



# Green and Healthy Homes Initiative

Columbus, OH – Oct 5, 2011

Promising Practices for an Integrated Approach

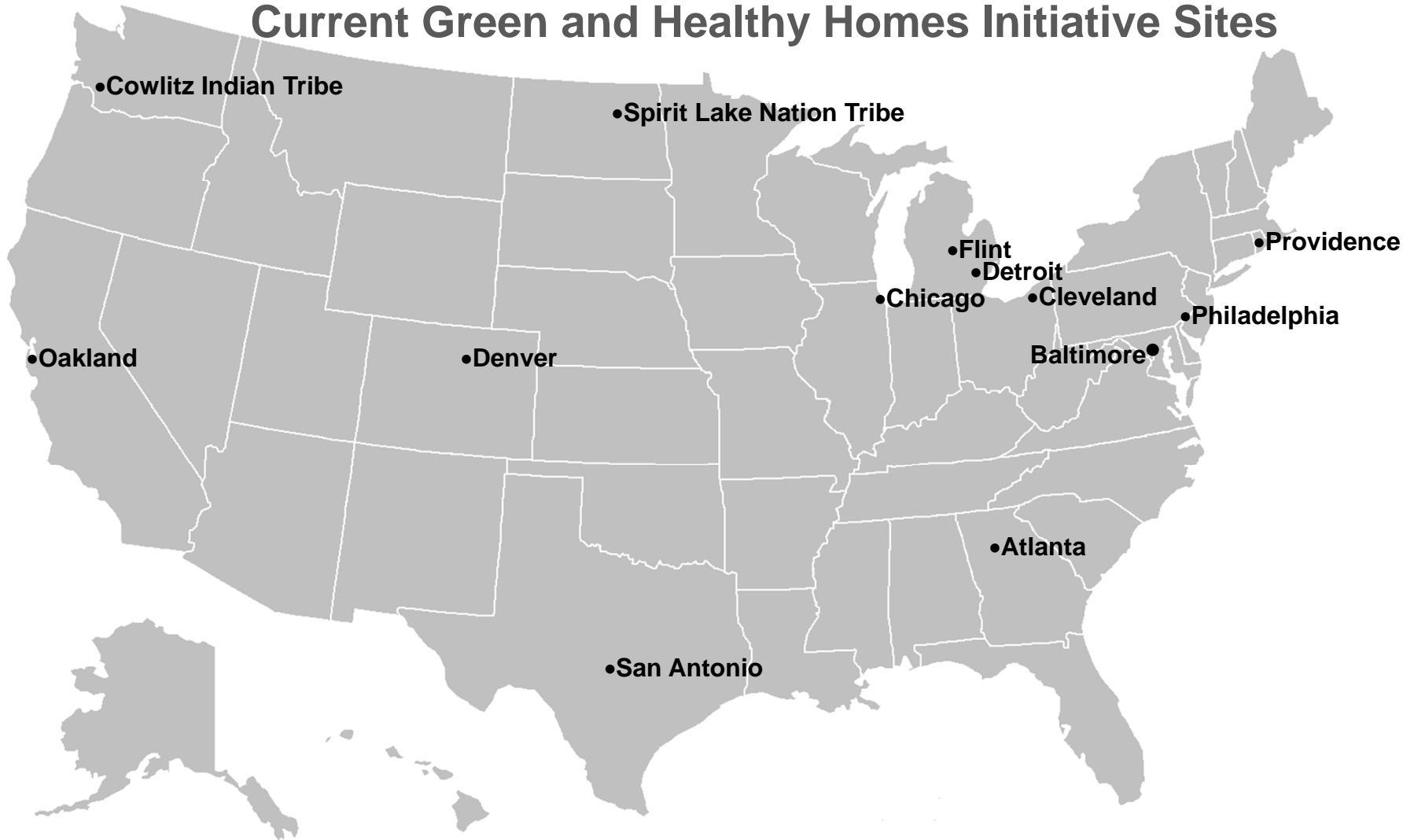




Maximizes public and philanthropic investments for 6 major benefits:

