



# National Lead Poisoning Prevention Week Toolkit



October 22–28, 2017



Hello there!

There are a few people who'd like to thank you for picking up this toolkit. Allow me to go first: as a doctor, I've seen firsthand the tragic consequences of childhood exposure to hazardous paints, pipes, and building materials. Taking steps to eliminate these dangers from our homes is a noble and vitally important mission. Thank you for being a part of it!

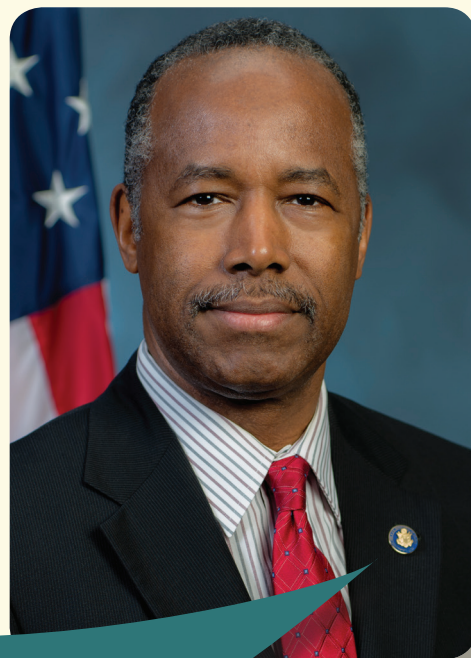
Second, thank you on behalf of our entire team at the Department of Housing and Urban Development, especially the amazing people in the Office of Lead Hazard Control and Healthy Homes, who work every day to ensure safe, healthy, affordable housing for all Americans. You also have some big fans at the Centers for Disease Control and the Environmental Protection Agency, our invaluable partners during National Lead Poisoning Prevention Week. By joining the fight against lead poisoning, you're pitching in with one of the best teams in Washington.

Finally, and most importantly, the next generation of Americans thank you for your action today. Children will have a chance to grow up healthy and happy because of your service and dedication to eliminating lead and other dangers from their environment.

Getting your home and children tested and learning the facts about lead poisoning are the most important steps you can take in the effort to ensure all homes in our country are healthy homes.

Thank you, again, for joining us.

Secretary Ben Carson



A Message from the Secretary

## About National Lead Poisoning Prevention Week 2017

### Lead Poisoning Prevention Week 2017

The theme of this year's National Lead Poisoning Prevention Week (NLPPW) is **Lead-Free Kids for a Healthy Future**. The NLPPW Campaign aims to help individuals, organizations, and state and local governments to work together to reduce childhood exposure to lead. Through NLPPW, campaign organizers can help spread the word to:

- 1. Get Your Home Tested:** Find out how to minimize risks of lead exposure by hiring a certified professional to test older homes for lead.
- 2. Get Your Child Tested:** A simple blood test can detect lead. Consult your doctor for advice on testing your children.
- 3. Get the Facts:** Find out about the hazards of lead.

### Lead Poisoning Basics

Here are a few important facts to know about lead poisoning and its devastating effects:

- According to the Centers for Disease Control and Prevention (CDC), at least 4 million households have children living in them who are being exposed to high levels of lead. In addition, approximately 500,000 American children between the ages of 1–5 have blood lead levels above 5 micrograms per deciliter ( $\mu\text{g}/\text{dL}$ ), the level at which CDC recommends public health actions begin.
- Lead poisoning is preventable. The key is to keep children from coming in contact with lead. If children are lead poisoned, they must be treated. Learn how to prevent children's exposure to lead.
- Lead is a highly toxic metal, especially in young children. When absorbed into the body, it can cause damage to the brain and other vital organs, like the kidneys, nerves, and blood. There is no safe level of lead.



