



Engaging Parents and Communities

By Jameela Maun

Presenter Disclosures

Engaging People and Community

**The following personal financial
relationships with commercial interests
relevant to this presentation existed during
the past 24 months:**

No relationships to disclose



About Us

Mission

Our mission is to prioritize children's health and wellbeing by eliminating harmful housing conditions, beginning in Grand Rapids, MI hardest hit neighborhoods.

Vision Statement

All children will grow up in healthy homes free of environmental hazards, accomplished through policy and advocacy, outreach and education, direct services, and continuous collaboration.



Our Team



My Crew



Overview of Services

Direct Programming

An essential component to our work in mitigating environmental risks. We serve the Kent County community, with the city of Grand Rapids being the most served.

Outreach & Education

The Healthy Homes Coalition connects with community partners to host and participate in local outreach events

Advocacy

The Healthy Homes Coalition partners with like-minded advocates to promote policies that protect children's health in the home. We additionally host formal community organizer



Healthy Homes Coalition Programs

Lead Hazard Control Program
3RD Ward Water filter
Ready by Five Program
Filtered Not Bottled
Community Ambassadors



HEALTHY HOMES COALITION
OF WEST MICHIGAN

WHAT IS A HOME ENVIRONMENTAL HAZARD?

It is a substance, state, or event which has the potential to threaten the health of the people living in the home.

Types of home environmental hazards:

- Lead
- Smoke
- Radon
- Carbon monoxide
- Household chemicals
- Loose carpet/floorboards
- Pet dander
- Mold and more

These environmental hazards can lead to accidental injuries, asthma, and lead poisoning.



Accidental
Injuries



Asthma



Lead
Poisoning

The Healthy Homes Ready by Five Program uses its exclusive **NIDO SCREENING APP** to provide free screenings to families that have children ages 0-5 that live in Kent County.



CALL: (616) 241-3300

EMAIL: intake@healthyhomescoalition.org

Eligible families will receive supplies and resources through case management services with Healthy Homes Coalition.

PROGRAM ELIGIBILITY REQUIREMENTS

- Must live in Kent County
- Have an expectant parent or child age 5 or younger that lives in the home



Supported by the Kent County Ready by Five Network

www.HealthyHomesCoalition.org

Screen Before School Campaign

- Resulted in 25 partners joining our campaign efforts
- The campaign tool was intricately designed with the support of our Communication team and Technical Assistant expert.
- We created campaign material, messaging, tools and resources that resulted in more families being screened before school
 - Early detection means less damage to the child, less resources (financial and non) to the household, community and system.
 - Increased opportunities for community partners to serve their clients



Program Outcomes

- Screen Before School Campaign
- Social Media Guide
- Communication and Impact Calendar
- Created consistent “Why” message
- Company newsletter
- Formalized program material



Solutions

Project-based Programming

Standardizing the utilization of program management documents

Cost Savings

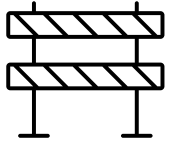
Reduce expenses for standard program cost

Community Engagement

Parent-led/lived experience committee.



Parent Committee



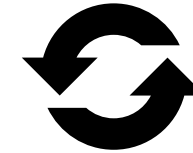
Diversity & Inclusion

Aim to reduce participation barriers (transportation, food childcare etc).



Human-Focused

We believe people need & relate to others with like experiences



Thoughtful Design

The structure, goal, and strategies all were developed by committee members and supported by Community Organizer

COFI Testimonials

“COFI showed me there are other people with intentions to better the community. We really can put our minds, hearts, and souls together to learn to be our best for the community.” –Ian, *COFI I Participant*

“When we have the opportunity to get together, we all have the same vision-we all want things to be better. Everybody’s so passionate about *something*.” –Linda, *COFI II Participant*

[Link to video testimonial](#)



Monumental win: Universal Lead Testing

Date

July 2023

January 1, 2024

2024 onward

Ongoing

Event / Policy Change

Governor Whitmer **signs Senate Bill 31** into law, requiring **universal lead testing** for children.

Law takes effect. All children in Michigan must receive a lead test between **12 and 24 months** old. A second test is required between **24 and 72 months** if no prior test exists.

Pediatricians and family doctors begin **routine lead screening** as part of well-child visits.

Michigan Department of Health and Human Services (MDHHS) provides **guidance, training, and funding** to help providers comply with the law.

Engaging Families and Community

Organizational Capacity

Strategic planning, evaluating and measuring of roles, staff and programming to ensure we are not duplicating services or wasting resources

Community Partners

We actively seek out partnerships to help best suite our clients with the intent of reducing barriers

Clients

Expanding our reach of service, to reach more clients





THANK YOU

The Healthy Homes Coalition of W. MI

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