- ✓ Government innovation in service delivery – Align, Braid, Coordinate
- ✓ Community-based “green collar” housing rehabilitation jobs
- ✓ Creation of affordable, maintainable green, healthy and safe housing
- ✓ Measurable improvements in health , economic and social outcomes for children and families that change public policy and investments
- ✓ Neighborhood Stabilization and Wealth Retention
- ✓ New Tool Development to ensure sustainable system changes

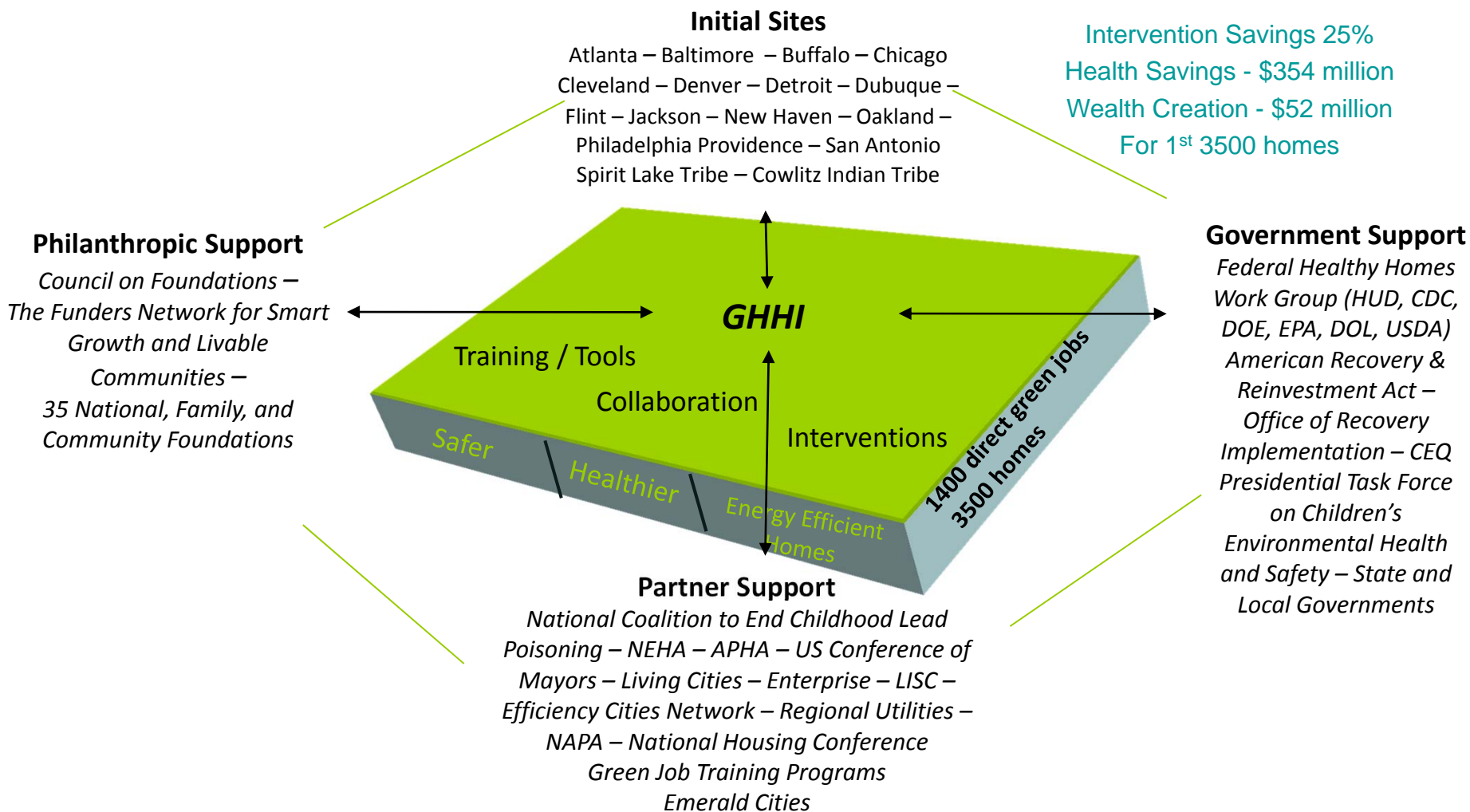
## Current Green and Healthy Homes Initiative Sites



[www.GHHI.org](http://www.GHHI.org)



The Green and Healthy Homes Initiative is a social innovation designed to improve government efficiency and capitalize on investments in energy efficiency to deliver green, healthy, and safe homes in low and middle income communities.



