Lead Reduction Grant Program Outreach and Marketing Tool

**Purpose** To create a tool for Field Policy & Management/HUD program offices to target outreach efforts in communities with the highest lead-based paint exposure to families with young children, and an active housing repair/rehab program (i.e., Entitlement community, CDBG, HOME, ESG, etc.). The Office of Lead Hazard Control and Healthy Homes (OLHCHH) has defined communities with the highest risk based on the number of pre-1978 housing units and young children under six/children with an Elevated Blood Lead level. Below, we have provided 3 steps and links to the relevant databases, FPM/program offices should utilize to identify and market the Lead Hazard Control Notice of Funding Opportunity (NOFO). Also, entitlement communities will be able to utilize the Lead Grant funding to address the Lead-Based Paint element within their Consolidated Plan/Annual Action Plan.

**Goal:** Increase the number of eligible states, cities and counties that apply for the OLHCHH’s funding for lead-based paint hazard control activities.

**Step 1.** Search a specific a city or state to identify a HUD grantee/entitlement community/ jurisdiction with an active housing repair/rehab program in your state with a significant number of pre-1978 housing units.

[https://egis.hud.gov/cpdmaps/](https://egis.hud.gov/cpdmaps/)

Select “Layers” beside the search bar and select “Community Indicators” then “Housing Supply” to identify Housing Built before 1980 (unfortunately, the data points are not precise).

**Step 2.** Using the Centers for Disease Control Childhood Lead State Surveillance data link below identify which state/city intersects with a HUD grantee/entitlement community/jurisdiction identified in Step 1. This intersection of HUD stakeholders and CDC prevalence data is where FPM should focus their outreach efforts for eligible applicants to participate in HUD’s NOFO trainings and apply to the Lead Hazard Reduction grant NOFO.
Step 3: The ideal time to conduct monthly outreach webinar/trainings is October through March in preparation for the Notice of Funding Opportunity (NOFO) publish date. The FPM staff should contact jurisdictions/localities that have CDBG funding and a significant number of children under 72 months (i.e., under 6 years of age data provided in CDC chart), and pre-1978 housing units to secure at least 5 communities to participate in the monthly trainings and contact the OLHCHH to schedule a training date, 2nd Wednesday of the month, or a date TBD.

To view the list of current OLHCHH Grantees in your communities: