

# PARTNER INFORMATION KIT



October  
**24-30**  
**2021**



#LeadFreeKids

#NLPPW2021



# What Is National Lead Poisoning Prevention Week?

Each year, National Lead Poisoning Prevention Week (NLPPW) is a call to bring together individuals, organizations, industry, and state, tribal, territorial, and local governments to increase lead poisoning prevention awareness in an effort to reduce childhood exposure to lead. NLPPW highlights the many ways parents and communities can reduce children's exposure to lead in their environment and prevent its serious health effects. The U.S. Department of Housing and Urban Development (HUD), the U.S. Environmental Protection Agency (EPA), the Centers for Disease Control and Prevention (CDC), and our partners work to heighten awareness of lead poisoning, provide resources, and encourage preventive actions during NLPPW and beyond.

**THIS YEAR NLPPW TAKES PLACE OCTOBER 24-30, 2021.**

**This information kit is a starting point in developing customized messaging to meet the needs of different communities.**

Our partners are a vital resource in spreading awareness about reducing childhood lead exposure and NLPPW. The support of our partners helps reach target audiences and broadens the range of techniques for educating communities, families, and individuals. Because communities can have different risks for childhood exposure to lead, a “one-size-fits-all” approach is not effective. For example, one community may have many lead renovations being conducted, possibly exposing young children to lead during the renovations. Other communities may have lead in drinking water issues, and yet another community may be faced with children exposed to lead from a contaminated waste site or take-home exposures from workplaces.

The purpose of the information kit is to help our partners prepare and promote activities or events at the local level. It has been created to assist partners with messaging, implementation ideas, and resources. Many of these resources can be customized to reach a wide variety of audiences, including parents, grandparents, caregivers, contractors, hardware stores, trade associations, the media, and others. This allows partners an opportunity to select and tailor information that “works” in their local community, including cultural factors and other unique considerations.

# Main Themes for 2021



Get the Facts



Get your Home Tested



Get your Child Tested

## This Information Kit includes:

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- 6 | Talking Points
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# Basic Lead Poisoning Information

Lead poisoning occurs when lead enters the bloodstream and builds up to toxic levels. Many different factors such as the source of exposure, length of exposure, and underlying susceptibility (e.g., child's age, nutritional status, and genetics) affect how the body handles foreign substances.



**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 a toxic element, especially in young children.** When absorbed into the body, 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.** The most common source of exposure is from lead-based paint, which was used in many homes built before 1978. Children can be exposed by swallowing or breathing in lead dust created by old paint that has cracked and chipped, eating paint chips, or chewing on surfaces coated with lead-based paint, such as window sills.
  - o There are simple steps that can be taken to protect family members from lead-based paint hazards in the home, such as regularly cleaning the home, washing children's hands and toys often, and wiping shoes before entering the home.
  - o 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.
  - o Lead can also be found in drinking water. The most common sources of lead in drinking water are lead pipes, faucets, and fixtures.

- **Other examples of possible sources of lead include** some metal toys or toys painted with lead-based paint, furniture painted with lead-based paint, some metal-containing jewelry, some imported items (i.e., health remedies, foods and candies, cosmetics, powders or make-up used in religious ceremonies), and lead-glazed pottery or porcelain.
- **Children can become exposed to lead by:**
  - o Putting their hands or other lead-contaminated objects in their mouths,
  - o Breathing or swallowing lead-contaminated dust,
  - o Eating paint chips found in homes from peeling or flaking lead-based paint,
  - o Drinking water that comes from lead pipes, faucets, and fixtures,
  - o Playing in lead-contaminated soil,
  - o Eating food, spices, or candies made with or contaminated by lead, and
  - o Using ceremonial make-up or powders that contain lead.
- **Some children are at greater risk for lead exposure than others,** including those who are:
  - o From low-income families,
  - o Living with adults whose jobs or hobbies involve working with lead,
  - o Members of racial-ethnic minority groups,
  - o Recent immigrants, and
  - o Living in poorly maintained rental homes or apartments built before 1978.
- **Adults may also unknowingly bring lead dust into their home** from their jobs or hobbies.
- **During pregnancy, women may crave nonfood items (pica) that may contain lead,** such as soil, clay, or crushed pottery.

## By the Numbers

About **3.3 MILLION** American households, including **2.1 MILLION** low-income households, have children under **6 YEARS** of age who live in homes with lead exposure hazards. Even relatively low levels of lead exposure can impair a child's cognitive development. Children with blood lead levels can experience delayed growth and development, damage to the brain and nervous system, learning and behavior problems, and a host of other health-related problems. Public health actions are needed for these children. There is no safe blood lead level in children.

