



Entry Form 2018 Annual Awards for Program Excellence

Entry Deadline: Friday, June 15, 2018, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email awards@ncsha.org.**

Entry Title: Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

Category:

Subcategory:

Entry Summary: A 15-word (max) summary of the program, project, or practice you are entering.

HFA:

HFA Staff Contact:

Phone:

Email:

Visual Aids:

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF? Yes No

Payment:

My HFA is mailing a check to NCSHA.
My HFA is emailing the credit card authorization form to awards@ncsha.org.

Overview

The Indiana Housing and Community Development Authority's (IHCDA) mission is to provide housing opportunities, promote self-sufficiency and strengthen communities. To accomplish this we: (1) create and preserve housing for Indiana's vulnerable population, (2) enhance self-sufficiency initiatives in existing programs, (3) promote a value-driven culture of continuous improvement and (4) promote place-based initiatives that will allow Hoosiers opportunities to improve their quality of life. As we strive towards our mission and strategic objectives, it is imperative that we communicate these accomplishments. The Lead Protection Program (LPP) is a prime example of how promotional materials can serve as a catalyst for collaboration among state agencies.

Background

IHCDA and the Indiana State Department of Health (ISDH) have both been awarded substantial funding recently to conduct lead hazard control activities including risk assessments. Combined, there are three lead programs that are being administered by these agencies that each have specific requirements and locations where these activities must be conducted.

Typically, these two agencies would communicate these three funding opportunities separately, meaning that both communication to homeowners and contractors/risk assessors would have to be contacted on three separate occasions. To avoid duplication of these efforts and confusion amongst these two audiences, we created the Lead Protection Program as the State of Indiana's initiative to remediate lead-based paint hazards in targeted households in the state. As a result, we developed publications that target our two key audiences:

- Homeowners
- Contractors/Risk assessors

Innovative

The process for developing the program, logo and subsequent materials started with a meeting involving ICHDA and ISDH. Brad Meadows, Marketing and Communications Director for IHCDA, facilitated a meeting in which the two groups identified key words they would like to have associated with this program. This generated a list of about 20 words. Brad then conducted research to see what other states and municipalities had named similar programs. This left us with a shorter list of names. One word we liked was "protection".

So while the materials themselves – although impressive in our opinion – are not necessarily innovative, the process of developing and disseminating them certainly has been.

Replicable

Communicators at HFAs have the opportunity to use promotional materials as a way to encourage and develop relationships with fellow state agencies. These materials were the catalyst – and now serve as the thread – that connects these three otherwise separate programs doing very similar things. It also provides HFAs the opportunity to get further visibility for their programs and the work they do.

Reach Targeted Audiences

Another benefit of working with fellow agencies is that it extends the reach. Our agency has not traditionally been involved with lead remediation. So while we have relationships with community action agencies and other not-for-profit groups, we have very rarely worked with contractors and risk assessors. That is where our partnership with ISDH has become extremely valuable. Not only do they work very closely with these groups, but they are responsible for certifying risk assessors, meaning, that they have a direct connection with this target group.

Achieve Measureable Results

The promotional materials have been used effectively by both IHCDA and ISDH. In addition to these printed materials being distributed to key stakeholders, in just a few short weeks they have solicited views by 128 unique visitors on the Lead Protection Program webpage (<https://www.in.gov/myihcda/2675.htm>). Most importantly, the promotional materials have achieved their main purpose and that is to both get the funding awarded quickly and to give homeowners a tool to assess whether they could potentially have lead in their home.

Provide Benefits that Outweigh Costs / Demonstrate Effective Use of Resources

The costs to develop the logo, promotional materials and webpage was less than \$1,000. We could have expected to spend at least three times that amount if we had communicated these programs separately. In addition to providing a substantial cost and time savings, it also provides clear and consistent communication to our targeted audiences. It also – since it is now framed as a state initiative – has the potential for more funding and focus at both the state and federal levels.

