

Ruth Ann Norton



President & CEO,
Green and Healthy Homes Initiative

Ruth Ann Norton serves as President & CEO of Green & Healthy Homes Initiative. A dedicated advocate for healthy housing, she broadened the mission of the organization, formerly known as the Coalition to End Childhood Lead Poisoning, by designing a groundbreaking national program built on a framework of cross-sector collaboration to efficiently deliver green, healthy and safe homes in communities throughout the U.S.A. She is a founding member of the Maryland Lead Poisoning Prevention Commission and led the efforts in Maryland to reduce childhood lead poisoning by 98%. In addition, she has served as the primary author of 27 pieces of healthy housing legislation and as the principal or co-principal on more than 30 federally funded grant programs to combat unhealthy housing and improve energy efficiency.

Over the course of this work, she has been a senior advisor to government and philanthropy, raising more than \$265 million from the public and private sector. She served as a federally appointed liaison to the CDC's Advisory Committee on Childhood Lead Poisoning Prevention. She is currently working to advance social impact financing in six cities and demonstrating health and other benefits of energy efficiency improvements to create models for Medicaid reimbursement.

Green & Healthy Homes Initiative

Ruth Ann Norton, President and CEO
October 6, 2015

Collective Financial Burden

- Nearly 9 million families live in unhealthy homes
- Billions of taxpayer dollars lost annually
 - \$43.4B = lead poisoning
 - \$56B = asthma
 - \$19B = fall injuries for seniors
- 14 million missed school days from asthma
- 40% of asthma episodes caused by home-based triggers (Source: Commission to Build a Healthier America)

DeWayne's Story

DeWayne Davis, age 8, suffered from asthma caused by his unhealthy, energy-inefficient home which was full of asthma triggers.



