

Health as a Driven of Residential Energy Efficiency

Jonathan Wilson, Director of Research

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National Center for
HEALTHY HOUSING

“If society is ready to embrace a trend, almost anyone can start one—and if it isn’t, then almost no one can. To succeed with a new product, it’s less a matter of finding the perfect hipster to infect and more a matter of gauging the public’s mood.”

Duncan Watts

Shelton Group Findings

66%

are at least
somewhat
concerned
about indoor
air quality

84%

think energy
efficient
homes are
healthier
homes

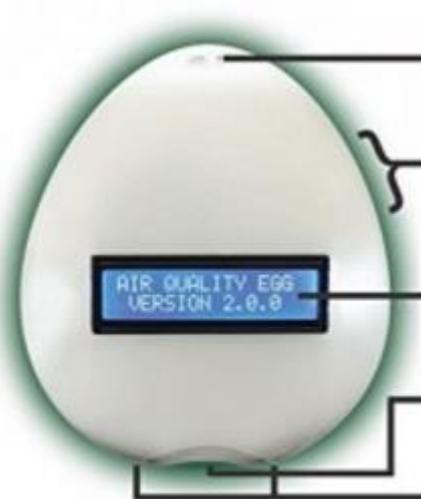
Further Findings

Top Priorities for Spending Money on Home

- Making my home healthier/safer
- Comfort
- Aesthetics

Messages that would influence buying decisions for EE

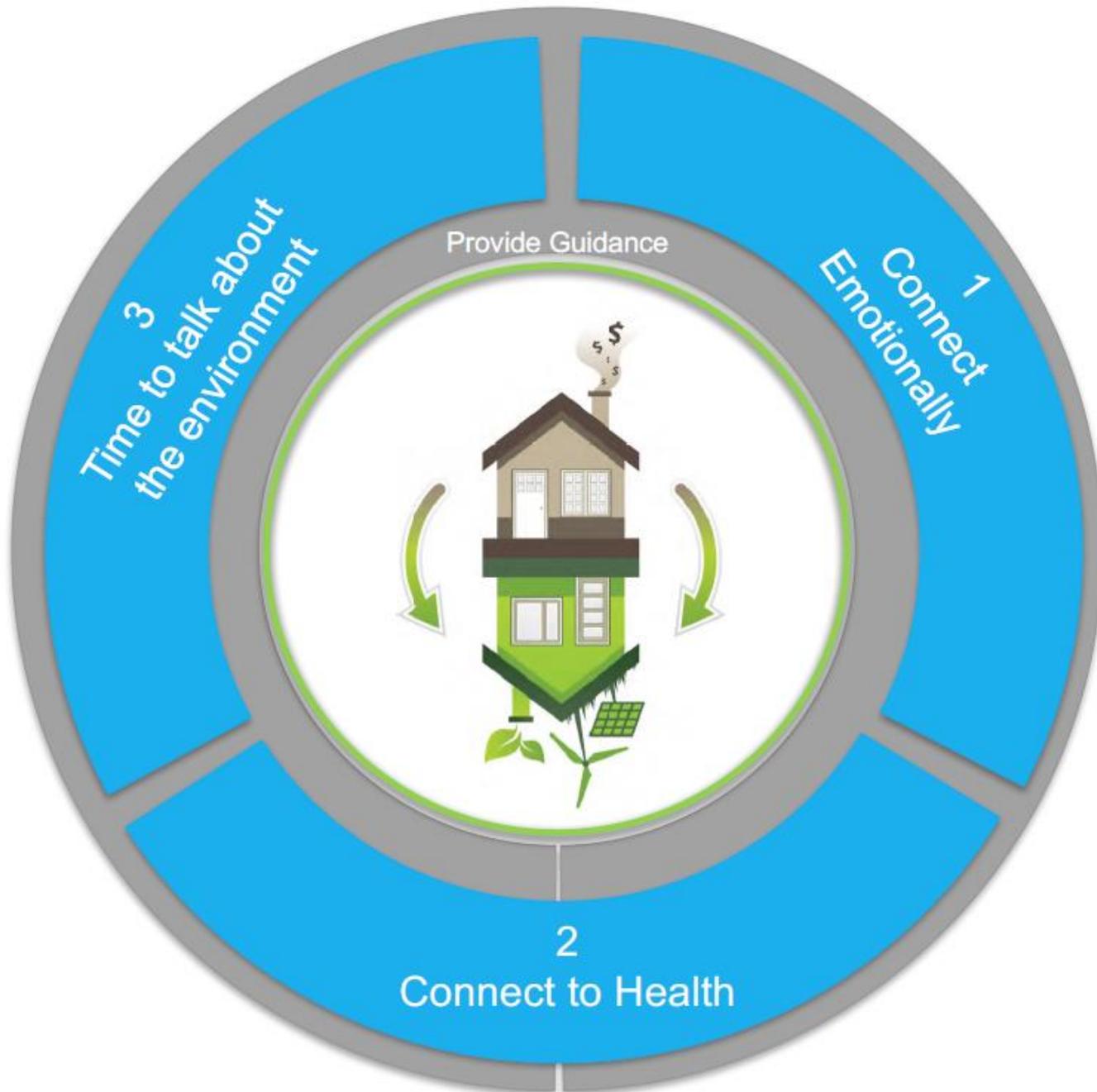
- 37% - Consistent temp.
- 29% - Warm in winter/
Cool in summer
- 22% - Prevents mold
and mildew so I can
breathe easier



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Concepts Require Receptors





Proof of Concept



WELCOME TO OUR SITE!
You are just *four simple steps*
from a healthier home...



1 Comprehensive Energy Audit



2 Your Report or Treatment Plan

3 Energy Efficient Upgrades

4 Third Party Verification



**A HEALTHIER HOME
AT EVERY STAGE OF LIFE**

TALK TO US



Breathe Easy Home



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Opportunities

- Parents esp. new parents
- Homeowners concerned about their environment
- People frustrated with medical responses (e.g., asthma not well controlled)
- *But not preventative services*

Role of Health Care Sector: Rutland, Vermont Case Study

- The medical staff at Rutland Regional Medical Center and the Community Health Team identify patients who could benefit from home repairs due to their specific health concerns. High-profile candidates are those who suffer from asthma or COPD, and require home changes to support their improved health.
- Changes for air quality can include simple updates such as replacing carpets, to more complex changes that address home heating and energy efficiency measures. The program is data-driven and will make changes based on the best method to improve home safety and health for the individual patient and other residents in the home.

What's Next

- People with immediate health concerns serve as a niche market segment driver
- IAQ becomes cool and broadens demand
- Health sector incentivizes energy programs to add health focused repairs for clients with pre-existing health risks (respiratory, elder trip/fall)
- Energy programs encouraged to take occupant health co-benefits into account. For example, Standard Practice Manual to recognize health co-benefits.

Questions: Contact Jonathan Wilson – jwilson@nchh.org

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