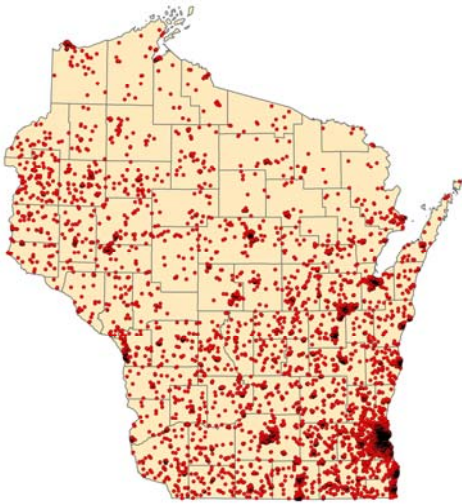


Community Partnership Meeting for Lead-Safe Housing Toolkit

Brought to you by the *Correcting Lead Hazards in Housing and Education* Subcommittees of the Wisconsin Childhood Lead Poisoning Elimination Plan



Dots represent locations where children have been found to be lead poisoned, 1996-2005.

Purpose: To foster partnerships that will create interagency collaborations for efficient and effective ways to create lead-safe housing for children under the age of six.

How? Bring together health, housing and family-serving agencies to:

- Review model programs for creating lead-safe housing;
- Examine strengths and challenges in current programs/communities;
- Review needed public policy and systems changes;
- Inform local decision-makers, the media and the public about the lead poisoning problem and the need for lead-safe housing;
- Lay the groundwork for establishing sustainable and effective local collaborations.

This toolkit can be used to plan a local or regional meeting to discuss strategies for reducing and eliminating lead hazards in older homes.

This toolkit includes:

- ☺ **Components of an Effective Partnership Meeting.** This section provides information on the components needed to help you build a planning committee with local leadership and the rest of the pieces of a successful meeting. Your meeting should include attendees who can affect change to eliminate childhood lead poisoning within your community.
- ☺ **Partnership Meeting Seven Month Planning Timeline.** The seven month timeline can be used as a guide for each of the planning stages leading up to the meeting. It includes the “what needs to happen and when” and “who needs to do it” for an effective Partnership Meeting.
- ☺ **Appendix of Resource Materials.** The toolkit includes an appendix of materials for each stage of the planning process, the actual meeting, and post meeting. These tools can be adapted to your needs. The materials provides samples and cover each of the following categories:
 - Budget
 - Speakers
 - Promotion
 - Folders
 - Publicity
 - Small group exercise
 - Evaluation

Questions? George Carns, Children’s Health Alliance of Wisconsin, GCarns@chw.org, 414/292-4003, or Reghan Walsh, Wisconsin Childhood Lead Poisoning Prevention Program, walshro@dhs.state.wi.us, 608/261-9432.

Components of an Effective Partnership Meeting

This section describes the various components of an effective partnership meeting. Note that the topics in the *Components* and *Timeline* sections are color-coded and refer to the associated topics in the *Appendix*.

The key for the color-coded sections is as follows:			
Toolkit	Budget	Speakers	Promotion
Folders	Publicity	Small Group	Evaluation

Local Leadership

An effective partnership meeting must have one or more leaders from local agencies who take the lead to organize the event. These local leaders can identify other individuals and agencies that could participate in planning the partnership meeting. The spirit of partnership comes from dedicated individuals who understand the housing and lead poisoning issues of the area and are familiar with the local agencies and organizations that serve young children. These leaders may determine whether the partnership meeting should be local or regional in scope.

Planning Committee

The partnership meeting will be best coordinated if the committee is made up of people from a variety of public, private and non-profit agencies or organizations. These can be individuals involved in preventing lead poisoning, correcting lead hazards in housing, and/or serving families with young children. This assures that different perspectives are represented in planning the meeting topics and discussions. It is also beneficial in recruiting participants for the actual meeting.

Invitees

Invite partners to the meeting who are involved in housing, health care and/or serving families with young children. Think outside the box and involve agencies and organizations less commonly thought of as stakeholders in preventing lead poisoning.

