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## Healthy Homes Program Design

Opportunities & Challenges

# Define Your Impact Goal

- ✓ “Let’s do healthy homes” isn’t enough
- ✓ What is the health-related issue that you can address?
  - Trip and fall hazards
  - Asthma/COPD/Respiratory
- ✓ Highlight the Social Determinants of Health your program can address



# Define Your Impact Goal

- ✓ Don't get bogged down in the perfect approach.
  - Do it once. Do one home.
- ✓ Look for funds and do some measures, educate the family, inform their health provider
- ✓ Precedent has already been set
  - Existing program \$ for health & safety  
(CO detectors, bath fans, etc.)
- ✓ Use your existing program for design guidance



# Key Features: Energy + Health

The same players in a typical LMI program can add this into the work they do:



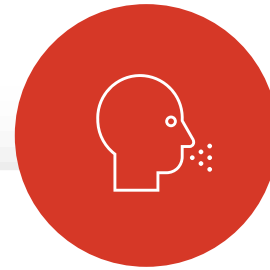
## Typical Outreach

- ✓ Health Screening Questions
- ✓ Doctor Referrals into Program



## Home Energy Assessment (HEA)

- ✓ BPI Healthy Home Evaluation



## Typical EE Measures

- ✓ Health Measures



## Typical QA/QC

- ✓ Drop Off and Collection of IAQ Monitors

# Customer Acquisition

- ✓ Doctors have limited attentional resources, esp in pandemic
- ✓ Success nonetheless
- ✓ Key: find a champion
  - Put marketing and surveys out
  - Specific wording you can use that avoids HIPAA concerns

## Non-medical ways to find kids with asthma

- ✓ Head Start
- ✓ School nurses
- ✓ Lead Exposure programs
- ✓ Asthma Coalitions
- ✓ Community orgs focused on specific SDOHs



# Measures

- ✓ Don't overcomplicate your first program
- ✓ Can be as small as 1 measure, for 1 home
- ✓ Start with deliverables
  - air purifiers, filters, dehumidifier, HEPA vacuum, HEPA bed covers
- ✓ Caution: Cleaning kits seem easy, but are behavioral
  - need staff/nurses/program advocate
  - follow-up messaging campaign
- ✓ More complex if you have funding
  - Carpet removal/hard surface flooring replacement, integrated pest management, etc.
- ✓ Plan for difficult conversations
  - hoarding & decluttering, asthma & household smoking



# Measuring Impact

- ✓ Borrow credibility
- ✓ Don't recreate studies already done
  - [Home Rx: The Health Benefits of Home Performance – A Review of the Current Evidence](#)  
[Department of Energy](#)
  - Use your residential efficiency “machine”
- ✓ All sorts of equipment:
  - Air quality monitors
  - Sensors on some smart thermostats
- ✓ Context-dependent measurement tools
  - Asthma Control Test (ACT) affected by quarantine
- ✓ Don't let perfection be the enemy of the good



# Healthier Homes: Brings Health + Indoor Air Quality into Design



1

Referrals from healthcare via simple online survey



2

Energy Assessment + Healthy Homes Evaluation



3

Energy savings recommendations + health-related items (air purifier, HEPA vacuum)



4

Contractor installs insulation, heating system + health-related risks (pest & moisture control, carpet removal, fall-prevention repairs)



5

Indoor Air Quality (IAQ) monitor data is aggregated by Pacific Northwest National Labs (Dept. of Energy)







Thank you

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