## Principles of GHHI

- Break the link between unhealthy housing and sick children
- Replace stand-alone programs (weatherization, lead hazard control, fire safety, etc.) with a comprehensive strategy to enable and ensure a national healthy housing standard
- Create feasibility for low and middle income communities
- Reduce inefficiencies under current system by reducing number of programs and contractors required to complete multiple interventions in a single home
- Reduce barriers to intergovernmental coordination
- Reduce potential unsafe work practices in weatherization and energy efficiency interventions that could generate lead hazards





## **The Initial Opportunity was Recovery Through Retrofit: But GHHI is built to work beyond stimulus by braiding funding from the following:**

Federal Government Agencies (the usual and the UNUSAL suspects)

State Funding Compacts

Social Innovation Bonds/Social Impact Bonds

Local Housing and Health Investments

Utility and Energy Investment

Hospital Community Benefit Funds

Insurance Products

US Treasury CDFI

National, Regional and Community Foundations

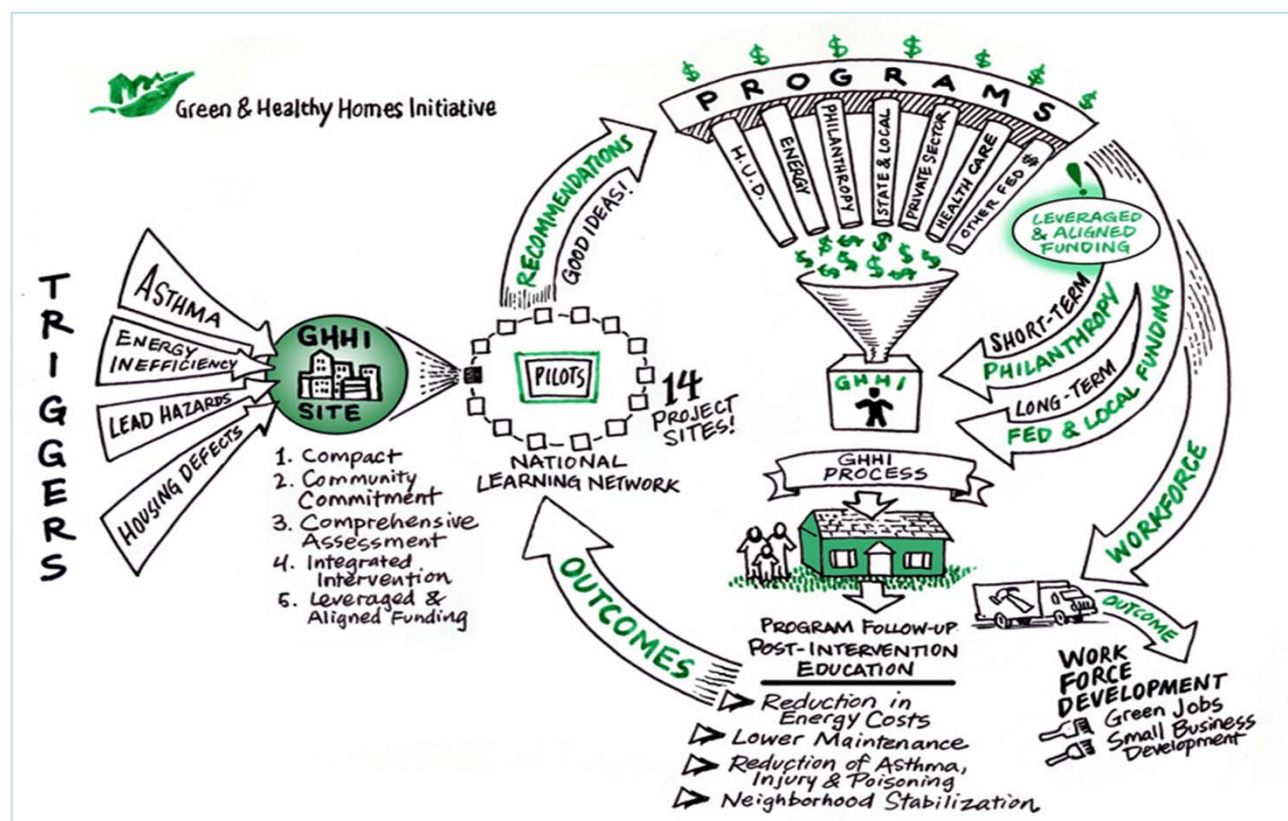
Corporate Foundations

Program Related Investments

Social Enterprise and others (USCM)

