



**BABY B.A.C.K. INC. Presents**

# **Block to Block lead Prevention Initiative**

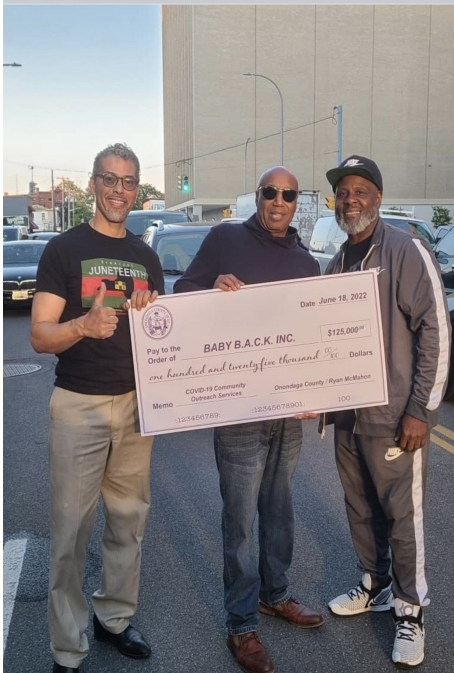
# Who is BABY B.A.C.K. INC.



Founded in 1999, BBI is a NYS and NYC Certified Minority Business Enterprise that provides integrated behavior and health services to individuals. BBI has been designated as a home & community-based service (HCBS) by the NYS Department of Mental Health.

**The Mission of BABY B.A.C.K. INC. is to build healthier communities by minimizing health disparities that exist in BIPOC neighborhoods.**

## \*EVENT PARTNERSHIPS \* CDC FOUNDATION



BABY B.A.C.K. INC. (BBI), requested support to establish a partnership with the Onondaga County and the New York State Health Departments, to become involved in vaccination pop-ups and clinics in the community.

BBI were invited to join the Onondaga County Health Department's COVID Community Task Force and a partnership to provide community outreach and awareness and increase vaccination rates. **BBI also implemented suggestions regarding ways to become "fundable" and received a grant of \$125,000.** The agency was able to connect with local departments of health, to provide education, outreach and vaccine administration in black and brown communities in Syracuse.

BLACK HEALTH OF SYRACUSE

# June TEENTH VACCINE EVENT

Date: June 18<sup>th</sup> ~ Time: 12-5pm

Location: City Hall  
Commons (The Atrium)

**\$25 GIFT CARDS**  
for 1st, 2nd and Booster Vaccines  
(WHILE SUPPLIES LAST)

COMMUNITY PARTNERS

BABY B.A.C.K. INC.

*Wegmans*

**BLACK  
HEALTH**

National Black Leadership  
Commission on Health, Inc.

Contact:  
Denise Welch  
dwelch@nbhch.org



# Community Vaccination Clinic

October 29, 2022 1pm -4pm

STEAM @ [Dr. King Elementary School](#)  
416 E. Raynor Ave

**\$25 Gift Cards**

for COVID-19 Vaccination and Booster only  
must reside in zip codes **13202, 13205, & 13207**  
to be eligible for the incentive.  
(while supplies last)

Enter to win \$50 Gift Card  
(fill out COVID-19 survey)

**Turkey Giveaway**

(while supplies last)

**\*\*\*Bring Insurance Card\*\*\***

**(Flu shots available)**

In Partnership with BABY B.A.C.K. INC., Kinney Drugs and  
Excellus BlueCross BlueShield.

With technical assistance from the:

**BABY B.A.C.K. INC.** | **CDC Foundation**  
Together our impact is greater



**The #MaskOn2021 Challenge**

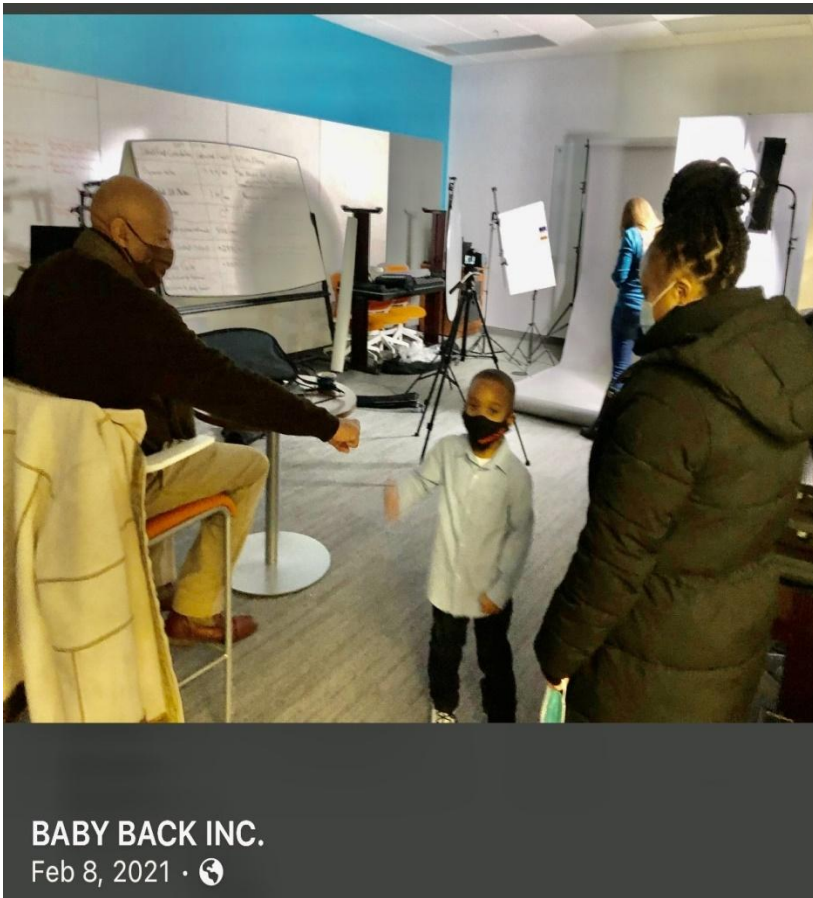
A healthcare movement and initiative for children to encourage parents and loved ones to follow CDC guidelines using video.

BBI video won a prestigious Communicator Award of Excellence from the Academy of Interactive and Visual Arts for that engaging video.