# Talking Points



## 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 women.
- **Adults and children can get lead into their bodies by:**
  - Breathing in lead dust (especially during activities such as renovations, repairs, or painting),
  - Swallowing lead dust that settles on food, food preparation surfaces, floors, window sills, and other places, or
  - Eating paint chips or soil that contains lead.
- **The most common sources of lead in drinking water** are lead pipes, faucets, and fixtures.
- **Other sources of lead include** some metal toys, wooden toys or furniture painted with lead-based paint, some metal-containing jewelry, and lead-glazed pottery or porcelain, some candies, spices, or make-up.
- Lead may also be brought into the home on work clothes, shoes, and hair.



## Get Your Home Tested

- If your home was built before 1978, you can get it tested for lead-based paint by:
  - 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.
- If you rent, ask your landlord to have your home or apartment tested.
- 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](https://www.epa.gov/safewater) for EPA's lead in drinking water information.



## Get Your Child Tested

- **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.
- **A simple blood test can detect lead.** Consult your healthcare provider for advice on blood lead testing.
- **Blood lead tests are required for:**
  - Children at ages 12 and 24 months who receive Medicaid,
- **Blood lead tests are recommended for:**
  - Children at 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, and
  - Children who should be tested under your state or local health screening plan.
  - Pregnant women who think they may have been exposed to lead. Talk to your healthcare provider about getting a blood lead test.
- **Ask your healthcare provider to explain the blood lead test results.**

# Steps to Create Localized Outreach

Creating awareness, organizing, and partnering form the foundation for a successful NLPPW. There are three basic steps to effectively engage your community. By organizing both in-person (where feasible) and virtual activities and events, you can both increase awareness and educate your community on actions they can take to prevent lead exposure.



## 1. Form a committee.

Create an NLPPW committee or collectives with existing and potential partners.

Partners may include local public health and safety officials (from programs such as Head Start or Women, Infants and Children, as well as other health-related programs), emergency medical services, the fire department, and the poison control center. You can also find support and potential partners and educators within the healthcare community, such as hospitals, clinics, urgent care centers, and family medicine or pediatric practices. Other potential community partners could include environmental groups, parent teacher associations, the Chamber of Commerce, home improvement and hardware stores, child care facilities, early learning centers, and 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, and then map out activities, events, and/or information distribution methods (sites) appropriate to 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.

- Develop a single overarching communication objective by defining the issue and focus on why it is important to act now. Ensure 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. 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 partners to work with throughout your campaign that will support your messages. Create or mobilize existing local networks to distribute information.
  - Consider partners like corporations and government entities related to home remediation, healthcare providers, 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 without undermining others.

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 benefit to the audience.
- Ensures your message is consistent and unambiguous.
- Creates trust by presenting authoritative and reliable information and uses materials that clearly lay out the facts.
- Includes a call-to-action by asking the audience to do something, such as:
  - Encouraging parents, grandparents and/or caregivers to get children under the age of 6 who are at higher risk and pregnant women who think they may have been exposed tested;
  - Encouraging homeowners and/or landlords to have certified professionals test for lead-based paint or lead hazards;
  - Hiring lead-safe certified professionals to renovate older homes; and
  - Contacting your local health department or water company to find out about testing your water.
- Gathers data and feedback to establish a baseline for “lessons learned” to help shape future outreach efforts.

### **3. Organize your plan.**

Ask local partners to promote NLPPW activities and raise awareness. Use partner newsletters, listservs, media, and mailings to share information about lead poisoning prevention. Here are some actions that organizations could take when planning NLPPW activities.

- Reach out to 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 outreach. Outreach is dynamic, and there may be many variations.

## Grantees, Recipients, Stakeholders, & Other Partners

- Send out information about lead poisoning prevention in an email blast, newsletter article, and/or bulletins.
- 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 both #NLPPW2021, #LeadFreeKids, and your own specific hashtag. Make sure to think about the questions you want to ask and ways to keep the conversation going before the chat actually begins. You may want to share the questions ahead of time so participants can prepare some responses in advance.
- Host an Instagram live during NLPPW with a community partner. During an Instagram live, viewers are able to tune in, ask questions, and leave comments in real-time. Make sure to coordinate ahead of time with your partner 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 you can save it to IGTV so followers can tune in at a later date.*
- 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 writing messages in chalk on sidewalks at popular parks frequented by families in your community.
- Partner with environmental groups, faith-based organizations, and nonprofit organizations to host lead poisoning prevention events.

## Healthcare Providers

- Encourage a clinic, healthcare facility, or hospital to set aside one day during NLPPW to provide free blood lead testing for children under age 6 who are at higher risk.
- 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 prevalence of pre-1978 housing.