## Partnership Identification

- Conduct Asset Mapping
- Engage All Housing Intervention Service Providers and other Key Stakeholders in the Process
- Utilize Local GHHI Compacts to Solidify Commitments of Partners and the Adoption of Key GHHI Principals





## GHHI Recent Activities

- Evaluation Framework with Harvard Schools of Public Health/Business - CBA
- Efforts to Outcome (ETO) Shared Data Platform
- Technical Assistance, Capacity Building and Resource Identification
- Unit Production underway in 14 sites
- Workforce Development and Intervention Grants (National Fund)
- National Dialogue with National Academy of Public Administration
- Site Compacts and Designation Criteria for Next Generation Sites
- Work Plans and Identification of High Performance Units
- Learning Networks and Case Studies
- New Software and Tool Development
- US Conference of Mayors/National Governors Association



## Innovative Funding – Emerging Practices

- Utility Foundation Funds (roofing repair & furnace replacement Baltimore)
- DOE WIPP Grantee sites (Connecticut, Baltimore)
- Water Utility (moisture & allergens San Antonio, TX)
- Community Development Financial Institutions Fund (CDFI Flint, MI)
- State Energy Funds (Providence, RI)
- Housing Enforcement Programs (Providence/Baltimore)
- Federal Home Loan Bank Grants
- Settlement Funds (Attorney General's Office, Buffalo, NY)
- Social Impact Bonds (Maryland Asthma Compact)
- Department of Social Services (Baltimore)
- Philanthropy (GHHI Sites – Detroit, Chicago)
- Hospital Community Benefits Funds
- Corporate Foundations (Under Armour – “Protect this House”)
- Social Enterprise Services (Iowa WAP Provider)



## GHHI Results to Date

- Unit production is underway with over 1000 units to date and approximately 3000 in pipeline – not including new Detroit and Philadelphia projects – initial goal was 3,500 units
- Corporate and philanthropic foundations have committed over **\$24 million** to support local GHHI efforts – With over \$10 million projected by next spring
- ✓ Health and Safety Benefits ( Over 70 % reduction in ER visits and hospitalizations)
- ✓ Energy Consumption reductions (~\$390/year- Baltimore)
- ✓ Government Program cost savings (25%)
- ✓ Increased Access to Resources for families (one stop shop)
- ✓ Over 500 persons trained Green and Healthy assessments and interventions - Goal 1400 new job placements



## Partnerships

- Barriers are low once perceived fears are addressed
- Learning Networks create key drivers for success and collaboration
- Data and Resource Identification Key to Sustaining
- Mutual Benefit Identification – Shared Pain and Shared Gain



## Key Points for GHHI partnership Development

- Overcome Entrenched Bureaucracies and Turf Battles to Raise Vision
- Break Down Siloed Programs
- Develop a Single Portal and Shared Assessment Protocol/Triage
- Engage Philanthropic Investment
- Do the work – document barriers, resolutions, outcomes
- Focus on root problem resolution – Lean Management
- Document the primary, secondary and tertiary outcomes

Share and Communicate Outcomes



## Future Partnership Opportunities

- Financial Institutions – New Finance Instruments/REO Housing
- Insurance Companies – Health Saving Accounts (Seeing Energy Efficiency as Healthy)
- Technology Sector – Software and App Development
- Public Service Commissions – On Bill Financing



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Green & Healthy Homes Initiative

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# Affordable Green Housing Center

Green housing for people who need it the most

# Cleveland GHHI

# Green and Healthy Homes Approach

## Broad view of Green and Healthy Housing

- Healthy Home
- Resource Efficient & Affordable
- Reduced Environmental Impact
- In a Sustainable, Health Promoting Community

## High Performing and Integrated Interventions





# Cleveland Opportunities Framework

- ▶ Need to ratchet up efforts to promote green and healthy housing at key opportunities in home life-cycle:
  - ▶ New Construction & Substantial Rehab
  - ▶ Operation & Maintenance
  - ▶ Renovation
    - ▶ Lead Hazard Control
    - ▶ Weatherization
  - ▶ Neighborhood Transition
  - ▶ Policy Infrastructure



# GHHI Network Partners

## Outreach

- Healthy Housing Advisory Council (multiple partners)
- Healthy Housing Strategic Alliance (multiple partners)
- Neighborhood Leadership for Environmental Health (multiple partners)
- Cleveland Tenants Organization
- Sustainability 2019 Green Building Workgroup
- Northeast Chapter of the US Green Building Council
- University Hospitals

## Workforce Development

- Emerald Cities (multiple partners)
- COAD/OWTC

## Funders

- Cleveland Foundation
- Saint Luke's Foundation
- Sisters of Charity
- Neighborhood Progress, Inc.
- Gund Foundation
- Enterprise Community Partners
- Mount Sinai Foundation

## ■ Program Implementation

- Weatherization delegates
- Weatherization contractors
- City of Cleveland – Dept of Public Health, Dept of Community Development, Dept. of Sustainability
- Cuyahoga County – Board of Health, Dept. of Development
- Swetland Center for Environmental Health



