Information Kit

National Lead Poisoning Prevention Week

October 23-29, 2022

Get the Facts
Get Your Child Tested
Get Your Home Tested

#LeadFreeKids #NLPPW2022
Each year, National Lead Poisoning Prevention Week (NLPPW) is a call to bring together individuals, organizations, industry, and state, tribal, and local governments to reduce childhood exposure to lead by increasing lead poisoning prevention awareness.

NLPPW highlights the many ways parents, caregivers, and communities can reduce children’s exposure to lead and prevent its serious health effects. The Centers for Disease Control and Prevention (CDC), the U.S. Environmental Protection Agency (EPA), and the U.S. Department of Housing and Urban Development (HUD) partner to heighten awareness of lead exposure and lead poisoning by providing resources for the public to use to encourage preventive actions during NLPPW and beyond.

Even very low levels of lead in children’s blood are linked to adverse effects on intellect, concentration, and academic achievement. While the United States has made substantial progress reducing lead exposure over the last 40 years, significant disparities remain along racial, ethnic, and socioeconomic lines. For example, Black children and children from low-income households have persistently been found to have higher blood lead levels than non-Hispanic white children and children from higher-income households.

The Biden-Harris Administration, CDC, EPA, HUD, and other federal partners are committed to addressing ongoing lead exposure and lead’s health impacts on communities across the nation, with special attention to environmentally overburdened, underserved, and economically distressed communities with environmental justice concerns. For NLPPW 2022, our goal is to protect children and others, regardless of race, color, national origin, or income, from lead exposure using the key messages Get the Facts, Get Your Child Tested, and Get Your Home Tested. This NLPPW, we encourage you to use this information kit and other materials to plan and implement your own events and activities to educate your communities about lead exposure and lead poisoning prevention.
The NLPPW Information Kit is designed to help communities and federal, state, tribal, and local governments and organizations (“partners”) prepare and promote their own activities or events. Communities and partners are a vital resource for spreading awareness about NLPPW and reducing childhood lead exposure.

Support from our federal, state, tribal, and local partners enables messages to reach target audiences and broaden the range of techniques used to educate communities, families, and individuals. Because of the many differences between communities, including in their levels of risk for childhood exposure to lead, a “one-size-fits-all” approach is not effective.

There are many ways children across the nation can be exposed to lead. Children may be exposed to lead through deteriorating (peeling, chipping, chalking, cracking, damaged, or damp) lead-based paint or renovations to pre-1978 homes that contain lead-based paint. Some communities may have lead in their drinking water, or lead-contaminated soil from exterior lead-based paint, lead deposited in soil near roadways from vehicle exhaust before lead was banned in gasoline, waste sites, or from other historical lead sources and uses. Finally, other children may experience take-home lead exposures when adults bring lead into their homes from workplaces. Of course, communities may also have lead exposure from a combination of these sources.

Many of these materials can be customized to reach a wide variety of audiences, including parents, grandparents, caregivers, contractors, trade associations, the media, and others. Customization allows our partners to select and tailor information to best meet the needs of their local communities, taking into consideration cultural and other unique factors.

The 2022 NLPPW Information Kit includes:

4 | Basic Lead Poisoning Information
6 | Talking Points
8 | Steps to Create Localized Outreach
10 | Examples of Awareness Activities
12 | Digital Materials
13 | Social Media
14 | Other Resources
No safe blood lead level in children has been identified. Here are important facts to know about lead exposure and its potentially harmful effects:

- **Lead is toxic, especially in young children.** When lead is breathed in or swallowed, it can result in damage to the brain and nervous system, learning and behavior problems, slow growth and development, and hearing and speech problems.

- **Lead poisoning is preventable!** The key is preventing children from coming into contact with lead.

- **Lead can be found inside and outside the home.** A common source of exposure is from deteriorated lead-based paint, which was used inside and outside many homes built before 1978 and in other buildings and steel structures which may be nearby or adjacent to homes. Children can be exposed by swallowing or breathing in lead dust created by old paint that has cracked and chipped, eating paint chips, and chewing on surfaces coated with lead dust and/or lead-based paint, such as window sills.
  
  - Steps can be taken to protect family members from lead-based paint hazards in the home, such as regularly cleaning with wet or damp sponges or cloths to control dust, washing children's hands and toys often, and wiping and removing shoes before entering the home.
  
