

US EPA ARCHIVE DOCUMENT

3. Stakeholder Involvement, Public Education, and Outreach

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■ Personnel Roles and Responsibilities

A half-time Program Coordinator position was created and filled in August 1997 for the purposes of managing and effectively strategizing the stakeholder involvement, public education and outreach components of the program. The Program Coordinator has significant experience and expertise in community organizing, and is an active member of the North/Northeast Portland communities. The addition of the Program Coordinator has made a significant difference in the ability of the Portland Water Bureau to provide meaningful and strategic outreach for the entire Lead Hazard Reduction Program. The Program Coordinator also serves as the critical liaison between the Water Bureau and the CLEARCorps program's outreach and education efforts.

The Program Coordinator's role and work plan (current activities and future activities through program year 5) are described in Appendix 3-1. Outreach, stakeholder involvement, and education activities began in August 1997 and are documented in this section.

In August 1997, services were also contracted with a community-based consultant for the purpose of soliciting and obtaining formal letters of support from key persons and agencies in the community that have a fundamental or critical connection to the success of the Home Lead Hazard Reduction Program. The objectives and desired outcomes of the consultant's work are described in Appendix 3-2. The established list of key persons and agencies from whom to solicit formal letters of support appears in Appendix 3-3, along with a brief description of why each contact is determined to be critical to the ultimate success of the program. Contacts are currently being made with these key persons and agencies, significant support is being obtained, questions about the program are being answered, and commitments are being received for provision of formal letters of support. The effort to obtain formal letters of support is expected to be completed by the end of March.

The consultant will be summarizing her effort in a final report which describes:

- the methods used to perform outreach, build relationships, and obtain letters of support
- the conversations with and feedback from the persons and agencies contacted
- the letters of support received, and those declined and why
- issues which the HLHRP should address
- recommended program revisions and enhancements

The report (expected to be completed at the end of April) will also serve as a set of guidelines for others who wish to build relationships and obtain formal support from persons and agencies that have fundamental or critical connections to the success of their community-based effort.

■ Specific Outreach and Education Activities

A script was developed for the purposes of conducting the initial outreach and education for the program and making contact with persons associated with key community organizations or holding key community positions. The script was carefully developed to accurately describe the HLHRP and services offered, and to answer as many of the anticipated questions as possible (Appendix 3-4). Initial contacts were made by telephone and/or in person, and were followed up where appropriate with scheduled outreach presentations.

Sixteen community outreach presentations have been conducted and are described in Appendix 3-5. The program has been met with very high levels of acceptance and appreciation for the unique and needed community-based approach. The outreach has served to gain valuable feedback from the community on how best to gain participants in the program and build an effective partnership with the community. The outreach has also served to educate significant numbers of persons in the Humboldt community and the Portland area about the nature of the program and the expected benefits. Whenever appropriate, outreach presentations are conducted with participation of CLEARCorps Team members.

CLEARCorps Team members are currently conducting extended outreach activities with the Albina Head Start Childcare program. There are more than twenty Head Start Childcare facilities in the Northeast Portland area. Outreach presentations are being made to parents and staff members at all of these facilities over the course of the next three to four months. The outreach is expected to reach a group of from 10-25 people at each presentation.

The CLEARCorps Team members are also conducting outreach in partnership with a local non-profit organization called SKIP (Screening Kids in Portland), and the Portland chapter of the Physicians for Social Responsibility (PSR). SKIP conducts visits to housing projects and communities which house low-income families and/or teenage mothers. The CLEARCorps Team members, along with members of PSR, are currently scheduled to visit twelve of these sites within the next two months. The outreach will provide opportunities for parents to learn more about the effects and means of lead exposure, and the HLHRP. This outreach is expected to reach between 35-100 people per visit.

A public education brochure (Appendix 3-6) has been developed for the purposes of educating the community about the program. These brochures have been presented in a variety of community forums and outreach presentations, and are also available when requested via the Water Bureau's Customer Service telephone lines. This brochure was developed to provide information in easily understandable terms and a lay person's language, with an emphasis on why lead in the home environment is a concern, and how this program can reduce exposure to lead in the home.

A Fact Sheet about the Home Lead Hazard Reduction Program has also been

developed (Appendix 3.7). This Fact Sheet contains more explicit and technical information and is designed for the person who desires a greater level of detail on the programs, including the prevalence study, the pilot program, and public education and outreach. The material appearing on this fact sheet also appears on the Portland Water Bureau's internet web site.

Additional Fact Sheets are being developed on sources of lead in Portland's Drinking Water, and the Lead-in-Water Testing Program. Other Fact Sheets will be developed as needs are identified. Compilations of Fact Sheets, brochures and other materials will be provided in resource libraries located in the community (community centers, churches, libraries, etc) to serve the needs of those persons without access to television (especially prescription cable), the print media, and the scheduled outreach presentations.

