

LEAD FREE



LFNJ/Paterson Community Hub Advocacy & Action Plan

11/23/2022

Developed by Paterson community hub leader & Lead-Free NJ (LFNJ) community organizer/liaison with input from LFNJ backbone staff and committees.

Note: Plan is subject to change throughout the year given developments, opportunities, or capacity.

Objective: Reduce Paterson community members's exposure to lead and resulting health impacts by accelerating efforts to reduce the hazards and enable holistic lead remediation.

Potentially Measurable Goals: (*Exploring*). Goals to explore in 2023. Number of children tested; measure of blood lead levels; number of cases referred and investigated; number of homes abated; number of homes with lead safe certificates; number of homes with replaced lead service lines.

Timing of Plan Implementation:

- Planning process among Hubs and LFNJ community liaison September through November 2022. Involves identifying needs, gaps, and opportunities.
- Review by LFNJ backbone staff and committees in November.
- Plans adopted by Advocacy Committee on November 28, 2022.
- Plans adopted into Advocacy Committee Plan by Steering Committee on January 24, 2023.
- Hubs working with LFNJ community liaison translate the plans into work plans for implementation: December 2022 through January 2023.

Key Findings to Date that Informed Plan Development:

- Spanish-speaking community members may prefer word of mouth outreach when receiving new information.
- Due to COVID-19, children have missed well-visits and therefore lead level screenings. [One study](#) found this is higher among Hispanic children compared to other racial groups; non-Hispanic Black children had the lowest rate of missed visits.
- Limited access to lead-level screening for young children and need for a follow up process. Pediatricians may not follow up on testing referrals; testing centers may be in harder-to-reach locations; Paterson Health Department does offer screening for community members (as of 12/2023).

- City lead paint inspection and remediation process tied to the new lead law is relatively clear and robust, including grants. Education around the opportunity and process may need to be strengthened.
- Community members are not fully aware of the steps they can take to reduce exposure to lead or take action to address it, though the Health Department does have some materials and outreach.
- Lead prevention may not be a top priority for community members given other daily pressures.
- Not clear if lead levels in the soil are high, but it is worth investigating since they are likely high in other similar cities.
- Messaging that highlights longer term impacts of lead exposure and the science behind lead exposure should be incorporated in communications.

A Vision: What Overall Short and Medium Term Success Looks Like

These high-level success outcomes inform our awareness and education work and advocacy priorities.

Community Members

- 1) Community members and influencers understand the risks associated with lead exposure.
- 2) Community members take action to get blood lead level tested for children aged six and younger.
- 3) Community members at risk of exposure due to high EBLL or other (pre-1978 house, LSL) proactively seek strategies/tools to reduce exposure inside (paint, dust, water) and outside their homes (soil)
- 4) Community members advocate for improved and accelerated lead remediation inside and outside their homes.
- 5) All pre-1978 homes are tested for lead.

The City

- 6) The city and local organizations have implemented a successful lead-safe certification, lead service line replacement, and blood level testing programs.
- 7) The City Health Department has restarted lead blood level testing and made it a frequent program.

The Healthcare Community

- 8) The healthcare community has expanded lead blood level testing to ensure easy access for community members, including pediatricians who actively follow up to ensure testing is completed.

The State

- 9) The state of New Jersey has effectively funded and accelerated lead service line replacements, home lead remediation and abatement, expanded this work to soil, and mandated blood lead level testing for young children.

Strategies to Build Awareness, Engagement, Influence Local and State Policy and Process Changes and Build Capacity:

- A. Lead Prevention Awareness and Education**
- B. Targeted State and Local Policy Advocacy**
- C. Ensure Hub Community Capacity to Implement the Plan**

A. Lead Prevention Awareness and Education:

Actions

1) Targeted outreach and information push:

a. Build partnerships/collaborations with local organizations and influencers who can reach “sizable” audiences of families with young children representing Paterson’s diverse population, i.e. schools, pediatricians, health care facilities, houses of worship, community-based organizations and unions, and large conferences. Messages will be tailored to the need and the audience

- i. Prioritize opportunities that allow us to access harder to reach populations.
- ii. May involve webinars/presentations (LFNJ Lead 101), listening sessions, material distribution, organizing lead blood level testing, and referrals.

b. Organize targeted community canvassing

- **Call and/or visit pediatrician’s offices.** Message: Importance of lead level testing and prevention; importance of following up on lab referrals.
- **Outreach to community members:** Knock on doors in neighborhoods at higher risk of lead exposure. Message: Importance of lead level testing; Deliver Lead Prevention education and resource materials
- **Barber shops/beauty parlors;** word of mouth.

