

GOVERNOR'S LEAD POISONING PREVENTION COMMISSION MEETING

Maryland Department of the Environment
1800 Washington Boulevard
Baltimore MD 21230

(approved 4/1/10 (w/edits to section IV))

Thursday, January 7, 2010

COMMISSIONERS IN ATTENDANCE

Eric Lomboy – Chair, Alvin Bowles – MDE, Patrick Connor – Hazard ID Professional, Cheryl Hall – Office of Child Care, Edward Landon – DHCD, Pat McLaine – Child Health/Youth Advocate, Linda Roberts – Property Owner, Post 1949.

COMMISSIONERS UNABLE TO ATTEND

Melbourne Jenkins – Property Owner Pre 1950, Barbara Moore – Health Care Provider, Pam Putman – DHMH, Mary Snyder-Vogel – Child Advocate, Delegate Nathaniel Oaks and Valerie Paton (MIA).

GUESTS IN ATTENDANCE

Sarah Reese-Carter – DHMH/MA, Shirley Corbin – MIA (attending for Valerie Paton), Michael Papi – JHHC, Sammi Turner – JHHC, Wesley Stewart – CECLP, Wanda Parks - CECLP, Marche Taylor - CECLP, Mary LaCasse – DHMH/CMCH, Clifford Mitchell – DHMH, Lee Hopkin - BCHD, Donna Webster – WCHD (via conference phone), John Krupinsky – MDE, Kirsten Day – MDE, and Tracy Smith – MDE.

I. INTRODUCTIONS – the meeting began at 9:45am.

II. OLD BUSINESS

The minutes from the December 3, 2009 meeting were approved.

III. ANNOUNCEMENTS OF FUTURE MEETING DATES

The next meeting is scheduled for Thursday, February 4, 2010. All meetings are scheduled to meet 9:30am – 11:30am at the Maryland Department of the Environment, 1800 Washington Boulevard, Baltimore, MD 21230.

IV. Presentation by Wes Stewart and Marche Taylor of the Coalition about Ad Council Media Campaign

There has never been a national lead poisoning prevention awareness campaign. The Coalition applied for and was awarded national campaign that is expected to produce \$24-32 in advertising funds. Kick-off will be in April, 2010. EPA, HUD, and the Coalition put up the initial money for the campaign. A national advertising agency in New York, Merkley+Partners, has been chosen to produce the advertising campaign. Focus groups have already been completed. Two possible campaigns – Crack and Pour are being considered. Both ads are drafts at this point and are done in English and Spanish. Campaign will run for several years in television, magazines, and print. Home Depot and the NFL have agreed to participate in campaign and other national sponsors are being secured. A national call center and website are being setup and will provide information and links to local prevention resources. The Coalition's current website is also being enhanced to

aid in the campaign. (Lead Commission viewed draft videos of possible Crack and Pour campaigns under consideration).

Clifford Mitchell asked if ancillary material will be available to which the answer was yes. Suggest was made to contact PIOs. Wes Stewart indicated that there is a plan to meet with DHMH and MDE to advise on the Ad Council plan launch and coordinate with local resources. Pat McLaine asked about risk form lead dust and what you can do about it in terms of whether that should be included in the ads. There will be more ads and/or materials to address other lead poisoning prevention topic areas but initial ads are aimed at raising awareness and may not capture every lead topic area. John Krupinsky said he liked the simplicity of the ad. Mary LaCasse asked if the Coalition gets to be the owner of the campaign, and if facebook, text messages or podcasts will be pursued? Answer is yes, eventually. Sarah Reese-Carter asked if there will be measures to gauge effectiveness. Answer is yes but will have to get more information back to Commission in response to question.

