

construction and maintenance business owners are aware of the extent of lead-based paint hazards. One result is that few areas have an adequate supply of businesses that work in the lead hazard control field, or an adequate supply of workers trained to perform interim controls or lead hazard abatement for more than their HUD-assisted pre-1978 housing, as required by the Lead Safe Housing Rule.

Lead outreach activities have the effect of encouraging residents of older low-income housing to prompt their state, tribal or local governments to control lead-based paint hazards. In turn, these governments are induced to consider obtaining funding under the HUD Lead Hazard Control Grant Program, or perform lead hazard reduction in conjunction with other housing, health or environmental activities. In practice, this can be done only if housing owners and occupants are aware of and apply for enrollment in lead hazard treatment programs. Potential applicant agencies are, thereby, induced to promote lead hazard control activities locally, by working with private-sector stakeholders (e.g., grassroots organizations, including faith-based and community-based non-profit organizations, community colleges, etc.). As described above, HUD's outreach efforts contribute to the timely performance of successful lead hazard control work and associated capacity building.

Outcomes of this outreach program include:

(1) Identifying and maximizing opportunities to raise visibility of and publicize the lead issue among the general public, and invigorating the efforts in both the public and private sectors to take action to eradicate childhood lead poisoning, especially by increasing the number of low-income housing units that are enrolled in lead hazard treatment programs.

(2) Increasing lead awareness in communities identified as being at greatest risk of lead poisoning (e.g., those with many low-income and minority families), with special interest in target audiences within those communities, such as parents, pregnant women, health care providers, multi-family and single family housing owners, corporations, educational institutions such as community colleges, schools, non-profit organizations, and historic preservation, renovation, remodeling, weatherization and maintenance firms and personnel, major banks, lenders and insurance companies, housing inspectors, real estate professionals and appraisers,

homebuyers and low-income minority families.

(3) Increasing the base of support for this important outreach activity through the creation of partnerships between public and private entities, especially grassroots organizations, including faith-based and community-based non-profit organizations and community colleges.

(4) Implementing strategies to directly contact and speak to the general public, especially high-risk populations, or media strategies for using print, radio and/or television, as applicable, to increase public awareness of childhood lead poisoning and ways to prevent it.

(5) Disseminating existing tools and, as needed, new tools to inform parents and caregivers about lead-related hazards and enabling them to take prompt corrective action, especially enrolling their housing in lead hazard treatment programs.

#### *(B) Eligible Applicants*

(1) States, Tribes, and units of general local government are eligible. Partnerships are encouraged, although the application must be made by a single entity. Non-profit organizations, such as groups of parents of lead poisoned children, and grassroots organizations, including faith-based and community-based non-profit organizations, and colleges and universities, can be sub-grantees or sub-contractors.

(2) As an applicant, you must meet all of the threshold requirements of the General Section of this SuperNOFA (Section V(B)) as well as any specific threshold requirements for applicants under the Lead Outreach Grant Program. Applications will not be rated or ranked if they do not meet the threshold requirements of the General Section of this SuperNOFA.

(3) All awardees are expected to commence activity immediately upon completion of budget and work plan negotiations, and execution of the grant agreement.

#### *(C) Eligible Activities*

Eligible activities to be funded under this program include, but are not limited to, developing and conducting education and outreach campaigns in high-risk communities to:

- Increase lead awareness.
- Encourage owners and low-income occupants to enroll their housing units in programs conducting lead hazard treatment activities.
- Encourage owners and low-income occupants to identify potential lead-based paint hazards and report them to property owners and managers, and

public health and/or housing officials as appropriate.

HUD is interested in promoting approaches that are cost-effective and efficient and that result in the reduction of lead poisoning for the maximum number of children, and, in particular, low-income children. Section II of the General Section of this SuperNOFA presents HUD's FY 2003 Policy Priorities.

Outreach can take various forms, depending on the intended audience(s). Activities may include publicizing and/or conducting events, developing and distributing publications in, for example, stores, schools, churches, community centers, or other neighborhood locations, making presentations, or forging partnerships to cost-effectively disseminate information to populations identified as being at-risk. Regardless of the form of outreach you choose to implement, all eligible activities must identify at-risk populations (or areas), propose an outreach program to meet those populations' information needs, and evaluate the program's effectiveness.

(1) Eligible activities may include:

(a) Establishing partnerships with non-profit organizations and associations, such as grassroots organizations, including faith-based, parent, and community-based non-profit organizations, or corporations, retailers, construction organizations, and unions or for the purpose of coordinating or conducting joint activities;

(b) Preparing publications, graphics, public service announcements, posters and entries for newspapers and magazines with local and/or regional distribution. These activities could include training local residents and businesses on identifying potential lead-based paint hazards, and lead-safe maintenance and renovation practices, etc.;

(c) Making materials available in alternative formats for persons with disabilities (e.g., Braille, audio, large type), and in languages other than English that are common in the community, whenever possible. Applicants are encouraged to utilize minority media in an effort to achieve diversity in outreach and educational efforts. Applications that include development and distribution of media products in languages other than English must include a discussion of the applicant's (or subcontractor's) expertise in those languages and in meeting the informational needs of non-English-speaking, underserved populations.

(d) Preparing quarterly progress reports and an overall final grant report,