City of Baltimore, the Health Justice Innovations, LLC, Johns Hopkins Centers for Civic Impact, Morgan State University, and the State of Maryland - will transform the housing stock of Baltimore.