Eric Lomboy applauded effort but is more pragmatic – there is a need for more people to take an interest and to generate more resources to respond to calls. Baltimore City staff are tapped out. Eric asked if EPA & HUD are interested in helping to handle incoming inquiries. Response was that EPA & HUD have contributed what they can financially and that the national call line is being set up to help handle calls and questions. Ed Landon asked who the target market is. Response was that the goal is to raise awareness broadly and that groups such as homeowners in Maryland who have not been targeted by laws or outreach before will be key beneficiaries of this campaign. Eric Lomboy expressed that you can't educate people and then have no resources to support them. Chicken and egg question. Sammi Turner stated that some people who already have a PC may think, "what's the difference now"? "How can I prevent this"? Suggested that we reach out to women's organizations as part of awareness campaign.

Studying agenda for 2010:

Need to focus on ultimate goal. What data do we need to support that? John Krupinsky spoke about writing of continuation grant. Last revision to elimination plan was in May 2008. P. 68 evaluation - who's responsible for evaluation of plan?

John Krupinsky commented, the Plan says Commission members and sub-committees will function as an ongoing work group. He recommends putting the Plan on the Commission Agenda each month. John Krupinsky proposes everybody to go on the website and take a look at the Plan. There's a totally different picture as to what is going on and what the Plan shows, due to budget cuts, etc.

Cheryl Hall was speaking about who needs to be part of plan. Alvin said thing is to make sure information goes up the chain. CDC has to know what's reasonable to expect. Pat McLaine expressed concern over not getting reports to Commission – i.e. don't have information on funding sources. How are we going to review the plan in light of the data?

Eric Lomboy – can't spend time in subcommittees. We need data on what has already been done. What have we accomplished per the 2010 plan?

John Krupinsky – Would it be possible to get surveillance section to everyone before next meeting?

Mary LaCasse – action steps- do we have data on those? What's missing?

Pat Connor – Spoke about how hard it is to get answers to questions.

Pat McLaine – need task force to summarize plan – do report that can go to governor.

Kirsten Day – expressed concern about dealing with MDAT on built dates. Their agenda is different. They aren't interested in BDs. Ed Landon and John Krupinsky suggested that a letter could come from the Commission. Ed Landon then said delegates need to do this.

Sarah Reese-Carter – thinks Commission can do this along with Nancy Grasmick, State Superintendent of Schools. We need paper trail (LaCasse). Need representative from Governor's office to hear what we need.

Pat McLaine – purpose of Commission is to bring together ALL agencies.

Task Force: Pat McLaine, Alvin Bowles, Mary Snyder-Vogel, Eric Lomboy, and John Krupinsky – charged with evaluating plan and prioritizing what's easiest to get first. Look at big picture.

Donna Webster – asked if Commission has a mission statement. We need that on any letter sent.

Agency Updates:

MDE

Nothing new. Still waiting on Appeals Court.

DHMH

Data – MCOs – overview of 2009 Quality Assurance. Has the data that Pat asked for. Eric will distribute.

DHCD

Ed Landon – New Int'l bldg codes in effect as of Jan 2010. By July, everyone must build or renovate based on 2009 energy code regulations. Livability code is now in effect. MD rehab council reconstituted and will be up and running. Housing inspectors will be using this code. Everyone given 6 months to adopt code to their individual needs. Can't change accessibility and energy code for permitted work.. Any of these codes better for lead? Worker practices may be adopted.

Baltimore City Health Dept.

Eric Lomboy - Lee Ann Hopkins hired as Attorney. Sarah Norman has decided to resign and go to work for member of congress to deal with issues from inside. Mayor Dixon has resigned. Doesn't impact the Baltimore City Health Department too much. Stephanie Rawlings-Blake is big supporter.

Office of Childcare

Nothing to report

Maryland Insurance Administration

Valerie Paton - Commissioner has resigned. McIntosh on environmental committees asked for updates on healthy homes initiative. The Bill for mandatory dust testing will be put forward again as well as a demolition bill. Carbon monoxide detector regulation issues.

Meeting adjourned at 11:10 a.m.