The list could include:

- Landlords, members of Apartment Owners Associations
- Regional housing agencies and organizations, building inspectors
- Health and social service agencies and other organizations that serve families
- Tribal representatives
- USDA Rural Development Agency, others involved in rural housing improvement
- Members of local housing coalitions
- Local realtors – organizational representatives
- Builders/contractors/remodelers in organizations such as the Wisconsin Builders Association
- Regional and county child care facility inspectors, members of child care associations
- Staff of HeadStart programs
- Public school districts, such as school nurses, psychologists, etc.

Budget

A budget will need to be developed for the meeting. Funds or other resources will be needed for meeting expenses, such as the meeting facility, refreshments, lunch, folders/materials, stipends and/or travel costs for speakers, and promotional materials. Having multiple partners on the planning committee may help with sharing the costs of the meeting. Some partners may be able to donate the meeting space or audio-visual equipment. The Appendix contains a sample budget spreadsheet in the **Budget Materials** section.

Sample Meeting Agenda

Morning

- Welcome/Purpose of meeting
- Keynote Speakers
 - Status of Lead Poisoning in WI & Community
 - Family Affected by Lead Poisoning
 - Legislator/ Policymaker from Community
- Panel of Best Practices for Creating Lead-Safe Housing

Afternoon

- Panel of Strategies for Financing Lead Hazard Reduction
- Small Group Exercise – Strengths/challenges of current programs/community, Next Steps
- Rejoin Large Group/Call to Action – We can't do it all, we need YOU!

A more detailed sample meeting agenda is included in the **Folder Materials** section in the Appendix.

Speakers

Keynote Speakers. To present in-depth and up-to-date information on the status of childhood lead poisoning for your community, a member of the Wisconsin Childhood Lead Poisoning Prevention Program can be invited. This presentation can focus on demonstrating the pockets of high risk housing and other factors associated with lead poisoning for your community and statewide trends as well as current research findings. Consider engaging legislators or other policymakers as speakers. Including someone personally impacted by lead, such as a parent of a child who has been lead poisoned, is effective as well.

Panel Speakers. Depending on the decisions made about your meeting agenda, for the panels a blend of speakers with expertise from your community as well as outside of your area can be effective.

You will want to follow up with a confirmation letter to each speaker with more information about the meeting. Get a biography for each speaker to introduce them at the meeting. It is also useful to have prepared housekeeping announcements for the person providing that information at the beginning of the meeting. A template speaker confirmation letter, sample speaker biographies and housekeeping announcements are included in the **Speaker Materials** section.

Promotion

Promoting the event is critical for its success. There are a number of ways to conduct promotion, but the most important invitation is the one extended personally. There are sample promotion materials provided in the **Promotion Materials** section.

Examples of promotional efforts that can be implemented:

- Word-of-mouth – identify a point person/agency in each community in your area.
- “Save the Date” flyer can be distributed as plans begin to formulate.
- More detailed brochure that can be distributed once the agenda is set.
- Flyer can be included in folders or on a table at various meetings and conferences occurring prior to the meeting.
- Flyer can be included with Section 8 rental subsidy checks to invite landlords.

Folder and Other Materials

The folders for the meeting can include two types of information. On the right-hand side of the folder you can include handouts from speakers and other information pertinent to the meeting that day. On the left-hand side you can include other resource materials, such as a list of meeting attendees, recent media coverage of childhood lead poisoning efforts, list of area legislators by district, etc. These materials can be determined as the plans develop. A sample folder list and copies of the materials can be found in the **Folder Materials** section.

Other materials such as program pamphlets (e.g., *Look Out for Lead for Parents*), instruction manuals (e.g., *Lead Paint Safety: A Field Guide for Painting, Home Maintenance and Renovation Work*), and outreach materials such as stickers, paintsticks, etc., can be provided. Having colorful, attractive and informational displays can add dimension to the meeting. If the resources exist, providing the various materials on a CD will allow participants to copy and distribute after the meeting.

Publicity

Media publicity can make the public aware of the lead poisoning problem and what people locally are trying to do about it. A media advisory alerting the press to the event and any special guests who are speaking can build curiosity. Providing media outlets with a press release about the event with a quote from the local organizer can be an effective way to build interest and encourage the media to cover the event.