  - If you live in a home built before 1978, a certified inspector or risk assessor can be hired to check your home for lead-based paint or lead hazards. If renting, ask your landlord to have your home or apartment tested or give you previous test results.
  
  - When doing renovation, repair, or painting jobs in a pre-1978 home, hire a lead-safe certified contractor who is trained in lead-safe work practices (a group of techniques to prevent lead exposure resulting from renovation and repair activities). Find a lead-safe certified contractor at [https://cfpub.epa.gov/flpp/pub/index.cfm?do=main.firmSearch](https://cfpub.epa.gov/flpp/pub/index.cfm?do=main.firmSearch).
• Lead may also be found in drinking water. The most common sources of lead in drinking water are lead pipes, faucets, and fixtures. Use the Protect Your Tap guide to find out if you have lead pipes in your home.

• Lead naturally occurs in soil. However, in many places in the United States, the amount of lead in soil is significantly higher than naturally occurring levels due to industrial and human activities. Lead-contaminated soil can become a source of lead exposure if accidentally ingested when it gets on family members’ hands when playing in the yard, working in soil, gardening, or gets tracked inside.

• Other potential sources of lead include toys, painted furniture, metal or plastic jewelry, items made in other countries and imported into the United States (i.e., health remedies, foods and candies, cosmetics, powders, or make-up used in religious and cultural practices), lead-glazed pottery or porcelain, and collectibles that get passed down.

• Some children are at greater risk for lead exposure than others, including those who are:
  • From low-income families,
  • Living with adults whose jobs or hobbies involve working with lead,
  • Members of certain racial-ethnic minority groups,
  • Recent immigrants, or
  • Living in poorly maintained homes or apartments built before 1978.

• Children and pregnant people may crave nonfood items (a condition known as “pica”) that may contain lead, such as soil, clay, or crushed pottery.

By the Numbers

About 3.3 MILLION American households with children under 6 YEARS old have lead exposure hazards — including 2.1 MILLION low-income households.

Even relatively low levels of lead exposure can impair a child’s cognitive development. Children with higher blood lead levels can experience delayed growth and development, damage to the brain and nervous system, learning and behavior problems, and other health-related problems. Public health actions are needed for these children.
Get the Facts

- Many homes built before 1978 have lead-based paint. Lead from paint, paint chips, and dust can pose serious health hazards, particularly to children and pregnant people.

- Adults and children can get lead into their bodies by:
  - Breathing in lead dust (especially during activities such as building renovations, repairs, or painting, or other occupational exposures).
  - Swallowing lead dust that settles on food, food preparation surfaces, floors, window sills, and other places, or
  - Eating paint chips or soil that contain lead.

- The most common sources of lead in drinking water are lead pipes, faucets, and fixtures.

- Lead may also be brought into the home on work clothes, shoes, and hair.

Get Your Child Tested

- A simple blood test can detect lead. Consult your healthcare provider or local clinic for advice on blood lead testing.

- Act early to get your child tested for lead.
  - Children’s blood lead levels tend to increase from 6 to 12 months of age and tend to peak at 18 to 24 months of age.

- Blood lead tests are required for:
  - Children ages 12 and 24 months who receive Medicaid and
  - Children between ages 24 and 72 months who receive Medicaid with no record of a previous blood lead test.

- Blood lead tests are recommended for:
  - Children ages 12 and 24 months living in high-risk areas or who belong to high-risk populations,
  - Children or other family members who have been exposed to high levels of lead,
• Children who should be tested under your state or local health screening plan, and
• Pregnant people who think they may have been exposed to lead.

**Talk to your healthcare provider or local clinic about getting a blood lead test.**

**Ask your healthcare provider to explain the blood lead test results,** including how it compares to the CDC blood lead reference value (BLRV) of 3.5 micrograms per deciliter (µg/dL).

• The BLRV is the level at which a child has more lead in their blood than do most U.S. children (97.5% of children ages 1–5 years) and is used as a guide to determine appropriate **follow-up actions** and prevent further exposure.

• Some of the follow-up services your healthcare provider may recommend could include finding and removing lead from your child’s environment, feeding them a diet high in iron and calcium, connecting your child to early educational services, and scheduling follow-up blood testing. If your child has very high blood lead levels, medication may be recommended to help remove lead from the body.

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**Get Your Home Tested**

• If your home was built before 1978, you can get it tested for lead-based paint with:
  • A **lead-based paint inspection** that tells you if your home has lead-based paint and where it is located.
  • A **lead risk assessment** that tells you if your home currently has any lead hazards from lead in paint, dust, or soil and what actions to take to address those hazards.
  • A **combination inspection and risk assessment** that tells you if your home has any lead-based paint or lead hazards and where both are located. Find a certified lead-based paint inspector or risk assesor at [https://cfpub.epa.gov/flpp/pub/index.cfm?do=main.firmSearchAbatement](https://cfpub.epa.gov/flpp/pub/index.cfm?do=main.firmSearchAbatement) or call the National Lead Information Center at 1 (800) 424-LEAD [5323].

• Ask your landlord to have your home or apartment tested if you rent.

• To **find out for certain if you have lead in your drinking water,** have your water tested. Contact your local health department or water company to find out about testing your water or visit [epa.gov/safewater](http://epa.gov/safewater) for EPA’s lead in drinking water information.
Steps to Create Localized Outreach

Creating awareness, organizing, and forming partnerships are the foundation of a successful NLPPW event, activity, and campaign. You can take three basic steps to engage your community effectively: (1) form a committee; (2) develop an action plan; and (3) get organized. By organizing both in-person (where feasible) and virtual activities and events, you can increase awareness and educate your community about actions they can take to prevent lead exposure.

1. Form a committee.
Create an NLPPW committee or coalition with existing and potential partners, such as:

- Public health and safety officials
- Head Start programs
- Women, Infants and Children programs
- Health-related programs
- Emergency medical services
- Fire department
- Agricultural extension services
- Poison control centers
- Department of Natural Resources
- Environmental agencies or departments
- Hospitals
- Clinics
- Urgent care centers
- Family medicine or pediatric practices
- Environmental groups
- Parent-teacher associations
- Chambers of commerce
- Home improvement and hardware stores
- Child care facilities
- Schools and early learning centers
- Faith-based, social justice, and nonprofit organizations

Once your committee is formed, decide if your activities and events will be in-person and/or virtual, then map out activities, events, and/or information distribution methods (sites) appropriate for your local community.

2. Develop an action plan.
Develop an action plan for your outreach efforts tailored to the needs of your local communities and organizations.

- Create a single overarching objective within your action plan by defining the issue and importance of acting now. Make sure your main message is clear, concise, and relevant.
- Define your audience and what change you want to see as a result of your communication strategy. Determine which materials you want to use for communications and which languages each of the materials should be translated into. Decide which communication channels are most appropriate for your message and audience.
- Consider using an integrated approach, involving a combination of traditional media (newspapers, radio, emails) and social media to increase your reach.
• Identify additional partners to work with throughout your campaign that will support your messages. Create or mobilize existing local networks to distribute information.
  • Consider working with businesses, nonprofits, and government entities related to home remediation, healthcare providers (especially community health workers), and educators. Connect with community organizations that work on housing justice, health equity, and children’s rights.
  • Creatively connect your plan goals to events or movements happening at or around the same time. Be tactful and transparent in the connection and acknowledge the work already being done within your community.

A successful action plan does all of the following:
• Frames and presents your message so that it catches the attention of your audience and communicates a clear benefit.
• Ensures your message is consistent and unambiguous.
• Creates trust by presenting authoritative and reliable information and materials supported by facts. (We suggest starting with the NLPPW materials and other resources listed on pages 14–16.)
• Includes a call-to-action by asking the audience to do something, such as:
  • Encouraging parents, grandparents and/or caregivers to get a blood lead test for higher risk children under the age of 6 and pregnant people who may have been exposed (making sure to share how to get a blood lead test in your community),
  • Encouraging homeowners and/or landlords to have certified professionals test for lead-based paint or lead hazards (making sure to share how to find a certified professional),
  • Hiring lead-safe certified professionals to renovate older homes, and
  • Contacting their local health department or water company to find out about testing their water for lead.
• Gathers data and feedback to establish a baseline for “lessons learned” to help shape future outreach efforts.