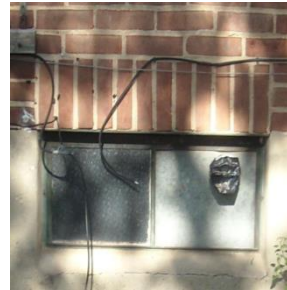
Old carpets =
allergens



Water leaks =
mold hazards



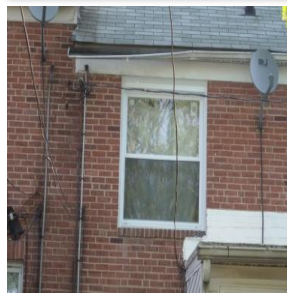
Deteriorated
windows = air leaks



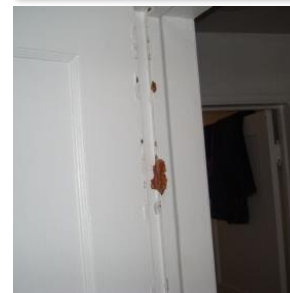
Broken hot water
heater & furnace



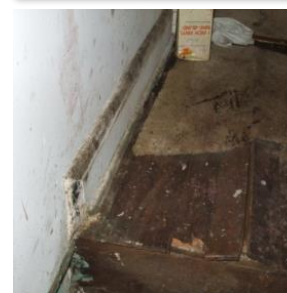
Defective gutters =
water leaks



Chipping paint =
lead hazard



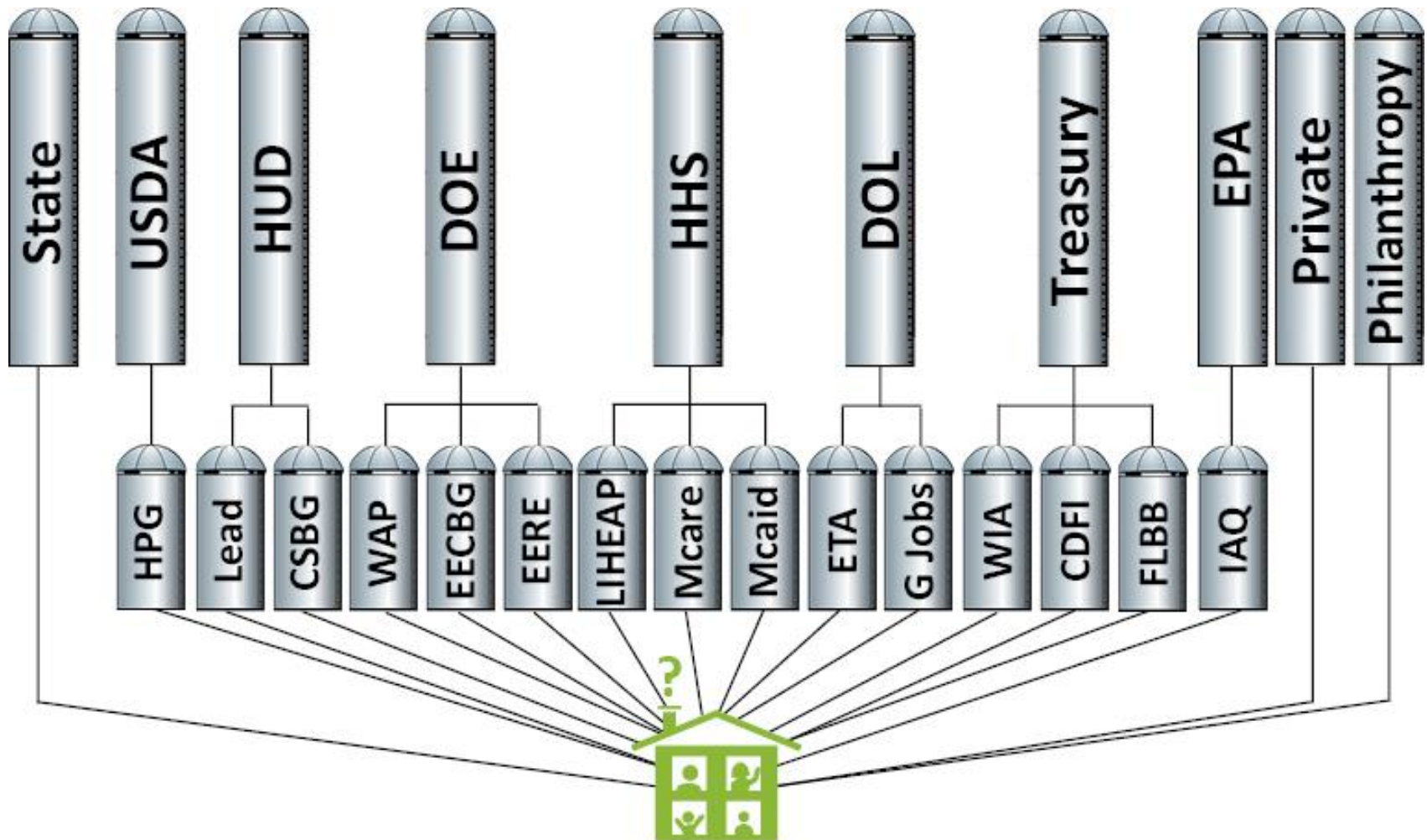
Broken tile =
safety hazard



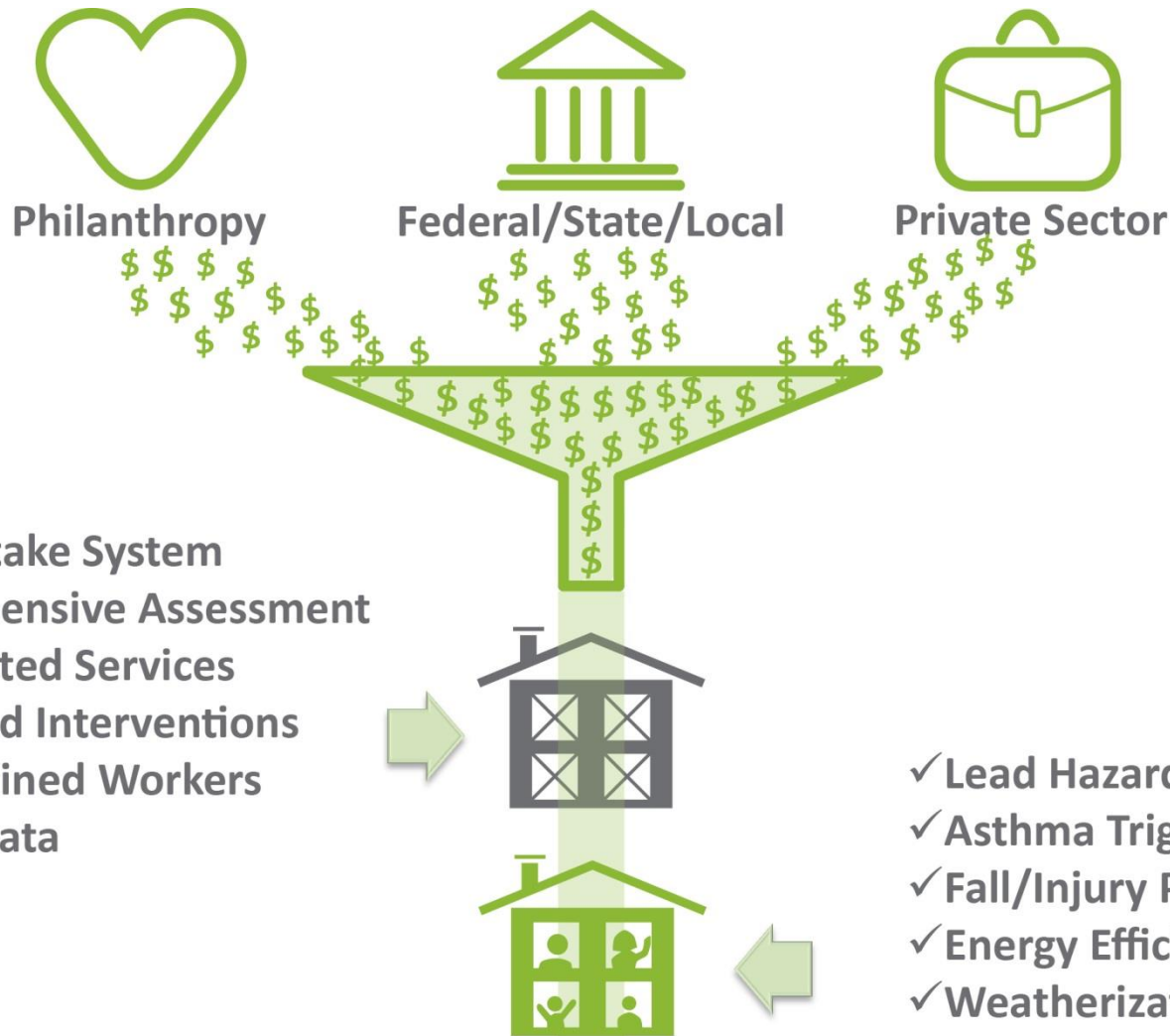
Broken ducts =
higher heating bills



A Fractured Delivery System



The Green & Healthy Homes Model



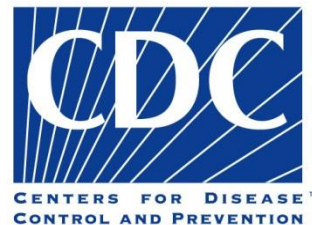
Born of Innovation and Partnerships



The Campaign for
GRADE-LEVEL
READING



THE
KRESGE
FOUNDATION



A Solution Through Braiding



- Interventions in DeWayne's home cost 25% less (\$12k vs \$16k)
- DeWayne hasn't returned to the hospital for asthma related visits
- DeWayne's school attendance has improved
- The family's monthly heating bills have been decreased

<p>Remove old carpets</p>  <p>HUD (HHDP)</p>	<p>Remediate mold, install dehumidifier</p>  <p>HUD (HHDP)</p>	<p>Install Energy Star windows</p>  <p>HUD (HHDP)</p>	<p>Install furnace & hot water heater</p>  <p>Philanthropy</p>
<p>Replace broken gutters</p>  <p>HUD (HHDP)</p>	<p>Stabilize chipping paint</p>  <p>HUD (HHDP)</p>	<p>Resurface uneven floors</p>  <p>HUD (HHDP)</p>	<p>Seal ducts, blow insulation</p>  <p>DOE (WAP)</p>

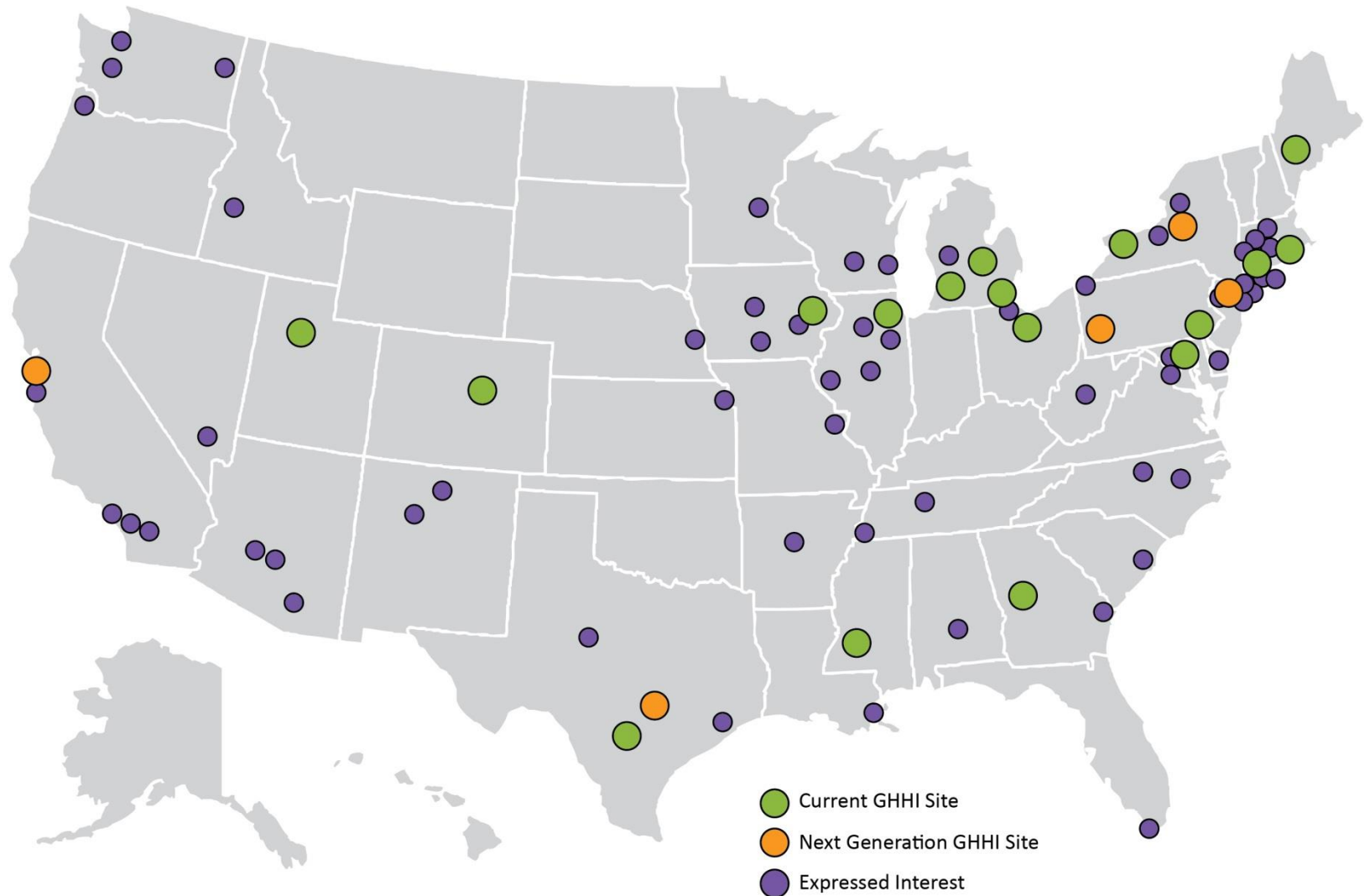
Impact: Building a Business Case

Green & Healthy Homes Initiative: Improving Health, Economic and Social Outcomes Through Integrated Housing Intervention

- **66%** reduction in asthma-related client hospitalizations
- **28%** reduction in asthma ED visits
- **50%** increase in participants never having to visit the doctor's office due to asthma episodes
- **62%** increase in participants reporting asthma-related perfect attendance for their child (0 school absences due to asthma episodes)
- **88%** increase in participants reporting never having to miss a day of work due to their child's asthma episodes

