

# Sample Social Media Package

## National Lead Poisoning Prevention Week



October  
23-29,  
2022

Help spread the word about lead and National Lead Poisoning Prevention Week (NLPPW)! 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 each year to raise awareness about lead exposure and lead poisoning during NLPPW and beyond. We invite you to join us in helping to mobilize individuals and communities to take action to reduce their risk of lead exposure.

Join CDC, EPA, and HUD in increasing public awareness about lead and NLPPW, which this year is **October 23–29, 2022**! Here are some ideas to consider and get you started:

- NLPPW's key messages are Get the Facts, Get Your Child Tested, and Get Your Home Tested.
- Use the hashtags #LeadFreeKids, #NLPPW2022 and, when appropriate, #EJ or #EnvironmentalJustice.
- Share posts from CDC, EPA, and HUD's social media accounts and tag them in your content.
- Post one or more of the sample social media messages (in the table below) to your personal or organizational social media account.
- Develop original social media posts, videos, threads, and more using the content suggestions under each Question for Conversation.
- Share community-based and national resources to help people find more information about reducing and preventing lead exposure.
- Discuss sources of lead exposure along with ideas and information to reduce or prevent lead exposure from those sources.
- Talk about how you or your organization are reducing your family or your community's lead exposure.
- Use one of the web banners or social media images provided by CDC, EPA and HUD in your posts or create your own graphics.



## NLPPW Questions for Conversation

This year CDC, EPA, and HUD will be posting social media messages corresponding to the following questions, which are designed to spark conversation on ways we can reduce and prevent lead exposure. Below each question are a few suggestions on information and topics to share and discuss if you decide to develop your own content. There is also “ready to post” content for each question in the table at the end.

### September 2022: How Can We Reduce Lead Exposure Together?

- Generate interest around NLPPW by sharing:
  - Information about events and activities taking place during NLPPW.
  - Local or national resources where people can find more information, including:
    - Protect Your Family pamphlet, available in 12 languages, [here](#).
    - Answers to [Lead FAQs](#).
    - The National Lead Information Center’s toll-free number: 1-800-424-LEAD [5323], which is also reachable through teletype at 711.
- Simple actions community members can take to reduce exposure to lead, starting with the actions discussed [here](#).
- Actions you yourself are taking to reduce exposure to lead.

### Monday, October 24, 2022: Why Should I Be Concerned About Lead?

- Discuss any of the following facts:
  - No safe blood lead level has been identified for children, and even low levels of lead in the blood can have lifelong health impacts. Learn more about the [health effects of lead exposure](#).
  - [Many pre-1978 homes contain lead-based paint](#), usually under layers of newer paint. If the paint is in good shape, the lead-based paint is usually not a problem. Deteriorating lead-based paint (peeling, chipping, chalking, cracking, damaged, or damp) is a hazard and needs immediate attention to be repaired and cleaned up safely.
  - Lead has been used for a long time in a [wide variety of products](#) found in and around our homes.

### Tuesday, October 25, 2022: How Do I Know if There is Lead in My Home?

- Help people learn how to address lead in their homes by posting information such as:
  - The [difference between a lead-based paint inspection and a risk assessment](#).
  - Where homeowners can search to find a certified lead-based paint inspector or risk assessor in their area. (Most states have EPA-authorized programs, and you can use this [page](#) or this [page](#) to find one near you.)
  - State and local programs that assist homeowners or landlords with getting a lead-based paint inspection or risk assessment.
  - Information about testing soil for lead, which could include sharing information about or planning a [Soil Screening, Health and Outreach Partnership \(soilSHOP\) event](#).

### Wednesday, October 26, 2022: How Do I Know if There is Lead in My Drinking Water?

- Empower people with resources to learn if there is lead in their drinking water:
  - How to contact their local water authority for information about testing and identifying lead in their water.

- Important steps they can take to [reduce lead in drinking water](#).
- EPA's [Protect Your Tap: A Quick Check for Lead](#).

#### Thursday, October 27, 2022: How Do I Know if My Child Has Been Exposed to Lead?

- Educate caregivers and others about blood lead testing by sharing:
  - Where community members can get a blood lead test.
  - A [blood lead test](#) is the best way to know if your child has been exposed to lead.
  - Blood lead tests are required for all Medicaid-eligible children at 12 and 24 months. (Testing all higher risk children at these ages is recommended.)