3. Get organized.
Ask local partners to promote NLPPW activities and raise awareness. Use partner newsletters, emails, media, and mailings to share lead poisoning and lead exposure prevention information. Here are some actions organizations could take when planning NLPPW activities:
• Connect and partner with local stakeholders to identify community-specific needs.
• Develop a localized campaign plan and a budget for materials needed.
• Secure a venue (or virtual platform) and promote your event.
• Promote NLPPW and your activities on social media.
• Promote your activities during and after the event.
• Identify areas for follow-up after holding your event.
Examples of Awareness Activities

These categories are suggestions and may not capture all the possible organizations that can participate in NLPPW events, activities, and outreach. In addition, outreach is dynamic, and there may be many variations.

**Grantees, Recipients, Stakeholders, and Other Partners**

- Send out information about lead poisoning prevention in an email blast, newsletter article, and/or bulletin.
- Host a lead poisoning prevention webinar or workshop featuring lead experts in coordination with local partners to include presentations and exhibits on lead.
- Host a Twitter chat using #NLPPW2022, #LeadFreeKids, and your own specific hashtag. Before the chat begins, think about the questions you want to ask and ways to keep the conversation going. You may want to share the questions ahead of time so participants can prepare some responses in advance.
- Host an Instagram or Facebook Live during NLPPW with a community partner. During an Instagram live, viewers can tune in, ask questions, and leave comments in real-time. Make sure to coordinate with your partner(s) ahead of time to identify goals, key talking points, and any questions you want to ask your viewers. Once you start the Instagram Live, make sure to tap the question mark icon so that questions from viewers appear on the screen. After your initial broadcast, your Instagram Live will stay on your Instagram Stories for 24 hours, or save it to Instagram TV (IGTV) so followers can watch it later.
- Integrate lead poisoning prevention activities into a related existing community event, such as a community health fair. Partner with your local health and safety education programs, such as local chapters of the American Red Cross.
- Include lead poisoning prevention activities during events for parents at child care and early learning centers.
- Empower students at high schools, universities, and community colleges to conduct community service projects and/or encourage these learning institutions to establish internships related to lead poisoning prevention.
- Get creative in raising awareness! This could include fun, easy, and inexpensive activities like writing messages in chalk on sidewalks at popular parks frequented by families in your community.
- Partner with environmental groups and environmental justice, faith-based, social justice, and/or nonprofit organizations to host NLPPW events.
Healthcare Providers

- Encourage a clinic, healthcare facility, public health department, or hospital to set aside one day during NLPPW to provide free blood lead testing for children under 6 years of age who are at higher risk for lead exposure.
- Provide lead educational materials to local medical and healthcare providers for their patients and families.
- Invite a local healthcare professional to speak to your staff about the importance of blood lead testing or the health effects of lead exposure.
- Deliver educational materials to families in communities with a large number of pre-1978 homes.

Local Leaders

- Ask your local elected officials to issue a NLPPW public announcement or proclamation or issue a press release to your local media.
  - If you are unsure who your local leaders are or how to contact them, check your state government website, enter your address, and then contact them directly to ask them to share information through their networks and platforms.
- Invite local elected officials to kick off or speak at your NLPPW events and activities.
- Ask state senators and representatives of relevant committees (e.g., Housing Committee, Public Health Committee, etc.) to share NLPPW information and content with the communities they serve.

Business Community

- Co-host workshops with local businesses, such as home improvement and hardware stores, on using lead-safe work practices when conducting do-it-yourself (DIY) home remodeling and renovation projects. You can use EPA’s Lead-Safe Renovations for DIYers page as a resource.
- Ask your local chamber of commerce for help in disseminating lead poisoning prevention messages through their extensive communications networks, such as meetings and electronic media.
- Ask local businesses to publicize your NLPPW events and activities.
- Ask retailers to post event notices and other messaging in their establishments leading up to and during NLPPW.
- Partner with and provide in-kind materials to local businesses, national and local home improvement stores, remodeling businesses, home inspectors, real estate developers, and your chamber of commerce to incorporate lead poisoning prevention content into their communication channels.
Creating a common visual identity is very important to increase the impact of NLPPW. The following materials are available to support you in planning and hosting events and activities in your community. Many of these materials may be customized to include an organization’s logo and information. When creating materials for your communities or organizations, using the NLPPW icons, flyers, and key messages will tie your local efforts to the national effort. Adding a web banner to your organization’s webpage will also increase NLPPW visibility.