Achieve Strategic Objectives

One of the key objectives of our 2017-2021 Strategic Plan is to pursue innovation in all programs and services. Specifically, leveraging the quasi-governmental status and strengths of IHCDA. The creation of the Lead Protection Program is a prime example of how we identified a need, applied for and received funding from HUD – \$3.4 million to be exact – and then quickly identified our partners and awarded this funding. Further, it speaks specifically to our vision which is: *An Indiana with a sustainable quality of life for all Hoosiers in the community of their choice.*



How to keep you and your family safe from lead poisoning:



Ask your doctor to screen your children for lead



Keep the area where your children play as dust-free and clean as possible



Take off your shoes when you enter the house



Clean your floors with a damp mop weekly to control dust



Vacuum carpets and upholstery with Hepa vacuums weekly



Make sure your children don't chew on lead-based painted services



Frequently wash your children's hands and toys



Make sure you use cold water if you are using it for the tap for drinking or cooking



Make your friends and family aware of the risks of lead exposure

RESOURCES FOR HOMEOWNERS

The State of Indiana's Lead Protection Program offers lead testing and hazard control services to qualifying homes. This program is designed to identify and remediate lead-based paint hazards to ensure Hoosier households are protected from lead.

You may qualify if:

- You have a child under the age of 6 living in the home
- You have a pregnant female living in the home
- You have bare soil in the yard
- You own or rent your home

Signs you may have lead in your home include:

- You have walls, furniture or window sills in your home with chipping or peeling paint that was built or created before 1978
- You have children who play in dirt near your home
- You have recently had renovations done to your home
- Your drinking water comes from lead pipes
- Your child plays with toys made outside of the United States
- Your neighbors' children or child's playmates have had a high lead blood test
- You store food in pottery containers
- You or someone you live with work where lead is used (e.g. construction, painting, iron work, automotive repair, etc.)

If you have answered 'yes' to any of these statements you and your family may be at risk of lead paint poisoning.

[Click here to download the application for more information.](#)

DANGER LEAD HAZARD



FUNDING OPPORTUNITIES

The Lead Protection Program is a partnership between the Indiana Housing and Community Development Authority (IHCDA) and the Indiana State Department of Health (ISDH) who are leading the State of Indiana's effort to remediate lead-based paint hazards in targeted households in the state.

The following is a brief description of each program and the requirements for each.

- 1. Lead Hazard Reduction Demonstration Grant:** The LHRD funding will be used for the identification of lead hazards in 275 units and lead hazard control activities in 240 of those units occupied by children who have been lead poisoned or are at-risk of becoming lead poisoned. A full lead inspection and risk assessment must be conducted for each unit. All Lead hazard control work must be performed by a licensed lead abatement contractor. This funding will target six cities in Indiana: East Chicago, Evansville, Fort Wayne, Gary, Indianapolis, and South Bend.
- 2. Lead Community Action Program:** The Indiana Community Action Agency, through funding by IHCDA, will oversee risk assessments for 144 owner-occupied units throughout 82 eligible counties and conduct lead hazard control (interim controls and/or abatement) activities in approximately 144 units of the units. EPA certified firms and renovators are qualified to perform interim controls; however, any abatement activity must be performed by a licensed abatement contractor.
- 3. Lead Health Services Initiative:** The Indiana State Department of Health has \$3,000,000 through the Children's Health Initiative Program to perform lead inspections, risk assessments, lead hazard control activities, and clearance testing for 100 units in designated "high need" areas within Indiana. A full lead inspection and risk assessment must be conducted for each unit. All Lead hazard control abatement activities must be performed by a licensed lead abatement contractor.

Click here to download the application for more information.

Please contact **Dave Pugh, Lead Grant Manager, IHCDA**, at 417-234-6289 or dpugh@ihcda.in.gov or

Justin Tyrrell, Manager of Lead Programs, INCAA, at 317-638-4232 or jtyrrell@incap.org to receive information on these programs.

CONTRACTORS

As a result of these efforts and available funding, there are opportunities for licensed lead abatement contractors, lead inspectors, risk assessors, project supervisors and lead workers.

Need Training?

Indiana law requires that any person who engages in lead-based paint activities must first obtain a license from ISDH for each activity. "Lead-based paint activities" means the inspection, risk assessment, and abatement of lead-based paint in target housing and child-occupied facilities. The term includes project design and supervision.

Click here for more information.

Click here to download the application for more information.