




**Lead Poisoning
Prevention Week:
Making an Impact!**

Presented by:
National Center for Healthy Housing
National Safe and Healthy Housing Coalition

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**Building
Momentum with
Social Networks**

Social Media for Greater Impacts

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**Jo Miller - National Center for Healthy Housing –
Consultant, NSHHC – Grassroots and Media
Outreach Workgroup –Co-chair**

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Importance of Social Media in Social Advocacy



Encouraged

Social Media at EPA

EPA uses social media technologies and tools to share information for everyone to gain a better understanding of environmental conditions and solutions. We make every effort to observe requirements related to federal activities, such as transparency, public process, or privacy. EPA doesn't endorse any particular social media site or technique.

Encouraged



United States Environmental Protection Agency

- > Blogs and Discussion Forums
- > Challenge.gov
- > Facebook
- > Flickr
- > Foursquare
- > Google+
- > Instagram
- > Medium
- > Pinterest
- > Podcasts
- > RSS Feeds
- > Storify
- > Thunderclap
- > Twitter
- > Widgets
- > Wikis
- > YouTube

HUD Community Fixation Fund @nchh #FindFixFund

National Safe and Healthy Housing Coalition #SHHcoalition

Encouraged

Social Media Directory



At HUD, we strive to educate and keep the American people informed about the Department's mission to create strong, sustainable, inclusive communities and quality affordable homes for all, so we're continuously expanding our online effort.

HUD Community Fixation Fund @nchh #FindFixFund

National Safe and Healthy Housing Coalition #SHHcoalition

Encouraged

HUD.GOV

U.S. Department of Housing and Urban Development
Secretary Julián Castro



Department

U.S. Department of Housing and Urban Development
El Departamento de Vivienda y Desarrollo Urbano de EE. UU.

Secretary Castro

Follow Secretary Julián Castro on Facebook, Twitter and Instagram

Initiatives

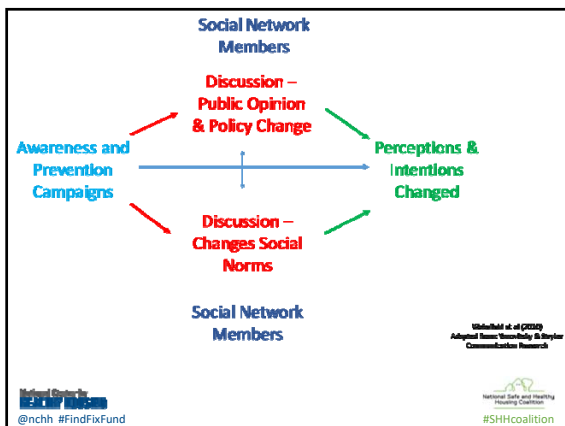
ConnectHome

Program Offices

Office of Community Planning and Development
Office of HUD/2025 Housing
Office of Departmental Equal Employment Opportunity
Office of Housing/Federal Housing Administration

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	Outcomes	Indicators
News	Residents are more informed	<ul style="list-style-type: none"> Visits from new visitors Page views per visit Number of stories republished by other local media outlets
Voice	Community members are more empowered to contribute their perspectives through digital media and at local meetings	<ul style="list-style-type: none"> Number of content uploads from target audience Number of community members participating in forums, events Percent of community members that feel empowered
Action	Residents are active participants in local democracy	<ul style="list-style-type: none"> Number of people getting involved in community, e.g., volunteering Number of voter-initiated ballot measures Residents taking specific action (e.g., recycling)
Awareness	Residents are more aware and educated about an issue that affects them or their community	<ul style="list-style-type: none"> Number of residents that are exposed to campaigns Number of media mentions about the campaign or the issue it is addressing
Capacity	Organizations or individuals acquire new skills or resources to access and use community information	<ul style="list-style-type: none"> Number of organizations or individuals trained Number of organizations or individuals using a project tool or website

Knight Foundation – IMPACT: A Practical Guide to Evaluating Community Information Projects

National Safe and Healthy Housing Coalition

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Lead Poisoning Prevention Week – 2016

October 23–29, 2016

National Lead Poisoning Prevention Week

The National Lead Poisoning Prevention Week theme, "Lead-Free Kids for a Healthy Future," focuses on the many ways parents can reduce a child's exposure to lead and prevent its serious health effects. EPA, along with the U.S. Department of Housing and Urban Development (HUD) and Centers for Disease Control (CDC), promote educational activities during the week, and this year we've added a focus on lead in drinking water.

Had an event? Tell us more!

[Share information about your event with others worldwide by registering your activity #4](#)

National Safe and Healthy Housing Coalition

#SHHcoalition

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HASHTAGS

#FINDFIXFUND

#LEADFREEKIDS

#LEADPOISONING

#LPPW2016

#FindFixFund



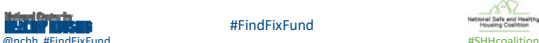
WHAT IS A HASHTAG?

#

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2015 Outcomes

3rd Annual International Lead Poisoning Prevention Week (ILPPW) 25-31 October 2015



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Video Streaming



National Council on
HEALTHY HOUSING
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Community Forums



National Council on
HEALTHY HOUSING
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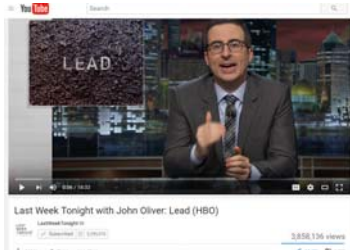
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Housing Coalition
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**Examples of
Online Engagement**

National Council on
HEALTHY HOUSING
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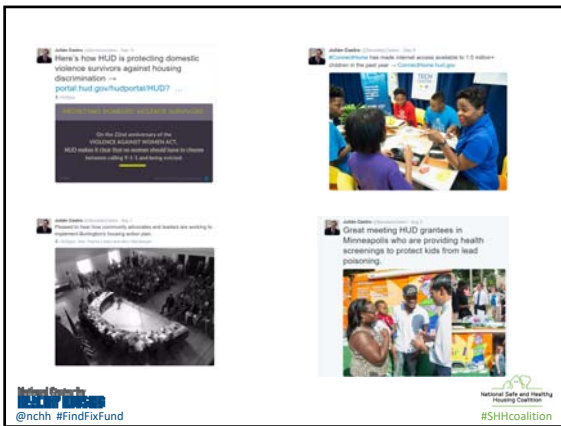
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Nearly 4 Million Views in 2 Weeks



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TWITTER

@EPA

@EPALive

@CDCEEnvironment

@HUDgov

@WHO

@NCHH

#FindFixFund

National Safe and Healthy Housing Coalition

HASHTAGS


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FACEBOOK


EPA

HUD

CDC

NCHH

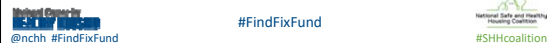
#FindFixFund



SOCIAL MEDIA FOR SOCIAL ADVOCACY

- Social media is important for social advocacy purposes.
- The changes and trends in technology influence our message and reach.
- Social media and social networks are used to effectively advance program goals and provide data for evaluation.

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HEALTHY HOUSING**


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