For more information about lead and NLPPW, and to find customizable materials in Spanish, visit espanol.epa.gov/plomo/semana-nacional-de-prevencion-del-envenenamiento-por-plomo.

Icons
Icons are available in two color schemes (white with blue background or blue with transparent background) and are also available in six languages: English, French, Arabic, Russian, Chinese Simplified, and Spanish.

- Download icons at hud.gov/program_offices/healthy_homes/nlppw#NLPPW_ICONS.

Flyers
The 8.5”x11” flyer template (that can be printed larger) is available in six languages: English, French, Arabic, Russian, Chinese Simplified, and Spanish. These files are available as PDF’s. You can also use the “For Translation” PowerPoint file to create a flyer in additional language(s) used in your community.

- Download the flyers at hud.gov/program_offices/healthy_homes/nlppw#NLPPW_POSTERS.

Web Banners
Web banners are available in six languages: English, French, Arabic, Russian, Chinese Simplified, and Spanish, in high-resolution vertical, horizontal, and square sizes.

- Download banners at hud.gov/program_offices/healthy_homes/nlppw#WEB_BANNERS.
A social media package that includes content ideas and sample posts that meet the Twitter character limit and can be adapted for use on other social media platforms, such as Facebook and Instagram is available for download here. There are four social media images available for download here which can be used with the sample posts or your own social media content. You can also use the “For Translation” PowerPoint file to create a social media image in additional language(s) used in your community.

We are suggesting daily “questions for conversation” be used across the nation for NLPPW social media posts connected to the key messages of Get the Facts, Get Your Child Tested, and Get Your Home Tested. This year, we are also suggesting using the “How Can We Reduce Lead Exposure Together?” question starting in September to raise awareness about lead and NLPPW 2022. You can use the sample posts or create your own using the suggested information and topics related to the key messages as well as the questions for conversation in the social media package.

When creating your own posts we suggest using the hashtags #LeadFreeKids, #NLPPW2022, and, when appropriate, #EJ or #EnvironmentalJustice to join in the conversation.

Follow us on Twitter @HUDgov, @HUDHealthyHomes, @EPA, @EPAespanol, and/or @CD CGov, or like us on Facebook at HUD, EPA, EPAespanol, and CDC, or follow us on Instagram at @hugov, @epagov, @cdcgov.
Other Resources

Infographics

- Download CDC lead infographics at [www.cdc.gov/nceh/lead/infographic.htm](http://www.cdc.gov/nceh/lead/infographic.htm).
- Download EPA lead infographics in **English** or **Spanish**.

Apps

For information on lead, download the HUD Healthy Homes Apps:


Websites

- For information on HUD, EPA, and CDC activities during NLPPW, visit [hud.gov/healthyhomes](http://hud.gov/healthyhomes), [epa.gov/lead](http://epa.gov/lead), or [cdc.gov/nceh/lead](http://cdc.gov/nceh/lead).
- For information on lead in drinking water from EPA, visit [epa.gov/safewater](http://epa.gov/safewater) and [epa.gov/ground-water-and-drinking-water/basic-information-about-lead-drinking-water](http://epa.gov/ground-water-and-drinking-water/basic-information-about-lead-drinking-water) or [espanol.epa.gov/espanol/informacion-basica-sobre-el-plomo-en-el-agua-potable](http://espanol.epa.gov/espanol/informacion-basica-sobre-el-plomo-en-el-agua-potable).
- For information about lead in Spanish, visit [espanol.epa.gov/plomo](http://espanol.epa.gov/plomo).
- For information (and a fact sheet available in English and Spanish) about lead and lead poisoning for pregnant people from CDC, visit [cdc.gov/nceh/lead/docs/are-you-pregnant.html](http://cdc.gov/nceh/lead/docs/are-you-pregnant.html).
- For communication tools and resources available from CDC, visit [cdc.gov/nceh/lead/resources/communication-resources.html](http://cdc.gov/nceh/lead/resources/communication-resources.html).
- For lead workplace safety and health information from the National Institute for Occupational Safety and Health, visit [cdc.gov/niosh/topics/lead/default.html](http://cdc.gov/niosh/topics/lead/default.html). Some of this information is also available in **Spanish**.
- For information on how to plan and develop a soilSHOP (Soil Screening, Health and Outreach Partnership) event in your community visit [atsdr.cdc.gov/soilshop/index.html](http://atsdr.cdc.gov/soilshop/index.html).
- The President’s Task Force on Environmental Health Risks and Safety Risks to Children is the focal point for coordinating the federal government’s efforts to explore, understand, and improve children’s environmental health. For more information, please visit [ptfceh.niehs.nih.gov](http://ptfceh.niehs.nih.gov/).
Publications