#### Friday, October 28, 2022: How Can I Make Sure My Child Has Safe Crawls?

- Post information about actions to protect children from lead exposure including:
  - Simple actions parents, grandparents, and other caregivers can take to reduce and prevent childhood lead exposure, starting with the eight actions in this [worksheet](#).
  - Homeowners and landlords of pre-1978 homes should ask if a contractor is lead-safe certified.
  - Why homeowners and landlords should [hire a lead-safe certified contractor](#) for renovation work in pre-1978 homes and child-occupied facilities.
  - [How to find a lead-safe certified contractor](#).

### Sample Social Media Posts

You can use these sample social media posts, which meet the Twitter character limit. Feel free to add more information and/or hashtags if posting on other social media platforms.

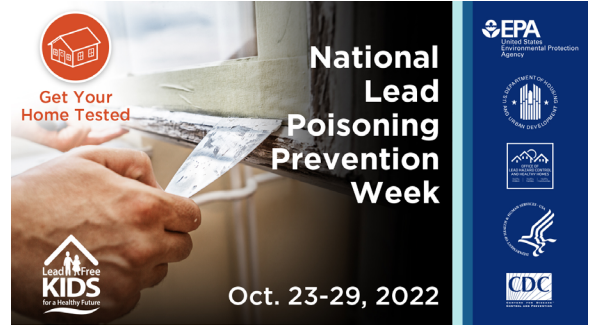
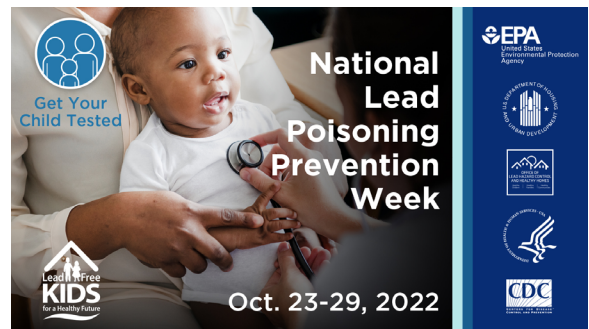
| Questions for Conversation                                                                        | Sample Posts                                                                                                                                                                                                                                                                                                                                                                |
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| <b>How Can We Reduce Lead Exposure Together?</b><br><br>Starting 9/2022<br>(6 weeks before NLPPW) | National Lead Poisoning Prevention Week is October 23–29, 2022. Follow @CDC, @HUD, and @EPA over the next several weeks to learn more about #NLPPW2022 and how we can work together to reduce and prevent lead exposure and lead poisoning. <a href="https://www.hud.gov/program_offices/healthy_homes/NLPPW">hud.gov/program_offices/healthy_homes/NLPPW</a> #LeadFreeKids |
|                                                                                                   | #DYK lead exposure and lead poisoning are preventable? Learn how to prevent lead poisoning in children before National Lead Poisoning Prevention Week, Oct 23–29, 2022. <a href="https://www.cdc.gov/nceh/lead/docs/how-to-prevent-lead-poisoning-in-children.html">cdc.gov/nceh/lead/docs/how-to-prevent-lead-poisoning-in-children.html</a> #NLPPW2022 #LeadFreeKids      |
|                                                                                                   | For more information about lead and protecting your family from lead in your home, read the Protect Your Family pamphlet. Now available in 12 languages! <a href="https://www.epa.gov/lead/protect-your-family-lead-your-home-real-estate-disclosure">epa.gov/lead/protect-your-family-lead-your-home-real-estate-disclosure</a> #NLPPW2022 #LeadFreeKids                   |
|                                                                                                   | Have a question about lead poisoning? Learn more at CDC's Lead FAQs page: <a href="https://www.cdc.gov/nceh/lead/faqs/lead-faqs.htm">cdc.gov/nceh/lead/faqs/lead-faqs.htm</a> . #NLPPW2022 #LeadFreeKids                                                                                                                                                                    |
|                                                                                                   | Many pre-1978 homes contain lead-based paint. Check surfaces suspected of having lead-based paint regularly for deteriorating paint, which can be hazardous. #NLPPW2022 #LeadFreeKids <a href="https://www.epa.gov/lead/protect-your-family-sources-lead#older">epa.gov/lead/protect-your-family-sources-lead#older</a>                                                     |