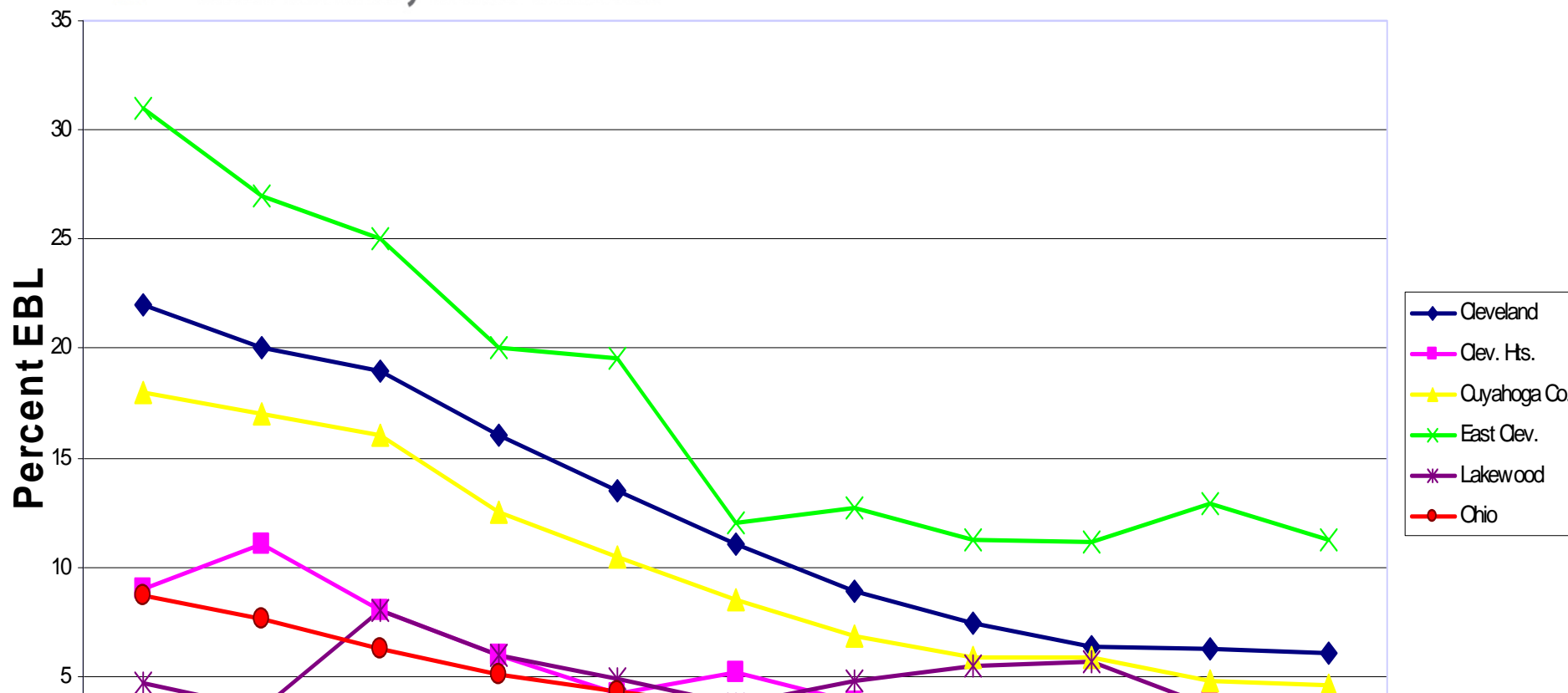
## Cleveland Stats

- Tied for last in healthy housing – 43<sup>rd</sup> out of 44 central cities (*NCHH State of Healthy Housing Report, 2004 data*)
- 35% of Cleveland's housing stock is rated fair-to-unsound
- Median age of homes in Cleveland is 85 years
- 35% households living in poverty 2009