2) Broad outreach/information push:

- **Complete local Lead-Free “Paterson How to Get the Lead Out” Resource communication** for community members for clarity on testing, lead service line replacement, paint remediation, etc. to distribute at events, post on social media, and distribute more broadly.
 - **Push information via local social media;** leverage NJF communications consultant. Develop hashtags for the various organizations by the end of February 2023. Source real stories of lead poisoning.
 - **Organize community meetings** in collaboration with trusted community spaces: library, senior centers, city council meetings. LFNJ Lead 101 awareness presentation/workshop.
 - **Flyers in key locations** especially with harder to reach community members; i.e. bodegas, barber and beauty shops; grocery stores; health care centers; library; and transportation.
 - Community collaboration around the **design of a billboard.** Work with local art departments and place making orgs.
 - Work with NJF Communications or others on a **short video**, perhaps animated.* Broad enough to be use across LFNJ hubs; perhaps tailor a piece with community resident story, advocacy agenda, and local “how-to” resources.

- Targeted outreach
 - At least three partnerships ought to be solidified by the end of Q1 2023.
 - New organization outreach; one per quarter until we reach capacity.
 - Some Lead-Free Advocates in place by the end of Q1 2023. Continue to expand based on needs/budget.
 - Look into pediatrician outreach possibilities Q2 2023
- Broad outreach materials developed and shared across several community communication channels
 - Trenton Lead Resources piece completed by the end of January 2023 in collaboration with other organizations.
 - One new social media message pushed out per month; start date: tbd).
 - Lead 101 workshop updated in Q1 2023. Start outreach

B. Targeted State and Local Policy Advocacy.

Actions

- 1) Identify key lead implementation issues and policies that need to be elevated in Trenton and across the state. **Develop Advocacy Agenda and next steps for community members** to include the following for Trenton:

- a) **Community advocates to the state directly or through LFNJ Housing and Water Committees:**

Lead in Water Service Line Replacements

- **Lead Service Line (LSL) Replacement:** More funding for Lead Service Line replacements and retesting after replacements (Next step: host listen and learn session, Support American Rescue Plan Act (ARPA) \$700 million ask)
- **Water Filters:**
 - Lead in drinking water disclosure bill and recommendation to install a filter. (Next step: support A3712 in 2023 as it moves through the legislature).
 - Filter distribution at child care facilities; bill introduced. (Next step: support A4770 in 2023 as it moves through the legislature).
 - New idea: Dedicated fund for lead filter distribution until LSLs are replaced (Next step: raise awareness to LFNJ Lead in Drinking Water Task Force).

Paint and Soil

- **Hold DCA accountable** for developing workforce development and training resources and an education program and *equipment purchases (including XRF analyzers), especially in areas with high need.* (Next step: raise this to the Housing Committee).
- **Support local workforce members** in getting certified and meeting the requirements for certification. (Next step: Organize outreach in the community).

- **Funding for remediation:** DCA is accountable for maintaining transparency and clear communication around release of the ARPA funds and other resources. (Next step: raise this to the Housing Committee).
- **Ensure community members who must relocate temporarily** during home lead remediation and that they do not suffer from financial consequences or possible eviction. (Next step: raise to Housing Committee).
- **New Idea:** DCA or other governmental bodies ought to develop soil remediation guidelines, interventions, possible training, and funding. (Next Step: raise to Housing Committee).
- **New idea:** Push DCA for more support for data management systems for all the lead dust wipe inspections rather than asking each municipality with this requirement to invent or pay for their own.
- **New idea:** Make access to testing easier for dust wipe sampling.
- **New idea:** Push DCA for more targeted support for small, local landlords seeking to meet the new requirement.
- **New idea:** Push DCA for more support for data management systems for all the lead dust wipe inspections rather than asking each municipality with this requirement to invent or pay for their own.

