

# Lead Hazard Outreach Strategy

Dr. Renee Tacka's Business Analysis & Consulting class (BUS 494) worked on a project for the York County Planning Commission (YCPC) to help them increase awareness of a HUD- funded program to eliminate Lead-Based Paint hazards in homes. Students created a marketing strategy to help YCPC reach residents who are most likely to be vulnerable to lead poisoning, such as those with young children and who live in homes built before 1979. The project will help the planning commission enroll residents on a waitlist in anticipation of a full production grant from HUD in 2027.