



Lead Poisoning Prevention Week 2016
Campaign Resource Package





What Is National Lead Poisoning Prevention Week?

National Lead Poisoning Prevention Week (NLPPW) focuses on the many ways parents can reduce children's exposure to lead in their environment and prevent its serious health effects. EPA, along with the U.S. Department of Housing and Urban Development (HUD) and Centers for Disease Control and Prevention (CDC), promote educational activities during NLPPW to raise community awareness. This year a special focus on lead in drinking water has been added.

Your participation in NLPPW is an opportunity to help eliminate sources of lead exposure in the environment by increasing awareness in vulnerable communities. Outreach materials provided in this toolkit can be used for a variety of audiences, including parents or caregivers, contractors or hardware stores, trade associations, the media, and others.

This year NLPPW takes place on October 23-29, 2016.



Why Is Lead a Problem?

Lead exposure is toxic to humans. Children in particular are more vulnerable to lead poisoning than adults, and health effects on early childhood development are severe. In large amounts, lead exposure may cause blood anemia, severe stomachache, muscle weakness, and brain damage. Even in small amounts, lead can affect a child's mental and physical growth, causing learning disabilities or disorders in coordination. Some of these effects may persist beyond childhood. For pregnant women, harmful effects include premature births, smaller babies, and miscarriage. **There is no safe level of lead exposure.**

There are several exposure pathways for children, however the two most common are:

1. Spending time in areas where lead-based paints have been used and are deteriorating—deteriorating lead paint contributes to lead dust that children can inhale or ingest.
2. Eating food or drinking water that contains lead—water pipes in some older homes may contain lead solder where lead may leach out into the water.

Campaign Theme and Goals



The theme of this year's NLPPW is **Lead Free Kids for a Healthy Future**. The NLPPW Campaign aims to achieve two goals:

1. Raise awareness to reduce childhood exposure to lead.
2. Encourage implementation of local activities and events in target communities.

This toolkit has been created to provide state and local governments and organizations with key materials and resources that are customizable for distribution to a wide array of audiences. The materials provided by EPA, CDC, and HUD include:

- [Icons.](#)
- [Posters.](#)
- [Web Banners.](#)
- [Social Media.](#)
- [Online Resources.](#)
- [Multimedia Outreach.](#)
- [Awareness Activities.](#)
- [Resources for Developing a Campaign.](#)



Icons

Creating a common visual identity is important in order to increase the impact of NLPPW. When creating materials for your communities or organizations, using the official icons will tie your local efforts into the broader national effort.

Icons are available in two color schemes: white with blue background or blue with transparent background. They have been translated into six languages: English, Spanish, French, Arabic, Russian, and Chinese.

Download at <https://www.epa.gov/lead/lead-poisoning-prevention-week-2016>.



[Back to Theme & Goals](#)

Posters

Modifiable poster templates (size 18 x 25) and flyer template (size 8 1/2 x 11) are available in six languages: English, Spanish, French, Arabic, Russian, and Chinese.

Download at <https://www.epa.gov/lead/lead-poisoning-prevention-week-2016>.



Web Banners

Add a web banner to your organization's webpage to increase NLPPW visibility. Web banners that are vertical, horizontal or square are available in six languages: English, Spanish, French, Arabic, Russian, and Chinese.

Download at <https://www.epa.gov/lead/lead-poisoning-prevention-week-2016>.



Campaign Materials: Web Banners (cont.)



Lead Free KIDS
for a Healthy Future

NATIONAL LEAD POISONING PREVENTION WEEK
OCTOBER 23-29, 2016

- Get Your Home Tested
- Get Your Child Tested
- Learn About Drinking Water
- Understand The Facts

1-800-424-LEAD (5323)

cdc.gov/nceh/lead hud.gov/lead epa.gov/lead

Niños Libres de plomo
Para un futuro saludable

Semana Nacional de Prevención del Envenenamiento por Plomo
23 al 29 de octubre de 2016

- Haga evaluar su hogar
- Haga examinar a su hijo
- Aprenda sobre el agua potable
- Comprenda los datos

1-800-424-LEAD (5323)

cdc.gov/Spanish/especialesCDC/PeligrosPlomo hud.gov/lead espanol.epa.gov/espanol/plomo