| Questions for Conversation                                                                  | Sample Posts                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
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| <b>Why Should I Be Concerned About Lead?</b><br><br>Monday,<br>10/24/2022                   | #DYK no safe blood lead level has been identified for children and even low levels of lead in the blood can have lifelong health impacts? The good news is that childhood lead poisoning is preventable! Learn more at <a href="https://www.cdc.gov/nceh/lead/docs/know-the-facts.html">cdc.gov/nceh/lead/docs/know-the-facts.html</a> . #LeadFreeKids #NLPPW2022                                                                                                                         |
|                                                                                             | If you work near lead-based products, you can carry lead dust home on your clothes and shoes. Keep your family safe by learning more about ways to prevent bringing sources of lead exposure into the home at <a href="https://www.cdc.gov/niosh/topics/lead/safe.html">cdc.gov/niosh/topics/lead/safe.html</a> . #NLPPW2022 #LeadFreeKids                                                                                                                                                |
|                                                                                             | Lead has been used for a long time in a variety of products found in and around our homes. The good news is lead poisoning is preventable and you can start by learning more at <a href="https://www.epa.gov/lead/protect-your-family-sources-lead#products">epa.gov/lead/protect-your-family-sources-lead#products</a> . #NLPPW2022 #LeadFreeKids                                                                                                                                        |
|                                                                                             | #DYK lead is a highly toxic metal that may cause a range of health problems, especially in young children, which can cause behavioral problems? Click here for more information: <a href="https://www.hud.gov/program_offices/healthy_homes/healthyhomes/lead">hud.gov/program_offices/healthy_homes/healthyhomes/lead</a> . #NLPPW2022 #LeadFreeKids                                                                                                                                     |
| <b>How Do I Know if There is Lead in My Home?</b><br><br>Tuesday,<br>10/25/2022             | #DYK the only way to know if there is lead in your home is to test for the presence of lead in paint, dust, and/or soil? Talk to your health department about testing for lead in paint, dust, and/or soil and learn more at <a href="https://www.epa.gov/lead/questions-and-answers-homeowners-and-renters-about-understanding-lead-inspections-risk">epa.gov/lead/questions-and-answers-homeowners-and-renters-about-understanding-lead-inspections-risk</a> . #NLPPW2022 #LeadFreeKids |
|                                                                                             | The National Lead Information Center provides information about lead, lead hazards, and preventing lead exposure. Contact them toll-free at 1-800-424-LEAD [5323] or <a href="https://www.epa.gov/lead/forms/lead-hotline-national-lead-information-center">epa.gov/lead/forms/lead-hotline-national-lead-information-center</a> . #LeadFreeKids #NLPPW2022                                                                                                                               |
|                                                                                             | #DYK many homes built before 1978 contain lead-based paint on both interior and exterior walls? When lead-based paint gets old, it can start to peel, chip, or crack and become a hazard. Learn more at <a href="https://www.epa.gov/lead/protect-your-family-sources-lead#older">epa.gov/lead/protect-your-family-sources-lead#older</a> . #LeadFreeKids #NLPPW2022                                                                                                                      |
| <b>How Do I Know if There is Lead in My Drinking Water?</b><br><br>Wednesday,<br>10/26/2022 | You cannot see, taste, or smell lead in drinking water, but you can learn basic information about sources of lead in drinking water and suggestions for reducing exposure at <a href="https://www.epa.gov/sites/default/files/2017-08/documents/epa_lead_in_drinking_water_final_8.21.17.pdf">epa.gov/sites/default/files/2017-08/documents/epa_lead_in_drinking_water_final_8.21.17.pdf</a> . #NLPPW2022 #LeadFreeKids                                                                   |
|                                                                                             | Contact your local water authority for information about testing and identifying lead in your water! #NLPPW2022 #LeadFreeKids <a href="https://www.epa.gov/ground-water-and-drinking-water/basic-information-about-lead-drinking-water#findout">epa.gov/ground-water-and-drinking-water/basic-information-about-lead-drinking-water#findout</a>                                                                                                                                           |
|                                                                                             | #DYK running your water before drinking or cooking can reduce potential lead exposure? Learn more about reducing lead in water at <a href="https://www.epa.gov/ground-water-and-drinking-water/basic-information-about-lead-drinking-water#reducehome">epa.gov/ground-water-and-drinking-water/basic-information-about-lead-drinking-water#reducehome</a> . #NLPPW2022 #LeadFreeKids                                                                                                      |
|                                                                                             | Check out #ProtectYourTap, an online guide created to identify lead pipes and reduce exposure to lead in drinking water. #LeadFreeKids #NLPPW2022 <a href="https://www.epa.gov/protectyourtap">epa.gov/protectyourtap</a>                                                                                                                                                                                                                                                                 |