Get Your  
Home Tested



Get Your  
Child Tested



Get the  
Facts

# About National Lead Poisoning Prevention Week 2017

- Lead can be found in several places both inside and outside of the home, including in the water that travels through lead pipes or in the soil around a house. However, it is mostly found in lead-based paint, which was used in homes before 1978. Lead poisoning is most often caused by accidentally swallowing or breathing in the lead dust created by old paint that has cracked and chipped.
- Children become lead poisoned by:
  - ▶ Putting their hands or other lead-contaminated objects in their mouths,
  - ▶ Eating paint chips found in homes from peeling or flaking lead-based paint, or
  - ▶ Playing in lead-contaminated soil.
- Lead poisoning in children can cause:
  - ▶ Damage to the brain and nervous system
  - ▶ Learning and behavior problems
  - ▶ Slow growth and development
  - ▶ Hearing and speech problems
  - ▶ Headaches

Some children are at greater risk than others, including those who are:

- from low-income families,
- are members of racial-ethnic minority groups,
- are recent immigrants,
- live in older, poorly maintained rental properties, or
- have parents who are exposed to lead at work.

The Office of Lead Hazard Control and Healthy Homes (OLHCHH) within the U.S. Department of Housing and Urban Development (HUD) has resources available to educate families, community organizations, housing professionals and other stakeholders about the dangers of lead poisoning, how to find out and what to do about lead in the home, and importantly, how to protect against it.



## Let's Get Started

Now that you know more about the *Know the Facts! Be a Partner in Eliminating Lead Hazards* campaign, and have some background information on lead exposure and poisoning, it's time to take action!

We share similar goals – to keep children, families, and the community informed about and safe from potential dangers. Lead poisoning is a danger that is easily preventable. This toolkit provides customizable materials that you can easily adapt and use to promote NLPPW in your community. It also offers ideas and activities to help you engage the general public, as well as other stakeholders concerned about keeping the community safe.

Ultimately, it is your knowledge of and commitment to the community that will make this campaign a success. Use the following steps as a guide.

### Steps for Success

1. **Plan for Success!** Develop an action plan and a few simple objectives to guide your community outreach and education efforts during NLPPW. The steps below will help.
2. **Combine efforts.** Invite existing and potential partners to help identify local needs and map out activities, events, and information-distribution sites appropriate for your community.
3. **Organize.** Plan in advance to integrate lead poisoning activities into existing community activities, or plan to hold your own NLPPW event. This is a great opportunity to collaborate with other stakeholders or new partners.
4. **Get the Word Out Through Media.** Use the customizable media materials in this toolkit to promote NLPPW activities and lead poisoning information through traditional and social media.
5. **Get the Word Out Through Information.** Check out this toolkit's listing of educational tools and online resources for flyers, posters, and other materials suitable for public distribution during NLPPW and afterward. Invite your local network to help distribute information.



**This section of the toolkit is designed to equip you with important key messages for promoting the NLPPW and discussing the issue of lead exposure, poisoning, and prevention. Don't be shy about using both traditional and social media to get key messages out to the public. This section provides a sample article, press release, and social media content for dissemination to local media and placement on a variety of social media platforms.**

## Key Messages and Talking Points

- Lead exposure has adverse effects on human health, especially for children.
- There is no known safe level of lead exposure. Even low levels of lead exposure may cause lifelong health problems.
- Lead is toxic to multiple body systems, including the central nervous system and brain; kidneys; and reproductive, cardiovascular, circulatory, and immune systems.
- Lead is especially dangerous to children's developing brains and causes reduced cognitive ability and attention span, impaired learning aptitude, and increased risk for behavioral problems.
- The health risks also have significant economic costs.



Get Your  
Home Tested



Get Your  
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Get the  
Facts

- Lead paint is a major source of lead exposure, but there are other sources, as well.
- Lead was added to some paints to improve color and speed drying. Although the federal government banned consumer uses of lead-containing paint in 1978, many homes, including private, federally assisted, federally owned housing, and childcare facilities built before 1978, have lead-based paint.
- As lead paint ages, it flakes and crumbles, creating lead-contaminating dust. In homes, schools, and playgrounds with lead-based paint, it can be a source of lead exposure to children who easily ingest it by putting their hands in their mouths.
- Sometimes lead can be found in homes and other establishments where water travels through lead pipes. The soil around such places can also be contaminated.

