

2021 REPORT

The Lead Safe Cleveland Coalition is a public-private partnership formed to address lead poisoning in our community. Today, we encompass over 500 members, seven working Committees, four working Subcommittees, and a multi-million dollar Lead Safe Home Fund. **The Coalition believes no child should ever be lead poisoned.**

Below is a *partial* list of our 2021 highlights, which could not have been possible without the commitment and hard work of Coalition members, partners, and funders.

Championed the successful rollout of the Lead Safe Certification Law

- Supported the City of Cleveland as they continued to implement the Lead Safe Certification law, including creating and improving new processes, and communicating across the city and with key stakeholders
- Led by the Research + Evaluation Committee, chaired by Case Western Reserve University, established a [public-facing data dashboard](#) to ensure transparent evaluation of the Lead Safe Ordinance and the Coalition
- Provided technical assistance to City of Cleveland's Lead Safety Boards and Commission; Lead Screening & Testing Commission, Lead Safe Advisory Board and Lead Safe Housing Action Board

Supported, evaluated and adapted Workforce Development, Community Education, and Hotline Operations of the Lead Safe Resource Center

- Continued the lead poisoning prevention and Lead Safe Certification public awareness campaign with outreach collateral, direct landlord mailers, digital ads, and canvassing - all featuring Cleveland community leaders.
- Maintained, and adapted the Coalition website: www.leadSAFEcle.org in response to feedback to ensure its helpful and convenient for the general public
- Increased capacity to serve Spanish speaking population with the addition of Spanish bilingual team members and an expanded Spanish webpage and collateral.
- Hosted 64 workforce trainings and trained 334 lead safe workers in the newly-established training facility
- Launched a publicly vetted lead safe worker list
- Lead Safe Hotline fielded 2,931 calls, the Community Action Team canvassed in every ward in Cleveland and knocked on 10,062 doors with flyers to engage and raise awareness about lead poisoning prevention and the lead safe certification.
- Launched virtual and community based lead 101 education trainings and virtual and in-person lead safe certification information sessions

Supported, evaluated and adapted Home Repair Loans, Grants, and Incentives Administration of the Lead Safe Home Loans and Grants

- With ongoing landlord input, managed and adjusted the loan, grant, and incentive products for greater alignment with demand.
- Created a homeowner loan pilot to help determine the market for making lead safe home repairs in owner occupied properties
- Scaled up staff to meet increasing demand and enhanced outreach and the intake process with an [online application](#) for landlords seeking financial assistance.
- Hosted 12 Virtual Landlord Financial Assistance Q&A sessions.
- Approved 142 grants and 23 loans and completed 43 projects. 74 projects in the construction pipeline. Based on current trends, we conservatively project 25% month-over-month application growth moving forward

Set and met fundraising goals for the Lead Safe Home Fund

- Raised nearly \$46 million for the Lead Safe Home Fund to support families and property owners.
- Secured additional public sector investments and private sector investments from Foundations, a Medicaid Managed Care Organization, Community Development Financial Institutions, Banks, Hospital Systems, and more.

Advocated for Local, State, and Federal Investments and Policies to intensify Lead Poisoning Prevention Efforts

- Structured and closed a first-of-its-kind \$19 million initial loan fund to support lead safe home repairs
- The Lead Safe Child Care Subcommittee, led by Starting Point, engaged with the [Building the Way to a Healthier Future](#) Report to create a Lead Safe Child Care Pilot Program to help determine the scope of the problem of lead hazards in child care programs.
- The Educational Interventions and Lead Subcommittee, led by Cleveland Metropolitan School District and Legal Aid, created a set of initial recommendations for systemic ways to address elevated lead levels and their educational impact in school settings.

Told the Story of Lead Poisoning Prevention in Cleveland to bolster Community Engagement, strengthen the base, and expand membership

- Held and participated in nearly 200 community events both virtual and in-person to foster relationships, share resources, and bring the community together to fight lead poisoning
- Engaged with Coalition members and the public on social media (Twitter, FaceBook, Instagram) to share events, available services, and messaging around the importance of lead poisoning prevention
- During National Lead Poisoning Prevention Week, we kicked off our inaugural "[Walk Into a Lead Safe Cleveland](#)", a symbolic walk across the Lorain-Carnegie Bridge to show our solidarity as a city to create a #LeadSafeCLE. The walk culminated with a short program and raffle at Market Square Plaza.
- Hosted a national HUD Webinar entitled "[A New Day Has Come: One Coalition's Approach to Transforming Policies, Systems, and Community Investments to Prevent Lead Exposure At-Scale](#)". The webinar elevated Cleveland's lead safe approach as a model for replication across the nation.

As thrilled as we are to share the accomplishments and milestones of 2021, we have also contended with challenges this past year. We have faced those challenges with resilience and collaboration.

The pandemic continues to impact our work. The digital divide, broadband access, increased economic instability, labor and construction challenges, and the shifting sands of the pandemic have all impacted the Coalition's work. While it has presented some opportunities such as an increase in virtual engagement, the pandemic continues to pose barriers that require nimble planning. In 2021, the Coalition made new plans for educating the community about the lead safe certification, adjusted the workforce development training schedule and class sizes, and added challenges to building authentic relationships within the community. The Resource Center tackled low awareness about lead poisoning by launching campaigns on the ground and online to create understanding and inspire urgency. They built partnerships with local community groups and also incorporated the distribution of PPE kits to help promote safety precautions during the pandemic. The Resource Center and Loans and Grants teams also built relationships with once-hesitant landlords that today have their houses lead safe certified and in some cases joined the lead safe workforce.

Yet, there are many opportunities for collaboration and growth ahead. With the transition into a new Mayoral administration and City Council leadership, and the ever-increasing spotlight on childhood lead poisoning across the nation, the Coalition is better prepared than ever to create a #LeadSafeCLE. As we've known for years, *preventing* lead poisoning means protecting children and families from a vast set of downstream consequences. And our Coalition is poised to take advantage of every opportunity to raise awareness, secure investment, and ultimately, ensure that no child is ever lead poisoned. It's a new day in Cleveland!

Thank you for your ongoing support.

The Lead Safe Cleveland Coalition only succeeds with YOUR ongoing partnership and leadership. Lead poisoning affects everyone, so we all need to take responsibility for addressing it.