



BABY B.A.C.K. INC (BBI) - Founded in 1999, BBI is a New York State and New York City 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.

Project Title: Block to Block Project: An initiative to increase lead testing for children

Lead Organization: BABY B.A.C.K. INC.

Participating Organizations: Onondaga County Health Organization

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 - Improve understanding for disproportionately affected populations by leveraging partnerships with local community based organizations to improve access to screening and lead testing, expand messaging and education and strengthen affected families coordinated care with OCHD and the Syracuse City School District.
2. Hire a Lead Outreach Worker Supervisor and (2) Lead Outreach Coordinators to undertake the Block to Block lead poisoning and prevention pilot program using COVID prevention model, hosting a series of workshops and door to door canvassing
3. Incentivizing families to get tested (gift cards and family gift bags)

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.

Tentative Project Timeline with deliverables

Date	Deliverable
June - August 2023	Establish program policies, procedures and policies Hire and train staff Develop scope of work and advocacy efforts, map neighborhoods for canvassing campaign
August 2023 - May 2024	Coordinate and schedule neighborhood lead screening and testing events in partnership with OCHD Develop marketing materials and set promotional and messaging campaign Conduct door to door canvassing and social media
December 2023	6 month program evaluation
Jan - Feb 2024	Project summary report
March - May 2024	Collect data from families for final report and submit final report

Budget Breakdown

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