## Who gets lead poisoning?

- Children – from breathing in lead dust or from swallowing lead dust on their hands and toys. Children under 6 years old are most at risk.
- Adults – if they are renovating or doing work on old houses with lead-based paint, if they work in a factory that uses lead in its products, or if they have hobbies that use products with lead in them, such as hunting, and making stained glass or pottery.
- Recent immigrants and refugees are more likely to live in homes built before 1978. They also may have some cultural practices that put them in contact with lead. In addition, they often have less access to foods rich in iron and calcium, which makes them more likely to get lead poisoning.

- We can work together to reduce and prevent human health impacts from lead paint.
- New requirements for blood lead levels when testing children, ages 1–5, means that more children are likely to be identified as having lead exposure, allowing parents, doctors, public health officials, and communities to take action earlier to reduce the child's future exposure to lead.
- Families should get their children and home tested if they think their home has lead. Healthcare providers can test children's blood lead levels with a simple test. A certified inspector or risk assessors are trained to check for lead in homes. A listing of certified inspectors can be found at [epa.gov/lead](http://epa.gov/lead).
- When renovating, repairing, or painting, hire only state-approved Lead-Safe Certified Firms.
- Knowledge is power. Families can find free information about lead exposure and poisoning, as well as state and federal programs that conduct safe and reliable lead testing on the OLGHH, CDC, and the U.S. Environmental Protection Agency websites.



# Customizable Matte Article



Lead in gasoline and paint has been banned in the United States since the 1970s, yet lead exposure and poisoning is still a problem in too many households. Did you know that today, exposure and poisoning from this toxic substance still affects millions of people? The bad news? While lead is harmful for everyone, it is even more dangerous to children and can cause lifelong and life-threatening health problems. The good news? Lead poisoning is largely preventable, and with increased education, we can help protect the lives of children across our nation.

This year's National Lead Poisoning Prevention Week is October 22–28, 2017, and is sponsored by the U.S. Department of Housing and Urban Development, Office of Lead Hazard Control and Healthy Homes, and the Centers for Disease Control and Prevention (CDC). Our goal is to raise awareness about the danger of lead exposure, teach parents how to prevent lead exposure in their homes, and have their children tested based on national guidelines. To get the community involved, local organizations are encouraged to organize, host local events, and empower families and other stakeholders to take action.

## [Local Stats]

## [Quote from your organization/program spokesperson about what lead poisoning prevention efforts you're taking part in].

Lead can be found in several places both inside and outside of the home, including in the water that travels through lead pipes or in the soil around a house. However, it is mostly found in lead-based paint, which was used in homes before 1978. Children are most likely to be poisoned by accidentally swallowing or breathing in the lead dust created by old paint that has cracked and chipped. For families renovating older houses, it's important to take special care to recognize and minimize lead exposure and contamination. Again, children are particularly at risk, often becoming poisoned by putting their hands or other lead-contaminated objects in their mouths, eating paint chips, or playing outside in soil that's been contaminated.

According to the CDC, there is no known safe level of lead exposure, and even low levels can damage the brain and kidneys, as well as the reproductive, cardiovascular, circulatory, and immune systems. Imagine how much more dangerous lead is for a child's developing brain, causing a limited ability to learn and function, a reduced attention span, and increased risk for behavioral problems. These health risks are costly—experts estimate the cost of lead exposure in the United States at more than \$200 billion a year.

Since knowledge is power, during National Lead Poisoning Prevention Week, we want to reach families, community based organizations, the faith community, and healthcare providers with tips on preventing lead exposure and where to get children and homes tested if they suspect a problem. For more information about local National Lead Poisoning Prevention Week activities, testing information, and resources, the public can call [Your organization's complete contact information].



Get Your  
Home Tested



Get Your  
Child Tested



Get the  
Facts

Release Date: [One Month Prior]

Contact: [Spokesperson's Name]  
[Contact Information]

[Your Organization] is pleased to announce the kick-off of National Lead Poisoning Prevention Week 2017, October 22–28th. [Your Organization] will host and participate in outreach and education activities designed to raise local awareness about the danger of lead exposure and poisoning, and educate parents on how to reduce exposure to lead in their environment, prevent its serious health effects, and learn about the importance of testing children for lead.

