

COMMUNITY GRANTS PROGRAM



CASE STUDY

Home HeadQuarters Inc. Educates Community on Home Pollutants

Home HeadQuarters, Inc. (HHQ) was founded in 1996 with the mission to create housing and related opportunities and services in Central and Upstate New York that improve the lives of underserved people and revitalize the communities in which they live. Over the past 20 years, HHQ has grown into one of the largest housing and neighborhood revitalization organizations in Central New York. HHQ is ranked nationally as a top producer in home repairs and facilitated homebuyers among NeighborWorks America affiliates.

As a NeighborWorks America Green Organization and the administrator for the Greater Syracuse branch of the national Green and Healthy Homes Initiative (GHHI), HHQ takes a holistic approach to improving housing, focusing not just on the structural integrity of the property, but also on the indoor environmental health and energy efficiency. Since its founding, HHQ has redeveloped 222 derelict and vacant properties, constructed 68 new properties, facilitated 3,584 first-time homebuyers, and provided 9,244 home loans and grants.

Challenge

Home pollutants, such as lead, asbestos, radon, and mold, are widespread in Syracuse's aging housing stock. With so many hazards, even residents who maintain tidy homes may not be cleaning in ways that protect themselves and their families from exposure to environmental hazards. For renters living in substandard housing, remediating these hazards may be beyond their control, but not outside their right to a safe living space.

Solution

HHQ seeks to decrease residents' exposure to home pollutants by providing classes and resources that will support the maintenance of safe, healthy, and efficient homes. HHQ held seven Healthy Homes classes in the historically-underserved Southside neighborhood of Syracuse. The Healthy Homes classes covered four subjects: Green and Healthy Homes, Save Green by Going Green, Environmental Rights for Tenants, and Lead Awareness. All participants received household supplies that correspond with the topics covered during each class, empowering the participants to implement what they learned at home.

The project was supported by the city-wide safe and sustainable housing revitalization efforts of Home HeadQuarter's Green and Health Homes Initiative Greater Syracuse. The impact was measured by the pre- and post-questionnaires administered before and after each class.

Results

HHQ coordinated their classes, distributed 550 pamphlets and purchased materials to create 3 types of supply kits that were offered during the classes. Overall, 187 people attended the classes with 131 taking the pre-questionnaire and 152 completing the post-questionnaire.

CHALLENGE

- With Syracuse's aging homes, hazards such as lead, asbestos, radon, and mold threaten even families who maintain tidy homes

SOLUTION

- Home HeadQuarters (HHQ) seeks to decrease residents' exposure to home pollutants by providing classes and resources that will support the maintenance of safe, healthy, and efficient homes.

RESULTS

- HHQ held seven Healthy Homes classes that covered four subjects - Green and Healthy Homes, Save Green by Going Green, Environmental Rights for Tenants, and Lead Awareness.
- Through classes they reached 187 people, distributed 550 educational pamphlets, and provided cleaning supply kits.



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TESTIMONIAL

HHQ also called 25 participants from the Healthy Homes classes (15 from Save Green by Going Green, and 10 from Green and Healthy Homes) for a follow-up phone interview where the respondents said they highly recommended the classes and made requests for additional classes in the future.



HHQ's biggest lesson learned from the Healthy Homes classes has to do with project administration of the classes. HHQ established that the most successful way to get participants is by working with already established groups and organizations. This provides a space to hold the class in and fosters trust in the program from the participants. An example they gave was when HHQ wanted to offer the Lead Awareness Class to parents or guardians of children under 6, they partnered with a childcare center.

Online Media:

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“Home HeadQuarters is grateful for the funding from New York State Pollution Prevention Institute (NYP2I); this funding provided assistance for our Healthy Homes Initiatives and outreach to Syracuse’s Southside community.”

–Kerry Quaglia
Chief Executive Officer
Home HeadQuarters, Inc.

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