Lead Screening

- **Make lead screening mandatory for school entry;** children up to six years old ought to be tested (Next step: Bill S1507 introduced; organize comments during testimony; invite council to write a letter to the legislature).
 - Ensure this data is publicly available.
- **New legislative idea:** Make mandatory that pediatricians follow-up when referring for blood lead level testing (Next step: Determine the way to influence this).
- **New legislative idea:** Make mandatory for K–12, blood lead level testing at least once a year to improve the data about blood-lead levels. (Next step: raise to Housing Committee).

b) Community members advocate to the Municipality through local organizing:

Lead Service Line Replacement

- **(SA added 11/28): Property owners must replace LSL before selling.** Recently introduced by Jersey City Council.

Lead Screening

- **Expanded, accessible lead blood level testing** until it becomes required in schools. (Next step: Explore with local partners opportunities to expand testing; invite City Council to write a letter to the legislature in support of Bill S1507)
- **Encourage broader outreach around city health department lead blood level testing and encourage mobile blood level testing around the City** (Next step: Advocate to City Council)
- **City Health Department does active education** and outreach at community-based venues to raise awareness, encourage BLLL testing and

inspection.

Paint and Soil

- **City government held accountable for implementation and meaningful enforcement of the new lead inspection law.** Paterson already developed a process for implementation including a system for tracking homes that are lead-safe certified and sharing publically. Encourage resident education and outreach and holds landlords accountable. (Next step: Hub includes in local Advocacy plan for Q1 2023.)
- **Take advantage of workforce development and training resources** that DCA has mentioned they will be creating. (Next step: Recommend the City pushes out information. Outreach to community members to participate once it launches)
- **Ensure community members who must relocate temporarily** during home lead remediation, don't suffer from financial consequences or possible eviction (Next step: hold Paterson accountable that their temporary housing plan is working and not causing stress. Ensure landlords understand the liabilities)
- **Right of entry ordinance** to encourage community members to allow lead service line contractors into their homes (Next step: draft ordinance recommendations and share with Council)

2) Develop a process and local Lead-Free advocacy team to ask for commitments from the City through a) comments at Council meetings b) letters to the editor c) petitions d) partner with local reporters d) one on one PHH meetings with Council members e) mobilizing other community members to demand action and participate in local outreach.

- Elevate Agenda at state level through LFNJ Advocacy, Housing and Water Committees
- Develop advocacy tools to help build a stronger case:
 - May leverage work of Newark Water Coalition to test 25 homes
 - Lead in Drinking Water Listen and Learn session with Paterson Mayor and DEP

Short Term State and Local Policy Advocacy Goals

- **Organize quarterly advocacy to local government based on needs**
- **Q1 2023:** Draft letter with full Agenda for Council "In the New Year...". Ask other organizations to cosign. Present letter at council meeting.
- **Q1 2023** Lead in Drinking Water Listen and Learn session with Trenton Mayor and NJDEP.

C. Ensure Hub's capacity to implement the plan

- 1) **Coordinate with local organizations** to ensure efficiencies and collaboration where helpful.

- 2) **Build a pool of “Lead-Free Advocates”** who will take on strategic community canvassing work mentioned above, participate in elevating the agenda, table at key events.

Recruiting:

- a. Define criteria: Community members who are passionate about the health of their community; at ease knocking on doors, holding conversations, advocating.
- b. Pay a stipend for their work. (to be defined with budget)*

Short Term Goals Q1 2023:

- i. LFNJ and PHH host and organize a Community Engagement Meeting and/or Lead in Drinking Water Listen and Learn event with local community members. Enroll community members who are passionate around the issue to become Lead-Free Advocate. Offer stipends.
- ii. More general outreach through partners and word of mouth. Get on their meeting agenda to talk about the work.
- iii. Offer training on advocacy, canvassing, and difficult conversations.

3) Annual **Advocacy training** for Hub leaders and participation in conferences such as HCDNNJ, Jersey Water Works.

4) Form **collaboration with local lead inspection, remediation, abatement organization** to leverage when needed.

5) Ensure a helpful **organizing system** in place for hub leaders to track activity and deliverables.

- Developing a spreadsheet tracking system to track outreach efforts, advocacy opportunities, activities planned/completed and cost/budget.

6) Ensure **funding and management support** from Passaic Habitat for Humanity:

- Tap into Passaic Habitat for Humanity’s funds first.

7) Look into **quantifying metrics/measures** of success. May include:

- Number of children tested; Can use Paterson Kids Count to keep track of increase in testing (*places for testing expanded*)
- *Blood lead levels decrease*
- *Number of homes with lead safe certificate*
- *Number of homes with replaced lead service lines*

*May require more funding depending on PHH’s current funding