Des Enfants Sans Plomb
Pour un avenir en santé

Semaine d'action nationale pour la prévention de l'intoxication au plomb
Du 23 au 29 octobre 2016

- Faites tester votre maison
- Faites tester votre enfant
- Renseignez-vous sur l'eau potable
- Comprenez la réalité

Pour plus d'informations en anglais, appelez le 1-800-424-LEAD (5323)

cdc.gov/nceh/lead hud.gov/lead epa.gov/lead

أسبوع الحملة القومية لمنع التسمم بالرصاص
من 23 إلى 29 تشرين الأول / أكتوبر 2016

- افحص منزلك
- افحص طفلك
- حصل على معلومات عن المياه القابلة للشرب
- فهم الحقائق

لمزيد من المعلومات باللغة الإنجليز، اتصل على 1-800-424-LEAD (5323)

cdc.gov/nceh/lead hud.gov/lead epa.gov/lead

Защитим от свинца НАШИХ ДЕТЕЙ
во имя здорового будущего

Национальная неделя действий по предотвращению отравлений свинцом
23-29 октября 2016 г.

- Протестируйте свой дом на свинец
- Протестируйте своего ребенка на свинец
- Узнайте о качестве воды, которую вы пьете
- Разберитесь в фактах

Для получения более подробной информации (на английском языке) звоните по номеру 1-800-424-LEAD (5323)

cdc.gov/nceh/lead hud.gov/lead epa.gov/lead

培养无铅儿童，创建健康未来

预防铅中毒 全国行动周
2016年10月23日至29日

- 测试住宅的含铅情况
- 测试您小孩体内的含铅量
- 了解饮用水
- 了解有关铅的事实

如需更多以英语提供的信息，请致电 1-800-424-LEAD (5323)

cdc.gov/nceh/lead hud.gov/lead epa.gov/lead

Campaign Materials: Web Banners (cont.)



NATIONAL LEAD POISONING PREVENTION WEEK **OCTOBER 23-29, 2016**

Get Your Home Tested | Get Your Child Tested | Learn About Drinking Water | Understand The Facts

1-800-424-LEAD (5323) cdc.gov/nceh/lead hud.gov/lead epa.gov/lead



Semana Nacional de Prevención del Envenenamiento por Plomo

23 al 29 de octubre de 2016

1-800-424-LEAD (5323)

cdc.gov/Spanish/especialesCDC/PeligrosPlomo hud.gov/lead espanol.epa.gov/espanol/plomo



Semaine d'action nationale pour la prévention de l'intoxication au plomb

Du 23 au 29 octobre 2016

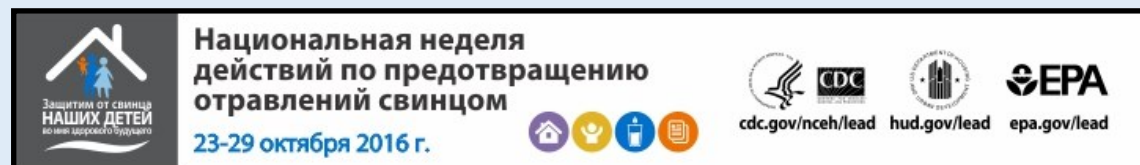
cdc.gov/nceh/lead hud.gov/lead epa.gov/lead



أسبوع الحملة القومية لمنع التسمم بالرصاص

من 23 إلى 29 تشرين الأول/ أكتوبر 2016

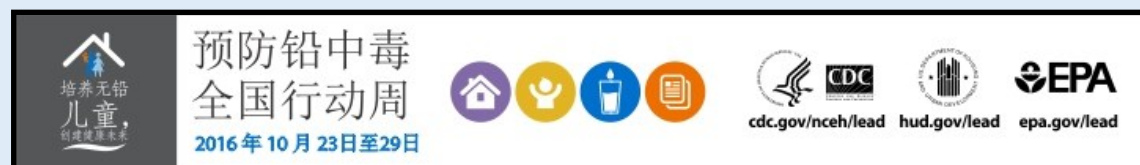
cdc.gov/nceh/lead hud.gov/lead epa.gov/lead



Национальная неделя действий по предотвращению отравлений свинцом

23-29 октября 2016 г.

cdc.gov/nceh/lead hud.gov/lead epa.gov/lead



预防铅中毒 全国行动周

2016年10月23日至29日

cdc.gov/nceh/lead hud.gov/lead epa.gov/lead



Social Media

A social media package that includes a sample listserv email and social media posts for Facebook and Twitter is available for download at <https://www.epa.gov/lead/lead-poisoning-prevention-week-2016>.