National Lead Poisoning Prevention Week 2017 is a joint initiative of the U.S. Department of Housing and Urban Development's Office of Lead Hazard Control and Healthy Homes, and the Centers for Disease Control and Prevention (CDC). The goal is to encourage organized, local community events, and to empower families and other stakeholders to take action. [Quote from your organization/program spokesperson about the importance of lead poisoning prevention efforts in your community]

Activities and events planned for the weeklong observance include: [Your plans for outreach].

Although lead in gasoline and paint has been banned in the United States since the 1970s, lead exposure and poisoning is still a problem, especially for children. Lead is mostly found in lead-based paint, which was used in homes before 1978; however, it can also be found in the water that travels through lead pipes or in the soil around a house. Lead poisoning is caused by accidentally swallowing or breathing in the lead dust created by old paint that has cracked and chipped. Children are particularly at risk, often becoming lead poisoned by putting their hands or other lead-contaminated objects in their mouths, eating paint chips found in homes from peeling or flaking lead-based paint, or playing in lead-contaminated soil.

According the CDC, there is no known safe level of lead exposure, and even low levels can damage the brain and kidneys, as well as the reproductive, cardiovascular, circulatory, and immune systems. Lead is especially dangerous for children's developing brains, causing reduce cognitive ability and attention span, impaired aptitude for learning, and increased risk for behavioral problems. However, the good news is that the problem is largely preventable with increased education and testing.

# Customizable Press Release



## Suggested Social Media Content

Here's how to let social media help you spread the word!



### Twitter –#NLPPW2017

- It's Nat'l Lead Poisoning Prevention Week! Get your child tested and get the facts! #leadfreekids #NLPPW2017
- Learn about the impacts of lead: <http://bit.ly/22CNsht>. #leadfreekids #NLPPW2017
- Children under age 6 are most at risk for lead poisoning. Get kids tested today! <http://www.cdc.gov/nceh/lead/tips.htm>. #leadfreekids #NLPPW2017
- Parents – ask your pediatrician to do a simple blood test for lead poisoning. Learn more: <http://bit.ly/2b0LmDK>. #leadfreekids #NLPPW2017
- Having work done on your place? Childproof your home improvements: <http://bit.ly/2aLmthy>. #leadfreekids #NLPPW2017
- Renovating? Hire only EPA- or state-approved Lead-Safe Certified renovators: <http://bit.ly/29SRcGA>. #leadfreekids #NLPPW2017
- Before buying, renting, or renovating your home, have it checked for lead-based paint: <http://bit.ly/2aLn9UC>. #leadfreekids #NLPPW2017
- Worried about lead? Talk to a professional about lead hazards and prevention techniques: <http://bit.ly/2aOFXU8>. #leadfreekids #NLPPW2017
- Worried about lead? Contact the National Lead Information Center with questions at 1 (800) 424-LEAD. #leadfreekids #NLPPW2017



### Facebook – NLPPW 2017

- National Lead Poisoning Prevention Week is Oct 22-28. If you plan on holding an awareness event in your community, download the media toolkit for ideas, resources, and more: #leadfreekids #NLPPW2017
- National Lead Poisoning Prevention Week is October 22-28. Exposure to lead can seriously harm a child's health, and children under the age of 6 are most at risk for lead poisoning. The good news? Lead poisoning is completely preventable! Learn why it's important to prevent lead exposure: [www.hud.gov/lead](http://www.hud.gov/lead) #leadfreekids #NLPPW2017
- Exposure to lead can seriously harm children's health. Learn more about the impacts of lead exposure for children across the U.S. #leadfreekids #NLPPW2017
- It's National Lead Poisoning Prevention Week! Get your home tested. Get your child tested. Get your pipes checked. Get the facts. Learn why it's important to prevent lead exposure: #leadfreekids #NLPPW2017
- Looking for resources to teach your child about lead? Coloring books are a great way to engage kids. "Is There Lead in the Water?" is a useful tool from CDC: [http://www.cdc.gov/nceh/lead/publications/lead\\_in\\_water\\_activity\\_book\\_508.pdf](http://www.cdc.gov/nceh/lead/publications/lead_in_water_activity_book_508.pdf) #leadfreekids #NLPPW2017
- Worried about lead in your home? To talk to a professional about lead, lead hazards, and prevention techniques, visit the National Lead Information Center's webpage: <https://www.epa.gov/lead/forms/lead-hotline-national-lead-information-center>. #leadfreekids #NLPPW2017
- Get Your Child Tested. Ask your Dr. how! #leadfreekids #NLPPW2017