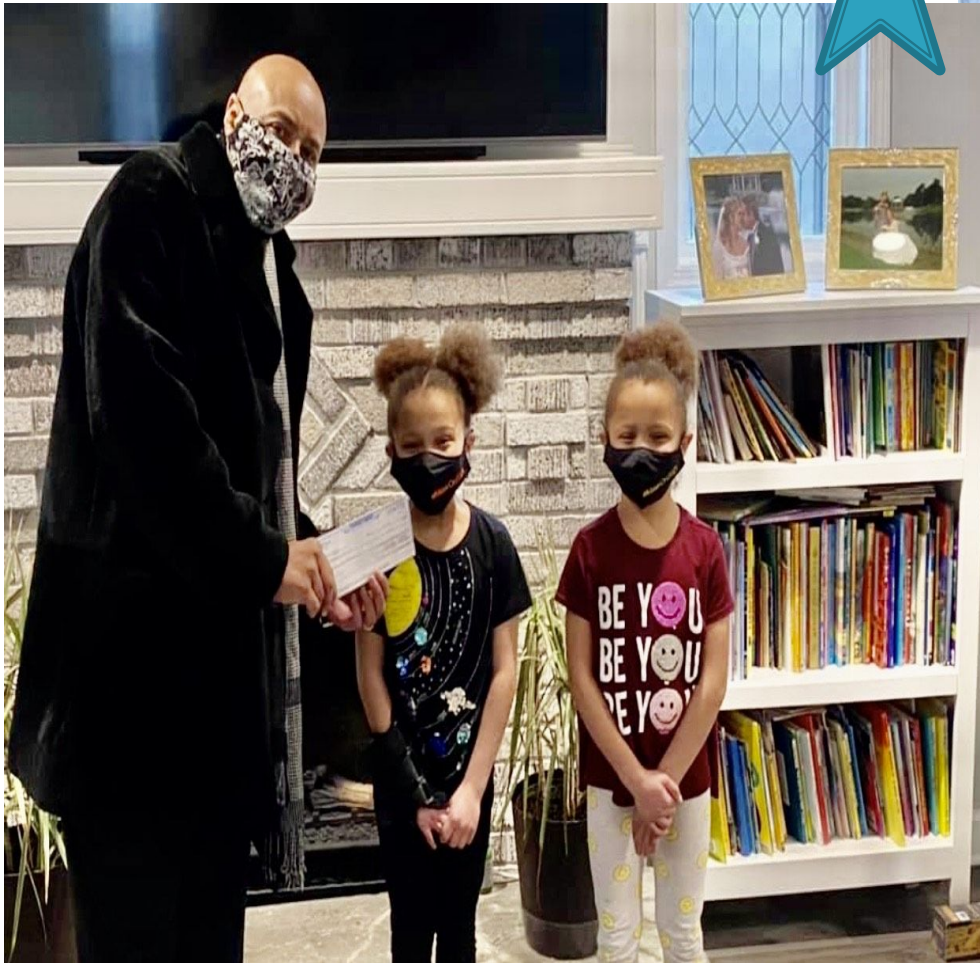
**Watch the BABY B.A.C.K. video**

**<https://youtu.be/6xUUK0zPNck>**

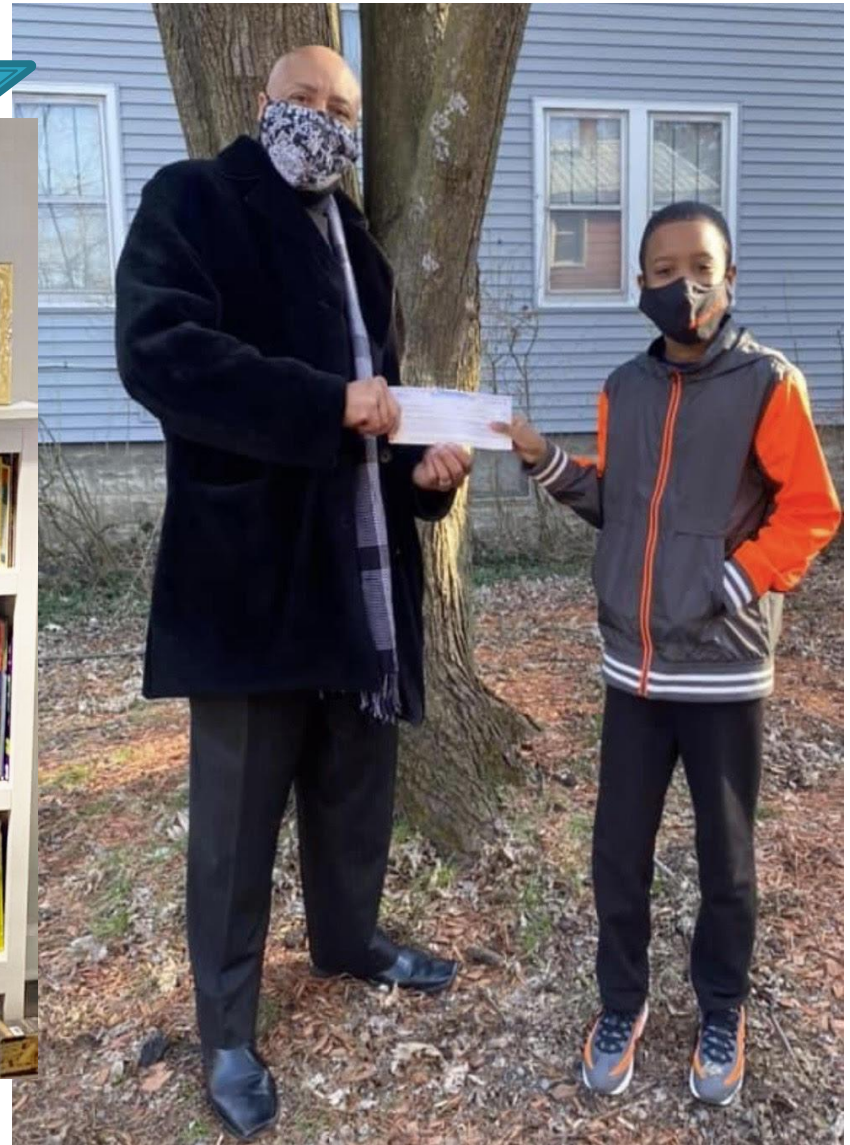
BABY B.A.C.K. Inc. approach CDC Foundation to help with an awareness campaign focused on communicating the importance of wearing a mask. What they wanted was a video that promoted a contest/challenge in which kids would submit a creative video for a chance to win a \$1000 or \$500 prize. The goal was for K-6 kids to communicate the importance of wearing a mask as well as share it out for the world to see on social media. The value was the number of people that were reached with all these creative video submissions. This video challenge was in partnership with the CDC Foundation. The video that was created was used social media to promote the challenge. Custom #MaskOn2021 masks made for the kids who participated in our video and they were recorded in a studio (while following CDC guidelines etc.).



