

Lead-Safe...for Kids' Sake Grant Application



NAME OF MAYOR - THE HONORABLE
Michael B. Coleman

90 M. Broad St., Columbus OH
 CITY/HALL ADDRESS (STREET, CITY, STATE, ZIP) **43215**

614-645-7671
 MAYOR'S TELEPHONE

614-645-5818
 MAYOR'S FAX

NAME OF APPLICANT
Mike Brown

same
 CITY CONTRACT NAME

same
 ADDRESS (STREET, CITY, STATE, ZIP)

same
 TELEPHONE

same
 FAX

msbrown@columbus.gov
 EMAIL

Eligibility
 Applicants must be members of The United States Conference of Mayors and must complete and submit the attached application by April 21, 2006. Applications must be postmarked no later than the April 21, 2006 deadline.

The Awards
 • One Award for Excellence: \$175,000
 • Two Awards for Distinction: \$100,000
 • Lead-Safe-for-Kids' Sake Best Practice Award

How To Apply
 Applicants to CUSP's 2006 Lead-Safe-for-Kids' Sake grant program must complete the attached application form and submit it along with the award application by the deadline of April 21, 2006. The award program is for no more than 250 words and should outline how your city is to design new programs to further the goal of making your city lead-safe. We are especially interested in hearing how you plan to maximize the impact of this grant income through public/private partnerships and other creative leveraging approaches.

Application Evaluation
 In evaluating entries, program judges will look for information addressing such critical components as:
 • Nature and extent of need
 • Strategies to leverage funding
 • Other innovative program elements

Judges
 An independent panel of judges will review the applications and select the winners for CUSP's Lead-Safe-for-Kids' Sake grants.

Presentation of Grants
 CUSP's Lead-Safe-for-Kids' Sake grant and Best Practice Awards will be presented at The U.S. Conference of Mayors Annual Meeting June 2-6 in Las Vegas.

Key Dates
 April 21, 2006: Grant applications due. For the integrity of the competition, APPLICATIONS MUST BE POSTMARKED BY APRIL 21, 2006. NO APPLICATIONS WILL BE ACCEPTED AFTER THIS DEADLINE.
 June 2006: Grant awards will be presented at The U.S. Conference of Mayors Annual Meeting in Las Vegas.

Responsibility of Winners
 If you plan to propose the Lead-Safe-for-Kids' Sake grant award, you must complete and submit the award application for the Award for Excellence and Award for Distinction to the U.S. Conference of Mayors Annual Meeting June 2-6 in Las Vegas. All winning applications will be featured on the official CUSP Web site www.usmayors.org and the USCM Web site www.usmayors.org.

NOW

One simple application. 375,000 reasons to apply.

For more information,
 please call Jose Floyd at 202-466-7324
 or email him at jfloyd@usmayors.org.

The CUSP® Mission

CUSP is a partnership of The United States Conference of Mayors and DuPont. Its mission is to assist mayors in creating healthier, safer, more innovative and economically vibrant cities through science-based solutions that make a difference in people's lives and by recognizing the interdependence of social progress, environmental excellence and economic success.



Lead Safe For Kids Sake



Our Mission – *“Generating lead-safe affordable housing and preventing lead poisoning of children and adults in Columbus neighborhoods.”*

Lead Safe Columbus, Ohio is a current grantee through the Office of Healthy Homes and Lead Hazard Control. We are working under a Round 12 grant in the amount of \$2,999,817. Our matching contribution to this effort will be at least \$521,580. Grant period is August 1, 2005 through July 31, 2008.

Our target number of units to be made lead safe under Round 12 is 226 units. Average cost will be approximately \$10,000 per unit. Our usual lead hazard control strategy consists of the installation of vinyl windows and or vinyl siding. We also address all other lead hazards such as friction surfaces on doors and weather-exposed areas such as porches and soil.

We also have an extensive hand washing campaign with our hand washing songs and slideshow being the catalyst of our effort.

The Awards

USCM and Dupont award funds will be leveraged with our Round 12, CDBG and general funds to enhance our lead hazard control and outreach efforts.

Our target units will be owner occupied and rental housing that are home to low and moderate-income households. If awarded we will provided the following services.

1) In Columbus, Ohio, the majority of lead hazards are found in windows, exterior painted siding and porches. We will direct our funds to the replacement of leaded windows with new vinyl windows.

Result: More lead free vinyl windows will be provided at an average cost of \$400 for the product and installation.

2) Hand washing is the most economical way to interrupt lead poisoning. We will provide more hand washing song cd's and slideshows to Columbus daycare facilities, Head Start facilities and the lower grades of Columbus Public Schools. The hand washing song and slideshow will help children to learn good hand washing habits.

Result: Kids will wash their hands more often, fewer kids will be lead poisoned. Better overall health of children will be achieved.

3) Outreach to the masses. We are currently entering into contract with WCMH NBC 4 TV to do a one month HAND WASHING mass media campaign. The package will include 160 thirty second commercials and presence on their stations web site. From the commercials we will make 3,790,000 gross impressions showing the benefits of good hand washing. Mayor Mike Coleman will be the anchor in our commercial.

The hand washing song and slideshows will be available for listening, viewing and download on the station web site. Presence on the station web site guarantees 200,000 gross impressions per month.

Result: Nearly 4 million gross impressions at a cost of \$12,040. If awarded, we will continue periodic mass media hand washing campaigns.

4) We have a commitment from a State certified training company named the Inservice Training Network. They will provide lead safe work practices training at area Lowe's and Home Depot home maintenance centers. Lowe's and Home Depot are willing to provide space for the 1 hour seminars to take place in their stores. Focus will be how to work clean and safe in your home. Target audience will be "do it yourselfers".

Cost for the trainer is \$750 per day for 8 one hour seminars per day. Coupons and lead safe giveaways will also be provided to those who attend the seminars.

Result: Do it yourselfers will learn to work clean and safe when doing work on their property.

Prior Activities – Lead Safe Columbus received three previous lead hazard control grants, Round 3, 6 and 10 from the Office of Healthy Homes and Lead Hazard Control. Including our current federal and matching funds we will have directed over \$13,000,000 to lead hazard control and outreach efforts. **Since 1995 we have established a solid network of partners and contractors that continue to educate our community in lead safe practices and generate lead safe housing.**

Our Partners – Department of Development Lead Safe Columbus and Homeownership Assistance Programs, Department of Health Childhood Lead Poisoning Prevention and Healthy Homes Programs, Help End Lead Poisoning and the InService Training Network.

Shared Goals – Lead Safe Columbus shares the same goals as the US Conference of Mayors and Dupont. Together we can help to make our country a Lead Safe America.