Environmental Justice, Vol. 7, Number 6, 2014

National Scaling



Technical Assistance for Sites

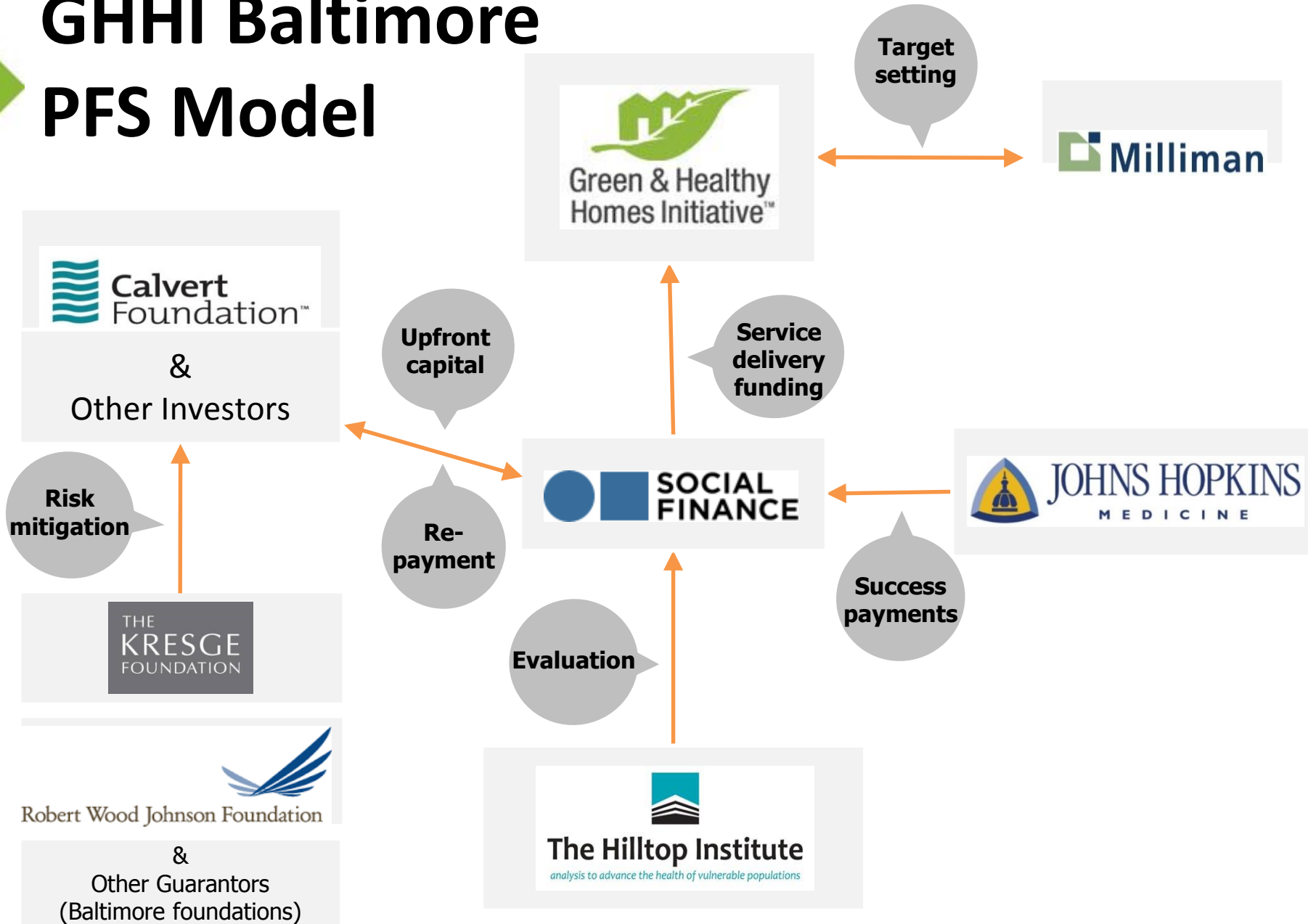
GHHI provides the model for collaborative innovation

- Develop partnerships & identify local programs primed for braiding
- Create initial & ongoing rollout strategies & work plans
- Provide Comprehensive Assessment Tool & communicate outcomes
- Coordinate and provide ongoing training for Outcome Brokers
- Assist with the development & submission of funding proposals
- Share best practices/training for assessments, triage, interventions, and workforce development programs

Pay For Success Opportunity

- Pay for Success (PFS) is an innovative new method of paying for social programs based on outcomes
- Program funding comes from private investors who are paid back by government or healthcare orgs *only* if pre-determined outcomes are met
- Ideally, PFS interventions:
 - Are evidence-based ✓
 - Are preventative ✓
 - Generate cashable savings ✓

GHHI Baltimore PFS Model



GHHI selected to participate in Social Innovation Fund’s first PFS cohort with asthma PFS feasibility studies in 5 locations:

Location	Healthcare Org	Service Provider
Springfield, MA	Baystate Health	Partners for a Healthier Community
Memphis, TN	Le Bonheur Children’s Hospital	Habitat for Humanity of Greater Memphis
Buffalo, NY	Monroe Plan for Medical Care	Community Foundation of Greater Buffalo & Heart of the City Neighborhoods, Inc.
Grand Rapids, MI	Spectrum Health	Health Net, Healthy Homes Coalition, & Asthma Network of West Michigan
Salt Lake City, UT	University of Utah Health Plans	Salt Lake County Office of Regional Development

Questions?

Ruth Ann Norton

President and CEO

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