# Effectively Engage the Community

## Recommended Activities to

### Local Elected Leaders

- Ask your local elected officials to issue a NLPPW Proclamation.
- Invite local elected officials to open or speak at events and activities.

### Grantees, Stakeholders, and other Partners

- Create an informal NLPPW Task Force. Invite existing and potential partners to join an ad hoc task force or committee.
- Natural allies include local public health and safety officials from Head Start; Women, Infants & Children; other related health department programs; as well as emergency medical services, the fire department, and the poison control center. You will undoubtedly find support within the healthcare community, as well. Look to your hospital, clinics, urgent care centers, and family medicine/pediatric practices for health educators and clinicians interested in injury prevention.
- However, support also could come from some not-so-obvious sources. Consider approaching your local American Red Cross chapter and Safe Kids organizations – both have strong health and safety education programs and local chapters throughout the country. Groups to also consider include environmental groups in your area, especially those that advocate for clean water; local builders, home inspectors, and real estate developers; and shelters and other nonprofits like

Habitat for Humanity whose missions are tied to providing families with safe housing. Don't forget about your local United Way, who would not only be a great partner, but could also point you toward other groups with similar missions.

- Once your committee or task force comes together, the goal is to map out activities, events, and/or information-distribution sites appropriate for the community. Task force members can also be helpful by sharing data to support strategies, and exploring potential sources of funding to meet specific needs.
- Host an NLPPW event, and/or plan in advance to integrate lead poisoning activities into a related existing community event. Community health fairs are perfect venues for distributing information or for providing one-on-one or small group education. However, other community-based safety-related events to check out include child safety seat days held at vehicle inspection and motor vehicle administration sites, and back-to-school activities at day care and early learning centers.
- If planning your own event, coordinate with local partners and experts to have presentations and exhibits on various topics related to lead exposure, testing, and prevention.



Get Your  
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- Ask local partners to promote NLPPW activities and/or awareness. Utilize your partners' newsletters, listservs, media, and mailings to share information about lead exposure poisoning and prevention.
- Work with local healthy homes advocates. Reach out to related professional organizations and associations to provide education to their clients and students. In addition, coordinate with local schools and daycare facilities to send information home to families, or set up an information table at a PTA meeting or after-school event.
- Contact your local universities and colleges. Students can be a great resource, especially since many majors or programs require related community service projects or internships. The long-term benefit of this association could include building local advocacy for increased lead poisoning assessments and interventions.

### The Business Community

- Connect with local businesses, such as home improvement and hardware stores, to post information or co-host workshops on using safe work practices when conducting home remodeling and renovation projects. Ask your Chamber of Commerce for help in disseminating information through their internal channels and meetings.
- Also see if these businesses might provide lead exposure and poisoning prevention messages in their mailings to customers, or help publicize events and activities for NLPPW.
- Ask retailers to put notices at their counters or posters in their windows during NLPPW.



## Recommended Activities to

# Effectively Engage the Community

### Healthcare Providers

- Reach out to local medical and health-related providers with educational materials they can make available to their patients and families. Better yet, propose allowing your staff to educate patients in the waiting room, or to set up a display with information.
- If you are hosting an event, invite a local provider to be a speaker. Remember, physicians are not the only ones qualified to speak about lead testing or the health effects of lead exposure. Nurses, nurse practitioners, physician assistants, and health educators are qualified to speak on those topics and may have a special interest in the topic, as well.
- Ask a clinic, practice, or hospital to set aside one day during NLPPW to provide free testing for children under age 6 to identify elevated blood lead levels.



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