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
  o $43.4B = lead poisoning
  o $56B = asthma
  o $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

- Single Intake System
- Comprehensive Assessment
- Coordinated Services
- Integrated Interventions
- Cross-Trained Workers
- Shared Data

- Lead Hazard Reduction
- Asthma Trigger Control
- Fall/Injury Prevention
- Energy Efficiency
- Weatherization
Born of Innovation and Partnerships
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

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

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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

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www.ghhi.org  [ 10 ]
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

- Upfront capital
- Target setting
- Service delivery funding
- Success payments
- Evaluation

Other Investors
- Calvert Foundation

Risk mitigation
- The Kresge Foundation

&
- Other Guarantors (Baltimore foundations)
- Robert Wood Johnson Foundation
- Milliman

Upfront capital
- Re-payment

Other Investors
- Johns Hopkins Medicine

Social Finance

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

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

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