



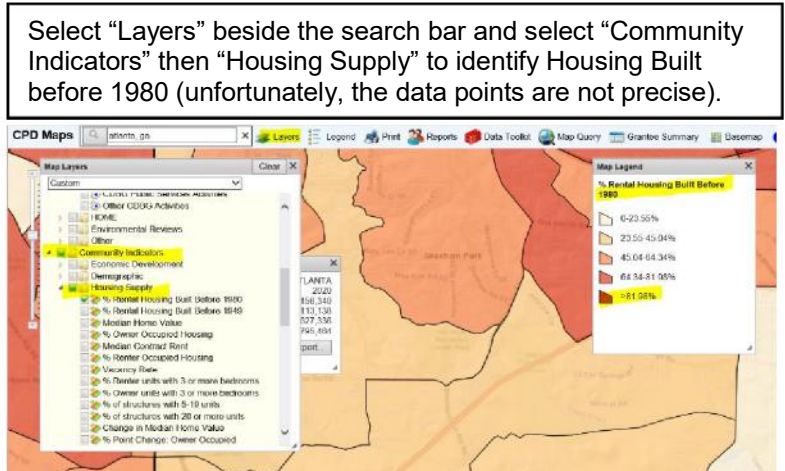
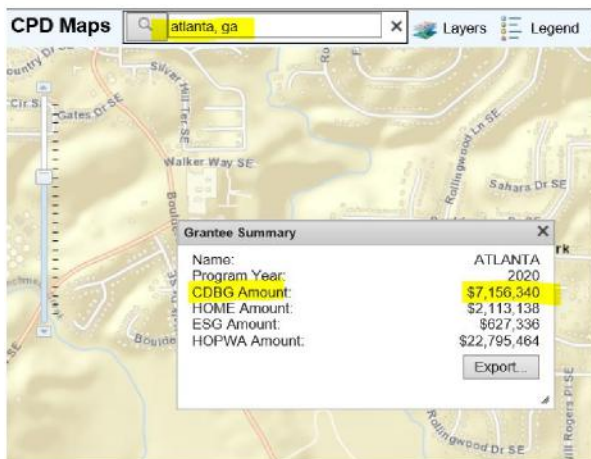
## Lead Reduction Grant Program Outreach and Marketing Tool

**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/>



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.

State surveillance data tables show county-level summary data of blood lead levels among children <72 months of age for a given year by county and blood lead level group.

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- District of Columbia
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- West Virginia
- Wisconsin
- Wyoming

Select your state and use the latest surveillance data available in the example below, 2014 is the most recent data in the GA.   
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GA Blood Lead Levels (µg/dL) among Children < 72 Months of Age, by County and Blood Lead Level (BL) Group, 2014

County FIPS	County Name	Total Population of Children < 72 Months of Age	Number of Children Tested < 72 Months of Age	Percentage of Children Tested < 72 Months of Age	Children with Confirmed BLLs ≥ 9 µg/dL		Children with Confirmed BLLs ≥ 10 µg/dL		Number of Children with Confirmed BLLs by BLL Group						
					Number	Percent	Number	Percent	5-9 µg/dL	10-14 µg/dL	15-19 µg/dL	20-24 µg/dL	25-44 µg/dL	≥ 45 µg/dL	
001	Appling County	1,548	291	18.8%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
119	Franklin County	1,491	555	23.8%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
121	Wilkes County	76,004	7,764	10.2%	25	0.3%	29	0.4%	N/A	N/A	N/A	N/A	N/A	N/A	N/A
123	Gilmer County	1,865	219	11.7%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
125	Glascock County	211	16	7.6%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
127	Glynn County	6,197	633	10.2%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
129	Gordon County	4,705	317	6.7%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
131	Grady County	2,151	564	26.2%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
422	Wayne County	9,927	1,552	1.6%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

**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, 2<sup>nd</sup> Wednesday of the month, or a date TBD.

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

[https://www.hud.gov/sites/dfiles/HH/documents/HUD\\_OLHCHH\\_Lead\\_Hazard\\_Control\\_Grantees.pdf](https://www.hud.gov/sites/dfiles/HH/documents/HUD_OLHCHH_Lead_Hazard_Control_Grantees.pdf)