## Percentage of Confirmed EBLs 10 ug/dL or greater in children 0-5

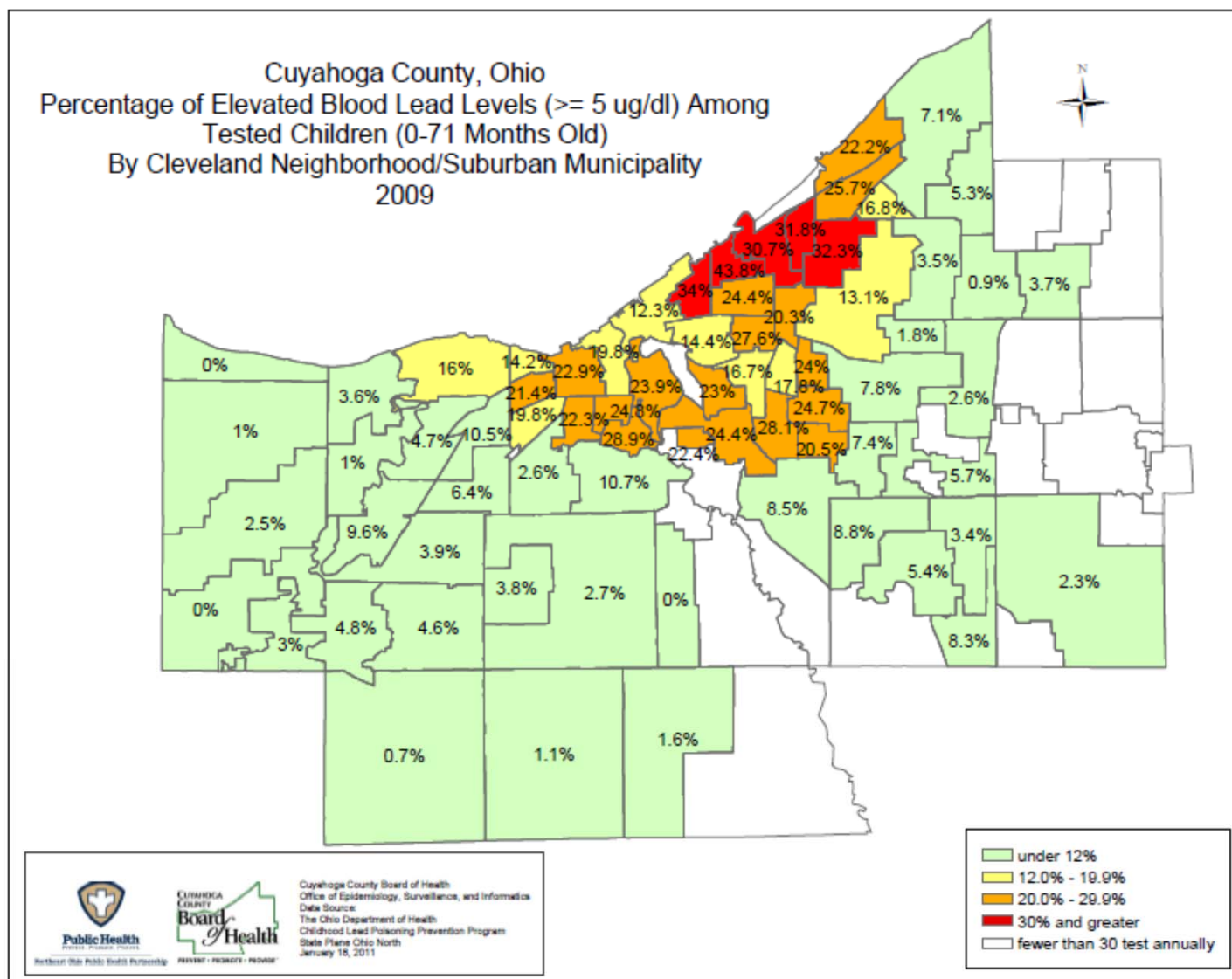
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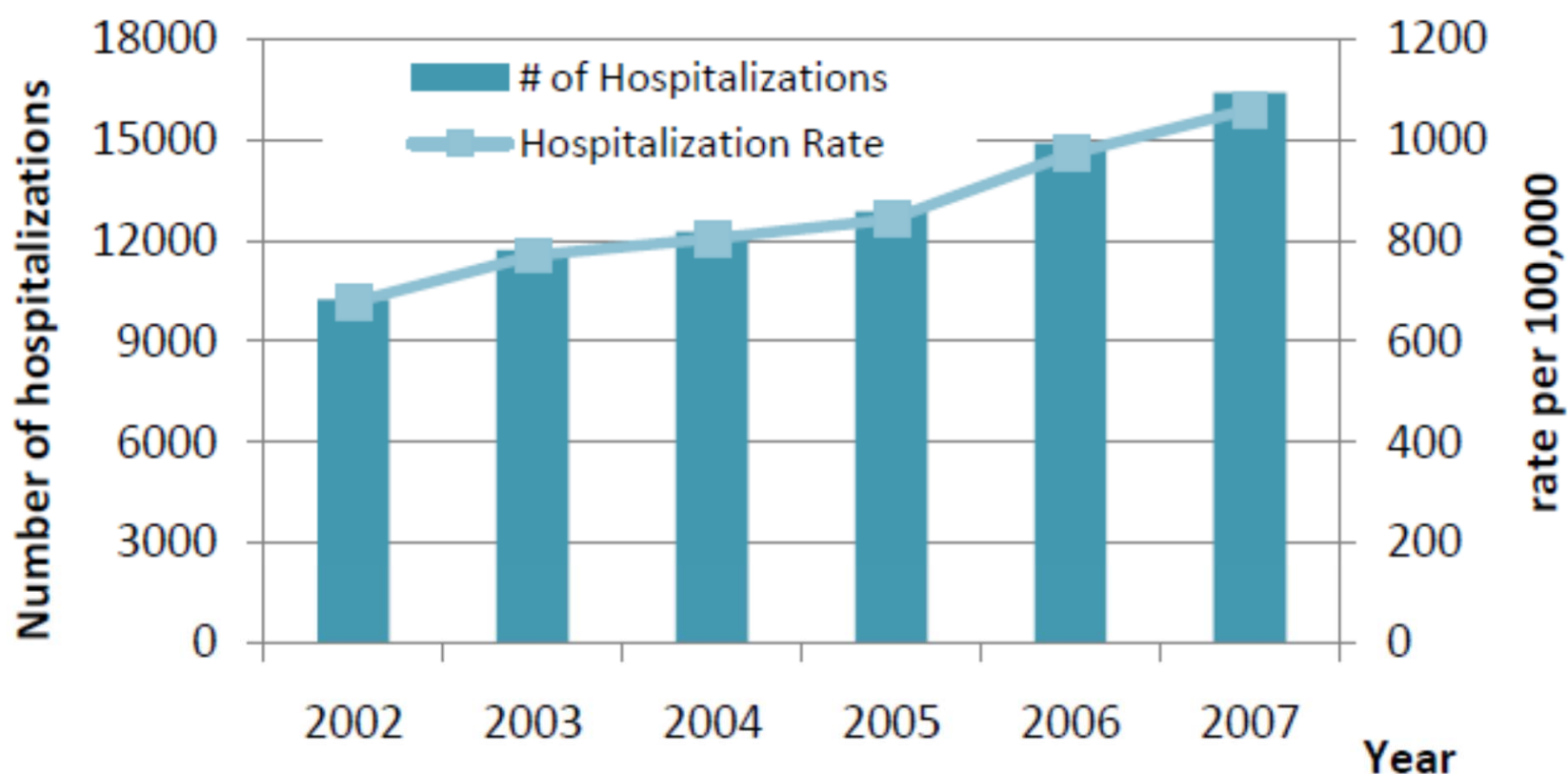
# Updated lead prevalence map ( $\geq 5 \mu\text{g}/\text{dL}$ )





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**Figure 3. Number and rate per 100,000 of fall-related hospitalizations by year, ages 65+, Ohio, 2002-07<sup>2</sup>**



Source: Ohio Hospital Association

## Asthma

### Prevalence (2008 Cuyahoga/US):

- White children = **13%/8%**
- African A children = **24%/17%**
- Hispanic children = **24%/8%**

**Some Cleveland schools 35%**



# Broad Concept of “Healthy Housing”

## ▪Evolving health focus:

- Lead <Lead+Asthma < Healthy & Green

## ▪A healthy house is also:

- Safe and secure
- Accessible
- Affordable
- Energy efficient, to increase affordability + reduce health impacts of:
  - Local air pollution
  - Climate change
- Part of a health-supporting and sustainable community.



# Evolving Integration Strategies

- **Childhood lead poisoning prevention (1992)**
- **Lead + Asthma (1998)**
- **EPA/ Cleve Health/ Cleve Housing Network (CHN), EHW**
- **Urban Mold and Moisture (2000)**
- **HUD tech study/ EPA/ County Board of Health (CCBH), CHN, EHW, SCEH**
- **City-County Healthy Home Initiative (2004 - present)**
- **HUD demo/ CCBH/ CHN, EHW, SCEH**

# **EHW Partnership Strategies**

- **Partners critical to success**
- **All partners see the need for integration, challenge is to make it work**
- **“Outside” organization helpful in bringing partners together**
- **Test model programs, then institutionalize**



# **The City-County Healthy House Initiative (2004-06)**

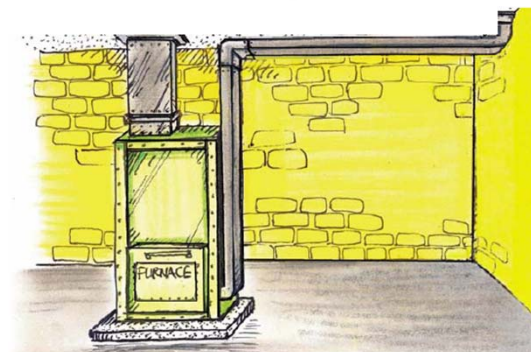
- **Weatherization + Healthy Homes**
- **Focus on moisture control treatments**
- **Demonstration grant from the HUD Office of Healthy Homes and Lead Hazard Control**
- **Partners: Cuyahoga County Board of Health (lead agency) and Dept of Development, City of Cleveland Public Health, Cleveland Housing Network**



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# The City-County Healthy House Initiative (2004-06)

- Duct cold air return directly to the furnace (repair the “Cleveland Drop”)
- Flash the soil to the house
- Treat the porch floor like a roof
- Eliminate sub-slab duct and heating systems
- Effectively run gutter systems and disconnect and redirect downspouts
- Reduce moisture in foundation crawlspaces





# **The City-County Healthy House Initiative (2010-12)**

Preventive reduction of lead and asthma hazards integrated with weatherization in high-risk housing



# **Warm and Healthy HUD Healthy Home Production Grant (2011 – 2013)**

- Take existing local pilots of healthy housing, lead abatement, and weatherization to scale
- Involve all weatherization delegates in City
- GHHI Workforce Training Grant and HUD Match



# Warm and Healthy

## Two referral tracks:

- University Hospitals
- HWAP program

## Goals:

- 200 units remediated with integrated interventions
- 180 residents and 60 landlords educated
- 75 physicians educated
- 210 weatherization workers trained



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[www.ehw.org](http://www.ehw.org)  
216/961-4646

