



## NEIGHBORHOOD IMPROVEMENT DEVELOPMENT CORPORATION

In partnership with the Milwaukee Department of City Development

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NEIGHBORHOODS

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### *Neighborhood Improvement Development Corporation Receives Grant From HUD To Protect Children From Lead Hazards*

*A \$1 million dollar grant will assist in eradicating lead in Milwaukee through strategic partnerships with Milwaukee Health Department and local area businesses.*

The U.S. Department of Housing and Urban Development (HUD) has announced that Milwaukee's Neighborhood Improvement Development Corporation (NIDC) in conjunction with the City of Milwaukee Health Department (MHD) was one of seven organizations in the nation to receive a \$1 million dollar federal grant under a HUD program called Operation LEAP (Lead Elimination Action Program).

MHD Childhood Lead Poisoning Prevention Program (CLPP) will utilize the \$1,000,000 grant to support a unique health-housing partnership toward the eradication of childhood lead poisoning by the year 2010 in Milwaukee. "The City of Milwaukee has had great success in combating childhood lead poisoning as rates of lead exposure have been cut in half in the last five years," said Mayor John Norquist. "At the same time, Milwaukee children are seven times more likely to be poisoned than children living in other areas of the country. We must continue to move forward aggressively." Partnerships with local organizations will assist in the implementation of Operation LEAP, such as TCF Bank, US Bank, community-based agencies, the Apartment Association of Southeast Wisconsin, the Milwaukee Foundation and a fund-raising counsel to be identified.

Operation LEAP- Eradicating Lead Poisoning in the City of Milwaukee will implement three integrated strategies:

Strategy 1: Health- Housing Partnerships: NIDC and the MHD's CLPP will establish a health-housing partnership in two Targeted Investment Neighborhoods, which include Metcalfe Park and Midtown Neighborhood where rates of lead poisoning are 39%, more than 17 times the national average. In addition to grants, TCF and US Bank have committed to providing loan packages for owners with financial need.

More

Strategy 2: Community and Housing-Based Primary Prevention of Lead Poisoning: The MHD CLPPP, owners of private rental properties, private lead abatement contractors and community-based organizations, will continue implementing a successful strategy to assure voluntary compliance with Milwaukee's lead safe housing standard within the larger LEAD Program Target Areas.

Strategy 3: Fund-raising Campaign: Through the selection and retention of a fund-raising counsel, a \$7 million dollar campaign will be initiated during this two year grant. This campaign will be aimed at securing donations from philanthropic organization and private sector donors who wish to be a part of solving this child health problem. Funding will be used to partially subsidize the cost of lead hazard reduction in Milwaukee.

Lead poisoning in children can reduce IQ, cause learning disabilities and impair hearing. Children who have elevated blood lead levels often experience reduced attention spans, hyperactivity and can exhibit behavior problems. Lead poisoning has also been linked to a higher high school dropout rate, delinquent and aggressive behavior. At higher exposures, lead can damage a child's kidneys and central nervous system and cause anemia, coma, convulsions and even death.

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