

ENGAGING GOVERNMENT ENTITIES TO PREVENT LEAD PAINT POISONING

Objectives

- ❖ 1. Briefly describe the history of legislative/regulatory changes in lead paint poisoning prevention
- ❖ 2. Identify strategies for effective lobbying and coalition building among government entities.
- ❖ 3. Meet with at least one representative at the local, state or federal level about lead paint poisoning prevention in relation to the work you do.

Legislative/Regulatory History of Lead Poisoning Prevention: Federal

Lead-Based Paint Poisoning Prevention Act - 1971

Marked the first federal effort to identify lead-poisoned and reduce environmental exposure.

Department of Housing and Urban Development (HUD)

Required that hazards be eliminated in pre-1978 housing.

Lead Contamination Control Act - 1988

Authorized CDC to provide state grants to administer lead poison prevention programs.

Residential Lead-Based Paint Hazard Reduction Act - 1992 (Title X)

Directed federal agencies to coordinate effort to reduce lead hazards: HUD, EPA, DOL

Legislative/Regulatory History of Lead Poisoning Prevention: State and Local

New York State Public Health Law - The Department of Health (DOH) shall establish a lead poisoning prevention program which provides funding to find and correct lead hazards. All local health departments are required to address lead poisoning prevention and followup.

Monroe County Health Department Lead Poisoning Prevention Program - Case management, environmental investigations and educational outreach to families for children with levels > 8 mcg/dl.

City of Rochester Ordinance

Took effect July, 2006 and has several nationally significant features. The ordinance requires all rental housing in the City to "receive a visual inspection for deteriorating paint as part of their Certificate of Occupancy inspection". In addition, units in "high-risk areas receive dust wipe tests for those houses that do not appear to have deteriorated paint".

Effective Lobbying - Case Example: Rochester Lead Ordinance

10 Steps to Advancing any Cause Effectively

1. Identify an issue - Lead Poisoning in Children.
2. Research the issue - Reviewed the science of lead poisoning and data for housing in the City of Rochester.
3. Create a fact sheet.
4. “Brand” the issue - “The Invisible Monster”.
5. Map out **possible** supporters (health care providers, environmental advocates, effected community) and detractors (landlords).

Case Example - continued

6. Form a coalition - CPLP.
7. Develop educational materials.
8. Launch a media campaign - Press Releases/
Conferences, Ad Council, Newsletters, Churches,
Community Organizations.
9. **Approach elected officials - City Council/Mayor.**
10. Monitor progress on the issue - Effectiveness of
legislation on lead safe housing, elevated lead levels,
impact on landlords.

Coalition to Prevent Lead Poisoning

Founded in 2000, the Coalition to Prevent Lead Poisoning (CPLP) is an education and advocacy organization.

Our mission is to provide leadership and advocacy to empower the community and its residents to prevent the lead poisoning of children by creating an environment that is free of lead hazards, facilitates the creation of a system that protects children, creates jobs, and enhances property values.

Effective Lobbying - Step #9

Approach Elected Officials

Before meeting:

- ❖ Assess the legislative body - identify potential supporters and opposers.
- ❖ Identify constituents in your group and decide leader and speakers.
- ❖ Prepare fact sheet, stories and rebuttals.
- ❖ Make appointment; know time allotted.

Step #9 Continued:

- ❖ Arrive on time, professionally dressed and aware of how to address the elected official.
- ❖ Firm handshake and nonjudgmental, friendly approach.
- ❖ Introduce all members; thanks for meeting.
- ❖ State brief purpose of meeting.

Step #9 Continued

- ❖ Listen to the response and give direct answers while staying on topic in allotted time.
- ❖ Press for a commitment or information that is needed to make a commitment.
- ❖ Thanks for meeting and **plan for followup contact.**
- ❖ **Provide business card.**
- ❖ **Send followup thank you note.**

Coalition Building Among Government Entities

Establish yearlong and multiyear plans

- ❖ Assess relationships among local levels of government - town, city, county
- ❖ Attend legislative hearings and provide testimony
- ❖ Meet with staff regularly to update; develop relationships
- ❖ Identify elected official champion at each level of government

Resources

- ❖ Coalition to Prevent Lead Poisoning - letsmakeleadhistory.org
- ❖ City of Rochester - www.cityofrochester.gov
- ❖ Monroe County - www.monroecounty.gov
- ❖ National Center for Healthy Housing - www.nchh.org
- ❖ Libby, P. 2011. The Lobbying Strategy Handbook. San Diego: Sage Publishing.