The Water Bureau has produced a Lead in Drinking Water bill stuffer (Appendix 3.8) which is currently being printed and is expected to be mailed to our customers this summer.

Portland Cable Access and the Portland Water Bureau are working together to produce two video taped presentations for public and private educational purposes. One is a 30-minute documentation of the project, the second videotape is a 5-7 minute presentation on the Home Lead Hazard Reduction Program.

The 5-7 minute video tape presentation will include:

- Footage of the overall project. This includes training, work on houses, playground shoots, manufacturing sites, etc.
- Interviews with city council commissioners, state and city officials, community activists, Portland residents, health advocates, etc.
- Narration of project: Historical Background, purpose, accomplishments, etc.
- Footage of water bureau facilities, i.e. treatment plants, Bull Run, etc.
- Audience/Purpose: Community Presentations, Cable Access, Funders, Government Agencies, Schools, workshops, etc.

The 30 minute video tape documentary will include:

- Coverage of the steps for implementation of project: city council presentations, meetings, CLEARC Team training, home evaluations and cleanup.
- Interviews with city council commissioners, state and city officials, community activists, Portland residents, health advocates, etc.
- Narration of project: Historical Background, purpose, accomplishments, etc.
- Footage of water bureau facilities, i.e. treatment plants, Bull Run, etc.
- Footage of CLEARCorps uniforms/equipment in studio.
- Audience/Purpose: Community Programs, CLEARCorps Team Training guide, Community Resource, Documentation of training and program elements of the HLHRP.

The videos are scheduled to be completed in March and will be made widely available.

The videos will also be broadcast periodically on the Portland Cable Access channel.

■ **Lead Summit**

On February 12, 1998 the first annual Lead Summit was conducted. There was a perceived need to, for the first time, bring key organizations doing lead work in the community together to share information, identify opportunities for collaboration, and begin to develop an organized community-wide effort centering on lead issues. Invitations to the Lead Summit were extended to all local and regional organizations, and health and service providers that were found via outreach efforts to be playing key roles in lead-related issues in the community and region. The participants included representatives from local and state health agencies, health clinics, Urban League, Oregon Legal Services, community activists, elected officials, neighborhood associations, EPA, HUD, and the Bureau of Housing and Community Development.

The Summit was coordinated by the Program Coordinator and facilitated by a community-based consultant with expertise in facilitation and creating effective organizations. The one-day Lead Summit was organized with clear goals in mind:

- to help create a seamless network of lead exposure-related education and services for citizens in our service
- to provide a needed opportunity for partnership-building, information and resource sharing, and networking among institutions, individuals and community organizations engaged in lead poisoning prevention work
- to identify and clarify roles and responsibilities of area service providers
- to provide an opportunity for the Portland Water Bureau to increase community involvement and relationship development with community organizations, health and other service providers engaged in lead exposure prevention

The desired outcomes of the Lead Summit were to:

- Detail current or planned efforts on the lead issues
- Outline resource needs (e.g. access to educational materials or medical test equipment, personnel) to help better deliver services
- Define geographic area of service delivery
- Identify successes and challenges
- Identify potential partnership and resource-sharing possibilities
- Identify any gaps in services provided or resource needs

The Lead Summit began with short presentations by each organization regarding their current and predicted lead activities and available resources. Small group work sessions identified major lead issues and recommended strategies. By the end of the Summit, participants identified the need for a community-based, city-wide lead strategy. The group will meet again in one month, and come to consensus on major issues, additional resources needed and a group-sponsored strategy for implementation on a community-wide effort. A resource directory will be published, and it is hoped that the Lead Summit will become an annual event.

■ Stakeholder Advisory Committee

Outreach to potential stakeholders has included information on the program, identification of areas for collaboration, and, where appropriate, an assessment of the appropriateness and willingness of persons to become part of the Stakeholder Advisory Committee (SAC). The Lead Summit was also instrumental in making contacts with and exchanging information with individuals who could be productive members of the SAC. The consultant's efforts to obtain formal letters of support for the program, and gather additional information are also proving to be helpful in identifying potential SAC members.

The Stakeholder Advisory Committee is expected to be formally established in August. Roles and responsibilities for SAC members are currently being defined. A list of potential SAC members is being developed. If an FPA for Project XL is realized, then the SAC will be restructured to gain formal commitment from persons who will be designated as Direct Participants, Commentors (and the General Public).

Regardless of the XL status of this program, the Stakeholder Advisory Committee will be formed to provide stakeholder involvement, review and feedback on the program as it is implemented.