## Local Leaders

- Ask your local elected officials to issue a NLPPW public announcement or **proclamation**.
  - If you are unsure who your local leaders are and/or how to contact them, find your local leaders by checking your state government website and entering your address then contact them directly and ask them to share information through their network(s) and platform(s).
- Provide a **press release** to your local media.
- Invite local elected officials to open or speak at 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

Connect with local businesses, such as home improvement and hardware stores, to post information or co-host workshops on using lead-safe work practices when conducting home remodeling and renovation projects, including projects conducted in federally assisted housing.

- Ask your local Chamber of Commerce for help in disseminating lead poisoning prevention messages through their extensive communications network, 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 and national and local home improvement stores, remodeling businesses, home inspectors, real estate developers, and the local Chamber of Commerce to incorporate lead poisoning prevention content into their communication channels.

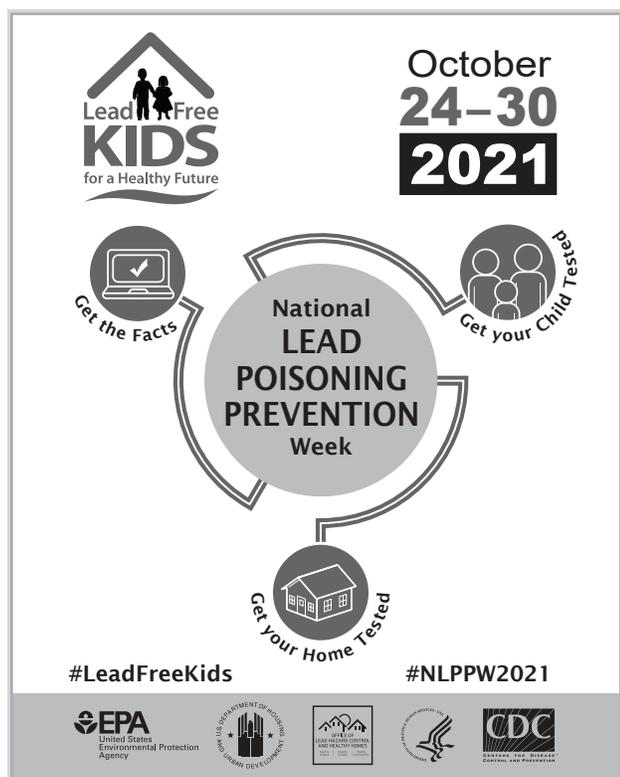
# Customizable Materials

Creating a common visual identity is very important to increase the impact of NLPPW. The following tools are available to use to support our partners when organizing events in your local communities. 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 and posters 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 customizable materials in Spanish, visit [espanol.epa.gov/plomo/semana-nacional-de-prevencion-del-envenenamiento-por-plomo](https://espanol.epa.gov/plomo/semana-nacional-de-prevencion-del-envenenamiento-por-plomo).

## Icons, Posters, and Flyers

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](https://hud.gov/program_offices/healthy_homes/nlppw#NLPPW_ICONS).



Poster and flyer templates are available in six languages: **English, French, Arabic, Russian, Chinese Simplified**, and **Spanish**. These files are available as PDF's and may also be customized to include an organizations logo and information using the PowerPoint files.

- Download posters and flyers at [hud.gov/program\\_offices/healthy\\_homes/nlppw#NLPPW\\_POSTERS](https://hud.gov/program_offices/healthy_homes/nlppw#NLPPW_POSTERS).

## Web Banners

Web banners are available in hi-resolution vertical, horizontal, or square sizes.

- Download banners at [hud.gov/program\\_offices/healthy\\_homes/nlppw#WEB\\_BANNERS](https://hud.gov/program_offices/healthy_homes/nlppw#WEB_BANNERS).

# Social Media

A social media package that includes sample social media posts for Facebook and Twitter is available for download at [www.hud.gov/program\\_offices/healthy\\_homes/nlppw#Social\\_Media](http://www.hud.gov/program_offices/healthy_homes/nlppw#Social_Media). There are also four images available for download that can be used with these or your own social media posts.

Once again, we are suggesting daily themes be used across the nation for NLPPW social media posts.

**NEW this year we are suggesting using the “What Can I Do to Protect My Child from Lead?” theme starting in September to start creating awareness about NLPPW 2021.**

You can use the sample posts in the social media package or create your own posts related to these themes leading up to NLPPW and for each day during NLPPW.

When creating your own posts to highlight your activities and events for NLPPW we suggest using the hashtags **#LeadFreeKids** and **#NLPPW2021** to join in the conversation.

## NLPPW Themes

### September 2021:

What Can I Do to Protect My Child from Lead?

### Monday, October 25, 2021:

Why Should I Be Concerned About Lead?

### Tuesday, October 26, 2021:

How Do I Know if There is Lead in My Home?

### Wednesday, October 27, 2021:

How Do I Know if There is Lead in My Drinking Water?

### Thursday, October 28, 2021:

How Do I Know if My Child Has Been Exposed to Lead?