**Kids following CDC guidelines  
while participating in BBI  
#MaskOn2021  
video challenge recorded live  
studio.**



**First Place Winner**  
#MaskOn2021  
**\$1,000**



**Second Place Winner**  
#MaskOn2021  
**\$500**



COME AND JOIN US FOR  
GIO'S 3RD ANNUAL



**TRUNK OR  
TREAT**  
**SATURDAY**

October 29, 2022

1pm - 4pm

STEAM @ Dr. King School

416 E. Raynor Ave

Syracuse, NY 13202

Excelsius



BABY B.A.C.K. INC.

Empire  
Archives, Inc



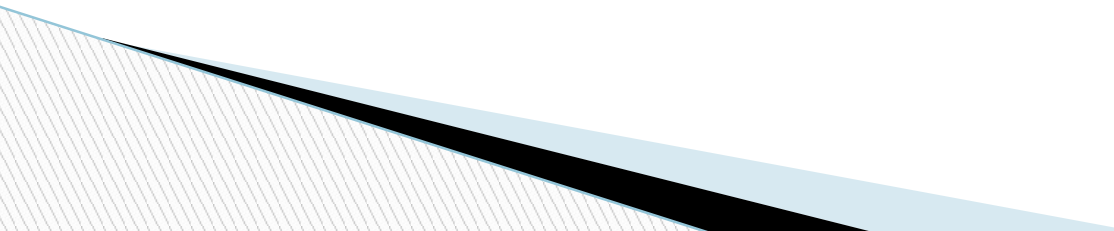
# BBI - Block to Block Project

An initiative to increase lead testing for children



# Project Description

The Block To Block Lead testing pilot program aims to address the problem of low lead testing among children in vulnerable communities. The objective is to use various outreach approaches such as canvassing, electronic billboard, social media and other messaging campaigns, to screen children for testing, educate and raise awareness around lead prevention, as well as coordinate street-to-street lead testing events in partnership with the Onondaga County Health Department for the 7,800 households in the 13205 zip code.



# Project Objectives

1. Education, outreach and advocacy
2. Hire a Lead Outreach Worker Supervisor and 2 Lead Outreach Coordinators
3. Incentivizing families to raise awareness and get tested

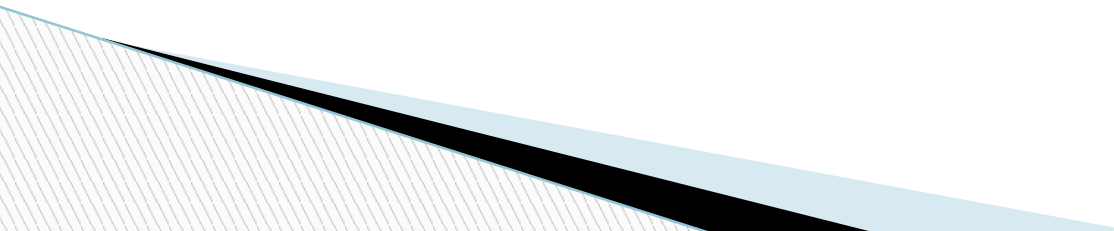


# BUDGET BREAK DOWN

<b>Expense</b>	<b>Cost</b>	<b>Rationale</b>
<b>Outreach Worker Supervisor</b>	<b>\$56,992</b>	<b>Train and manage Lead Outreach workers</b>
<b>Fringe for FT employee (at 10%)</b>	<b>\$5,700</b>	
<b>Lead Outreach Workers (hire 2)</b>	<b>\$46,800</b>	<b>Outreach workers to conduct block to block outreach, lead screening, awareness, education and advocacy</b>
<b>Non-Personnel Services</b>	<b>\$40,508</b>	<b>All expenses needed to train, create education materials, canvas neighborhoods and coordinate lead testing events</b>
<b>Interpretation services</b>	<b>in-kind</b>	<b>Interpreters for English as a 2nd language families</b>
<b>Total</b>	<b>\$150,000</b>	

**Projected Outputs:** 75-100 children will be tested in the South Salina/Brighton Ave neighborhood July - September 2023.

**Projected Outcomes:** Increase outreach, advocacy and education to 30-40% of families living in the 13205 zip code.



# QUESTIONS?