| Questions for Conversation                                                                        | Sample Posts                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
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| <p><b>How Do I Know if My Child Has Been Exposed to Lead?</b></p> <p>Thursday,<br/>10/27/2022</p> | <p>#DYK children with lead poisoning usually do not look or act sick? Ask your healthcare provider about getting your child tested. A blood lead test is the best way to know if your child has been exposed to lead. <a href="https://www.cdc.gov/nceh/lead/prevention/blood-lead-levels.htm">cdc.gov/nceh/lead/prevention/blood-lead-levels.htm</a> #LeadFreeKids #NLPPW 2022</p> <p>Lead poisoning is preventable! A simple blood test can detect lead. Learn more ways to protect children from lead exposure. <a href="https://www.cdc.gov/nceh/lead/docs/lead-levels-in-children-fact-sheet-508.pdf">cdc.gov/nceh/lead/docs/lead-levels-in-children-fact-sheet-508.pdf</a>. #NLPPW2022 #LeadFreeKids</p> <p>A little lead can cause BIG problems. Act early! Blood lead testing is required for children with Medicaid at 1 &amp; 2 years old &amp; recommended for all higher risk children at these ages. Talk to your doctor and learn more: <a href="https://www.cdc.gov/nceh/lead/faqs/lead-faqs.htm">www.cdc.gov/nceh/lead/faqs/lead-faqs.htm</a>. #NLPPW2022 #LeadFreeKids</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p><b>How Can I Make Sure My Child Has Safe Crawls?</b></p> <p>Friday,<br/>10/28/2022</p>         | <p>Preventing lead exposure in young children is important because they are more vulnerable to the impacts of lead. We can start with a few actions at home, such as those in this worksheet: <a href="https://www.epa.gov/sites/production/files/2020-10/documents/module_1_worksheet.pdf">epa.gov/sites/production/files/2020-10/documents/module_1_worksheet.pdf</a>. #NLPPW2022 #LeadFreeKids</p> <p>Wiping and removing your shoes before entering your home can prevent you from bringing lead-contaminated soil in from outside and reduce potential exposure to lead. <a href="https://www.epa.gov/lead/protect-your-family-sources-lead#soil">epa.gov/lead/protect-your-family-sources-lead#soil</a> #NLPPW2022 #LeadFreeKids</p> <p>In many places across the U.S., significant numbers of children are still exposed to lead. There are different sources of lead in their environments and other risk factors. Learn more at <a href="https://www.cdc.gov/nceh/lead/prevention/populations.htm">cdc.gov/nceh/lead/prevention/populations.htm</a>. #NLPPW2022 #LeadFreeKids</p> <p>Lead can be found where children live, play, and learn. There are several steps we can take to prevent lead exposure and protect our families. Learn more at <a href="https://www.cdc.gov/nceh/lead/docs/how-to-prevent-lead-poisoning-in-children.html">cdc.gov/nceh/lead/docs/how-to-prevent-lead-poisoning-in-children.html</a>. #NLPPW2022 #LeadFreeKids</p> <p>#DYK when lead-based paint deteriorates, either inside or outside the home, lead can end up in household dust and soil? Learn more about lead at <a href="https://www.hud.gov/sites/documents/DOC_11875.PDF">www.hud.gov/sites/documents/DOC_11875.PDF</a>. #NLPPW2022 #LeadFreeKids</p> |

## Social Media Images

We encourage you to download and use the following images with your social media content, whether using one of the sample social media posts or creating your own using the suggested information and topics from the NLPPW Questions for Conversation. Click on image below to open it in a web browser so you can download it. You can also use the [Social Media Image for Translation](#) PowerPoint file to create a social media image in additional language(s) used in your community.



For Translation