Displaying community-specific data can add dimension to any media coverage given to the event or the extent of the lead poisoning problem in your community. Follow-up phone calls to the media can encourage a reporter to attend your meeting. A one-to-one interview might also be arranged between a key spokesperson and a media reporter. A family who has been affected by lead poisoning and is willing to share their story often creates interest on the media’s part. The Appendix includes some sample publicity materials in the **Publicity Materials** section.

Small Group Exercise

To continue the discussion about how community partners can move forward to create lead-safe housing, the small group exercise conducted in the afternoon can be effective. The discussion can begin with the current strengths of and challenges facing the community, followed by

Small Group Exercise (continued)

sharing of ideas and solutions that can be implemented locally. Participants can finish this session by committing to action steps, such as starting a local lead poisoning prevention coalition. It's beneficial to have a small group facilitator and a note-taker. The facilitator can summarize key concepts on a flipchart, while the note-taker can capture more detailed information on notepaper. Sample instructions for the small group session and the facilitator, as well as items needed for the small group exercise are provided in the **Small Group Exercise Materials** section.

Evaluation

Evaluation is a critical part of developing an effective meeting and determining actions that follow. There are three types of evaluation that should be considered in the planning: process, outcome, and impact.

- **Process evaluation** is used to know if you are on track to achieving the various elements needed to host an effective meeting. Assign someone to monitor that the various activities are completed and to get the group back on track if needed. In addition, asking the meeting attendees if the meeting was useful and met their needs lets you know if you achieved your goals.
- **Outcome evaluation** is typically based on something happening as a result of the meeting. For example, did someone do something because of renewing their commitment to preventing childhood lead poisoning?
- **Impact evaluation** assesses whether the outcomes achieved made a difference on the problem you're trying to address. Impact evaluation is often difficult to see in the short run and usually is a result of a number of things happening to bring about change.

The following section of the toolkit, the Planning Timeline, can be used to monitor and evaluate the committee's progress on completing the necessary components for an effective meeting. The **Evaluation Materials** section provides a sample meeting evaluation tool for participants to complete at the end of the meeting. One idea that can be used for outcome evaluation: Participants address a postcard to themselves. Then they add a lead poisoning prevention action step that they will carry out in the next few months. The postcards are collected by the planning committee. Write encouraging messages, for example, "Did you reach your goal? Go for it!," on the postcards and mail to participants within a few months. If the message part is blank but the address is there, put an encouraging message such as "Did you take some action for lead poisoning prevention since we last met?" and mail the card. Following up afterwards with participants to see if they completed their action steps can assess outcomes. The **Evaluation Materials** section contains a sample postcard that can be used for this type of evaluation.

Community Partnership Meeting Seven Month Planning Timeline

Summary of month-by-month planning activities:

- Seven Months Prior: Organize regional or local partners for planning committee.
- Six Months Prior: Develop agenda and recruit speakers
- Five Months Prior: Make detailed arrangements for meeting space
- Four Months Prior: Begin meeting promotion and recruit small group facilitators
- Three Months Prior: Begin accepting registrations and develop media pieces
- Two Months Prior: Confirm meeting site and other details
- One Month Prior: Contact media outlets, compile folder contents and provide orientation for small group facilitators.
- One Week Prior: Prepare meeting materials and supplies and confirm all arrangements
- Day of meeting: Set-up, host meeting and tear down
- Post-meeting: De-brief, tally participant evaluations, send follow-up information

Detailed month-by-month activities:

Seven Months Prior – Organize regional or local partners for planning committee

- Compile leadership list, including email addresses for key local housing, health care, and family-serving organizations and public agencies delivering lead hazard control services or programs. (Local leaders)
- Identify and recruit partners from leadership list for planning committee and schedule initial meeting. (Local leaders)
- Distribute toolkit to planning meeting members in advance of initial meeting
Tool: **Community Partnership Meeting for Lead-Safe Housing Toolkit**

Six Months Prior – Develop agenda and recruit speakers

- Hold initial meeting with planning committee to review partnership meeting planning template, identify potential speakers and determine partnership schedule meeting date to be held in approximately six months. (Planning committee)
Tool: **Community Partnership Meeting for Lead-Safe Housing Toolkit**
- Create and approve basic meeting budget. (Planning committee)
Tool: **Community Partnership Meeting budget template**
- Compile list of potential outside funding sources and begin outreach. (Planning committee)
- Give assignments to committee members to contact potential speakers. (Planning committee)
- As speakers are confirmed, send a letter to confirm with meeting details. (Planning committee)
Tool: **Speaker confirmation letter template**