### Friday, October 29, 2021:

How Can I Make Sure My Child Has Safe Crawls?



Follow us on Twitter **@HUDgov**, **@HUDHealthyHomes**, **@EPA**, **@EPAespanol** and/or **@CDCgov**, or like us on Facebook at **HUD**, **EPA**, **EPAespanol**, and **CDC**, or follow us on Instagram at **@EPAgov**.

# 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**
- Download HUD's Healthy Homes Maintenance Chart infographic at [https://www.hud.gov/sites/dfiles/HH/documents/HHP\\_Maintenance\\_Chart.pdf](https://www.hud.gov/sites/dfiles/HH/documents/HHP_Maintenance_Chart.pdf)

## Apps

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

- The Healthy Homes Basics App:  
[itunes.apple.com/us/app/healthy-homes-basic/id1092367352](https://itunes.apple.com/us/app/healthy-homes-basic/id1092367352)
- The Healthy Homes Partners App:  
<https://apps.apple.com/us/app/healthy-homes-partners/id1244368357>
- The Healthy Homes Youth App:  
<https://apps.apple.com/us/app/healthy-homes-youth/id1434450117>



## Websites

- For information on HUD, EPA and CDC activities during NLPPW, visit [hud.gov/healthy-homes](http://hud.gov/healthy-homes), [epa.gov/lead](http://epa.gov/lead), or [cdc.gov/nceh/lead/default.htm](http://cdc.gov/nceh/lead/default.htm).
- For information on lead in drinking water from EPA, visit [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 <https://www.cdc.gov/niosh/topics/lead/default.html>. Some of this information is also available in **Spanish**.
- 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 [ptfceph.niehs.nih.gov/](http://ptfceph.niehs.nih.gov/).

- For information about lead exposure and lead poisoning from American Academy of Pediatrics, visit [aap.org/en-us/advocacy-and-policy/aap-health-initiatives/lead-exposure/Pages/default.aspx](https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/lead-exposure/Pages/default.aspx).

## Publications

- **Ethan’s House Gets Healthier With a Visit from the Lead Poisoning Prevention Team** A CDC children’s coloring book, available at [www.cdc.gov/nceh/lead/docs/Coloring\\_Book.pdf](https://www.cdc.gov/nceh/lead/docs/Coloring_Book.pdf).
- **Is There Lead in the Water?** A CDC children’s activity book, available at [cdc.gov/nceh/lead/publications/lead\\_in\\_water\\_activity\\_book\\_508.pdf](https://cdc.gov/nceh/lead/publications/lead_in_water_activity_book_508.pdf).
- **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://epa.gov/lead/tribal-lead-curriculum).
- **Lead-Safe Certified Guide to Renovate Right: Important Lead Hazard Information for Families, Child Care Providers, and Schools:** A document required to be provided before pre-1978 homes and child-occupied facilities are renovated, available at [epa.gov/lead/renovate-right-important-lead-hazard-information-families-child-care-providers-and-schools](https://epa.gov/lead/renovate-right-important-lead-hazard-information-families-child-care-providers-and-schools). (Also in **Spanish**)
- **Lead Paint Safety Field Guide** (*Updated March 2019*): A document that contains sample work practices for lead safety for maintenance contractors, property managers/owners, local public housing and health staff, and more, available at [hud.gov/sites/documents/DOC\\_11878.pdf](https://hud.gov/sites/documents/DOC_11878.pdf). (Also in **Spanish**).
- **Protect Your Family from Lead in Your Home:** A document (available in 11 languages) required to be provided to buyers and renters before purchase or lease, available at [epa.gov/lead/protect-your-family-lead-your-home-real-estate-disclosure](https://epa.gov/lead/protect-your-family-lead-your-home-real-estate-disclosure).
- **The Federal Lead Action Plan:** A federal agency document for reducing lead exposure and associated harms, available at [epa.gov/sites/production/files/2018-12/documents/fedactionplan\\_lead\\_final.pdf](https://epa.gov/sites/production/files/2018-12/documents/fedactionplan_lead_final.pdf).

## Videos

- Childhood Lead Exposure in the United States: CDC’s Role in Prevention, Education, and Surveillance (Environmental Health Nexus Webinar) at [https://www.cdc.gov/nceh/ehsp/ehnxus/learn/2021/ehnxus\\_webinar\\_08042021.htm](https://www.cdc.gov/nceh/ehsp/ehnxus/learn/2021/ehnxus_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 (YouTube) video at [youtube.com/watch?v=X-qUssA-PsD0](https://youtube.com/watch?v=X-qUssA-PsD0). 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.

# Next Steps

Don't forget once you have organized your NLPPW events and activities and your media campaigns, to register your campaigns, activities and events using the World Health Organization's online forms at <https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2021/registration> to get international recognition.

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



## 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.

### 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.