

DUST HEALTH ENGAGEMENT

OVERVIEW

Detroit is managing an unprecedented rate and volume of building removal activities. Any project of this scale carries the potential risk of health threats. Spread the Word, Not the Dust, is a communications initiative to better inform residents about new practices the City's demolition contractors are required to use on job sites, as well as to inform residents about the proper precautions we all can take to ensure that the health hazards caused by demolition can be minimized.

OBJECTIVES

- Inform residents of new demolition contractor protocols, as well as of routes to reporting illegal behavior to the City of Detroit.
- Enhance existing communication with residents about demolition to include lead (pB) safe practices for managing one's home, family members and homestead.
- Provide accessible and meaningful information to residents, community organizers, and City officials.
- Enhance the conversation and advocacy effort for lead safe demolition practices in southeast Michigan.

RESOURCES

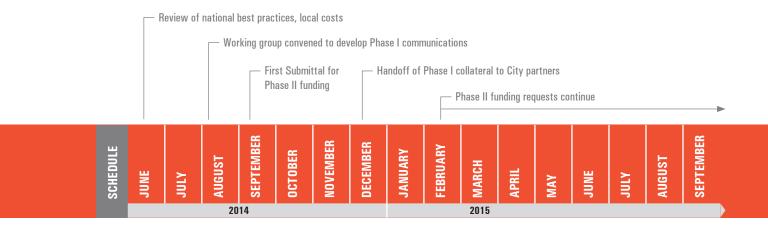
- · Detroit Future City Implementation Office
- · Technical Assistance from the City of Detroit
- Design resources from Hamilton Anderson Associates

IMPLEMENTATION STRATEGIES

- A ADDRESS QUALITY OF LIFE CHALLENGES THAT AFFECT ALL DETROITERS
- REGENERATE NEIGHBORHOODS THROUGH FUSION OF ART AND INDUSTRY
- A5 A city of residents who engage in their own futures
- B USE A PLACE BASED STRATEGY FOR GROWTH
- F EXACT INNOVATIVE REGULATORY REFORM
- G ACTIVELY MANAGE CHANGE
- D ENHANCE COMMUNICATIONS ACCESS
- C A MOSAIC OF TACTICS FOR A MOSAIC OF PEOPLE: DIVERSE PLATFORM OF OPPORTUNITIES TO ENGAGE

EVALUATION METRICS

 Changes or stabilization in the rate of reported, demolition related health incidents.



INITIATIVE VITALS

CONTRIBUTING ORGANIZATIONS:

Detroit Building Authority, Detroit Land Bank Authority, Detroit Department of Health and Wellness, Detroiters Working for Environmental Justice, others TBD

DFC REPRESENTATIVES: Erin Kelly, Victoria Olivier Byrd, Allandra Bulger **INITIATIVE SCALE: Citywide**

INITIATIVE DURATION: June 2014 - September

2015

RELEVANT PLANNING ELEMENTS:

City Systems, Neighborhoods, Economic Growth, Civic Capacity

DFC APPROACH

The Detroit Future City implementation team is working with local, regional, and national stakeholders to identify best practices in engaging residents around safe and healthy building removal activities, and is developing a multi-phase, resource sensitive approach to sharing information with residents.

For Phase I, the implementation team is working in partnership with the Detroit Building Authority, as well as a group of local stakeholders, to develop a revised information sheet and door hanger addressed the

theme of Demolition Health and Safety, which will be physically distributed by the City, and available for download on the DFC web site.

Phase II development is dependent upon additional fundraising efforts, and includes a more extensive set of resources for residents potentially impacted by demolition. Once resources are secured, content development will include a larger group of stakeholders, along with additional graphic design support.