Five Months Prior - Make detailed arrangements for meeting space

- Contract for meeting space, audio-visual equipment, and lunch/snacks. (Local leaders)
- Compile an invitation mailing and email list. (Planning committee)
- Compile a list of state representatives, state senators, and local elected officials to be invited. (Planning committee)

- Develop Save-The-Date to be shared by email, posted on websites, and distributed by surface mail and at other meetings and conferences. (Planning committee)
Tool: Save-The-Date flyer template

Four Months Prior – Begin meeting promotion and recruit small group facilitators

- Send Save-The-Date flyer to each organization’s contacts. (Planning committee)
Tool: Save-The-Date flyer template
- Begin recruiting small group facilitators for small group discussion sessions. (Planning committee)
Tools: Facilitator and small group instructions
- If possible, secure on-line credit card payment option for meeting registration fees, if needed. (Fiscal Agent)
- Prepare meeting registration brochure for distribution. (Local leader)
Tool: Community Partnership Meeting brochure template

Three Months Prior – Begin accepting registrations and develop media pieces

- Deadline for fundraising for meeting expenses: funding secured by partners.
- Send out brochure to mailing list. (Planning committee)
Tool: Community Partnership Meeting brochure template
- Open Registration Period begins.
- Receive registrations and compile Excel list of meeting registrants. (Local leader)
- Prepare media announcements. (Planning committee)
Tools: Sample media advisory, sample press releases
- Determine meeting folder contents. (Planning committee)
Tool: Sample folder contents sheet
- Begin to prepare materials for the meeting folder, include local information when possible. (Planning committee)
Tool: Sample folder contents sheet

Two Months Prior - Confirm meeting site and other details

- Contact panel speakers and keynote to determine their audio-visual needs; encourage PowerPoint presentations where appropriate and printed handouts. (Planning committee)
- Confirm meeting site requirements: audio-visual; room seating/tables; panelist tables; podium; flip charts and markers; parking, etc. (Planning committee)

One Month Prior – Contact media outlets and compile folder contents

- Send out media alerts to select media; follow-up with a phone call. (Planning committee)
Tools: Sample media advisory, sample press releases
- Send registration confirmation notice to meeting registrants. (Local leader)
- Complete meeting folders for all registrants. Complete a final version of the agenda for the folder. (Planning committee)
Tool: Sample folder contents sheet, sample detailed meeting agenda
- Recruit meeting set-up and registration volunteers. (Planning committee)

- Contact speakers to get biographies for introductions. (Planning committee)
Tool: Sample speaker introductions
- Confirm small group exercise facilitators and notetakers. (Planning committee)
- Meet or hold conference call with facilitators for orientation of the meeting purpose and small group exercise. (Planning committee)
Tools: Facilitator and small group instructions

One Week Prior - Prepare meeting materials and supplies and confirm all arrangements

- Prepare announcements for the opening session. (Local leaders)
Tool: Housekeeping/Announcements
- Prepare questions to prime group discussion. (Panel moderators)
- Provide final counts for lunch/snacks to caterer. (Local leaders)
- Print nametags and alphabetize. (Planning committee)
- Share list of participants with planning committee. (Local leaders)
- Assign participants to small groups. (Planning committee)

Day of Meeting - Set-up, host meeting and tear down

- Arrive early to set up registration table, displays, and resource materials. (Planning Committee)
- Pass out postcards during final session of the day and collect at end of meeting. (Planning committee)
Tool: Action step postcard
- Distribute resource materials to participants, pack the remaining. (Planning committee)

Post-Meeting - Debrief, tally participant evaluations, send follow-up information

- Pay bills and speaker expenses within 30 days. (Fiscal agent)
- Tally participant evaluations prior to debriefing meeting. (Planning committee)
- Hold planning committee debriefing meeting within 30 days. (Local leaders)
Tool: Planning committee debriefing meeting agenda
- Enter comments on action step postcards during debriefing meeting and mail to participants. (Planning committee)
- Send meeting notes to planning committee and participants within a few months of meeting date. (Planning committee)
- Make follow-up contact with participants to determine if they completed the action step on their postcard. (Planning committee)