- **Happy, Healthy, Lead-Free Me**: A children’s book aimed at engaging children and educating parents on lead poisoning prevention and the importance of pediatric lead level testing developed by the New Hampshire Department of Health and Human Services, available in seven languages at [leadfreekidsnh.org/happy-healthy-lead-free-me-resources/#book](https://www.leadfreekidsnh.org/happy-healthy-lead-free-me-resources/#book).


- **Know the Facts**: A fact sheet that details how to prevent lead exposure, available at [cdc.gov/nceh/lead/docs/know-the-facts.html](https://www.cdc.gov/nceh/lead/docs/know-the-facts.html).

- **Lead Awareness in Indian Country: Keeping our Children Healthy!**: Curriculum built for community leaders to help all communities protect children from potential lead exposure and lead poisoning, available at [epa.gov/lead/tribal-lead-curriculum](https://www.epa.gov/lead/tribal-lead-curriculum).


- **Protect Your Family from Lead in Your Home**: A document (available in 12 languages) required to be provided to prospective buyers and renters of pre-1978 homes and apartments, available at [epa.gov/lead/protect-your-family-lead-your-home-real-estate-disclosure#12](https://www.epa.gov/lead/protect-your-family-lead-your-home-real-estate-disclosure#12).


Videos

- **Childhood Lead Exposure in the United States: CDC’s Role in Prevention, Education, and Surveillance**: An Environmental Health Nexus Webinar is available at [cdc.gov/nceh/ehsp/ehnexus/learn/2021/ehnexus_webinar_08042021.htm](https://www.cdc.gov/nceh/ehsp/ehnexus/learn/2021/ehnexus_webinar_08042021.htm). During this sixty-minute webinar, subject matter experts from CDC discuss sources of lead in children’s environments, populations at higher risk, current trends among children in the U.S., prevention strategies, and current initiatives at CDC.

- **EPA Lead-Based Paint Safe Work Practices** video at [youtube.com/watch?v=XqUssAPsD0](https://www.youtube.com/watch?v=XqUssAPsD0). A two-minute video on lead-safe work practices for renovation, repair, and painting of older buildings that are child-occupied and may contain lead-based paint.
• **HUD Healthy Homes Video Playlist** at [youtube.com/playlist?list=PLF784BAEF218A35EE](https://youtube.com/playlist?list=PLF784BAEF218A35EE). Compilation of 16 videos highlighting HUD best practices; focusing on lead, asthma, disaster recovery, renovation and repair, and more.

• **Lead Awareness in Indian Country: Keeping our Children Healthy! Curriculum Train-the-Trainer video** at [https://youtu.be/WnxLsY3d--8](https://youtu.be/WnxLsY3d--8). Recording of a Train-the-Trainer webinar hosted by EPA in 2021 for community leaders and other interested community members wanting to learn how to use and modify the curriculum.

• **Understanding Lead** video at [https://youtu.be/g5n0l9jppKc](https://youtu.be/g5n0l9jppKc). Recording of the “Understanding Lead” webinar hosted by EPA in 2021 for anyone interested in learning about lead, its impacts, and actions to prevent potential lead exposure and lead poisoning.

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**Next Steps!**

Share and post information about your NLPPW event on social media, using the hashtags #LeadFreeKids and #NLPPW2021.

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**National Lead Information Center**

The National Lead Information Center is a toll-free hotline, 1-800-424-LEAD (5323), that provides the general public and professionals with information about lead, lead hazards, and their prevention.

Individuals who are deaf, hard of hearing, or have speech disabilities may call the Federal Relay Service’s teletype service at 1-800-877-8339.

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**Disclaimer**
The information contained in this document is for general use only. Resources listed within are not intended to be comprehensive of all resources available.