You can also create your own posts highlighting your events for NLPPW using the hashtags **#leadfreekids** and **#LPPW2016** to join in the conversation.

Follow us on Twitter [@EPA](#), [@HUDgov](#), and/or [@CDCgov](#), or like us on Facebook at [EPA](#), [HUD](#), and [CDC](#).



For more ideas, past examples of successful, localized campaigns include:

Consumers' Checkbook posted information about Lead Poisoning Prevention Week on their Twitter feed. Tweets can be found at [@checkbookorg](#).

EPA, CDC, and HUD hosted a Twitter Town-hall, where participants could tweet questions to a panel of experts using **#LeadChat2015**.



Online Resources

For comprehensive information on lead, link to both CDC and EPA webpages:

- ◇ <http://www.cdc.gov/nceh/lead/>
- ◇ <https://www.epa.gov/lead>

For information on HUD activities during NLPPW, search for “lead poisoning prevention week” at:

- ◇ <http://hud.gov/healthyhomes>

For information on the Lead Safe Housing Rule, link to:

- ◇ <http://portalapps.hud.gov/CorvidRpt/HUDDLBP/welcome.html>

To see which states run CDC-funded programmatic activities, and share and highlight success stories (under “Read what funded programs are doing.”):

- ◇ <http://www.cdc.gov/nceh/lead/programs/default.htm>

For an infographic from CDC about effects of lead exposure, link to:

- ◇ <http://www.cdc.gov/nceh/lead/infographic.htm>

For information on lead in drinking water from EPA, link to:

- ◇ <https://www.epa.gov/ground-water-and-drinking-water/basic-information-about-lead-drinking-water>

For more ideas, past examples of successful, localized campaigns include:

Best Picks posted a blog on lead called “Lead Poisoning Prevention Week: Get in the Know.” The blog can be found at:

<http://www.bestpickreports.com/blog/post/lead-poisoning-prevention-week-get-in-the-know>.

The National Nursing Centers Consortium held a webinar for the public entitled “Lead Poisoning: Why Some Children are Still at High Risk and What You Can Do About It.”

Green and Healthy Homes Initiative hosted a webinar on why children are at risk and what participants could do in their own communities.

Multimedia



For an interactive phone app, the “Healthy Homes Basics App” is available for download from HUD in iTunes or Google Play.

For resources to engage children, “Is There Lead in the Water?” is a coloring book from CDC, available for download:

- ◇ http://www.cdc.gov/nceh/lead/publications/lead_in_water_activity_book_508.pdf.

For more ideas, past examples of successful, localized campaigns include:

Chittenden County in Vermont held a film screening for the public and hosted a post-film panel about lead poisoning awareness.

“The NOW” news program discussed Lead Poisoning Prevention Week on 7NEWS in Denver, Colorado.



Awareness Activities

By organizing in-person activities and events, you can both increase awareness and create a sense of urgency to act to stop lead exposure in your community.

Organize and implement an activity or event for NLPPW by taking the following steps:

- ◇ Talk to, and partner with, local stakeholders to identify your community's specific needs.
- ◇ Develop a localized campaign plan and budget for materials needed.
- ◇ Secure a venue and promote your event.
- ◇ After holding your event, identify areas for follow-up.

For more ideas, past examples of successful, localized campaigns include:

National Econ Corporation held a Renovation, Repair, and Painting (RRP) refresher training course at a reduced cost in Memphis, Tennessee.

EPA Region 10 mailed out letters to raise awareness on the Lead RRP Rule and sought help from the Trade Associations to spread the word about lead to its contractors.

The Childhood Lead Poisoning Prevention Program of Western MA provided materials and giveaways at a local YMCA's Wellness Wednesday.

Develop a Campaign Plan



As you begin preparing for NLPPW, localize your outreach efforts by developing a campaign tailored for your local communities and organizations.

1. Develop a single overarching communication objective. Define the parameters of the issue and focus on why it is important to take action now. Define your audience and what change you want to see as a result of your communication strategy.
2. Ensure your main message is clear, concise, and relevant to the audience. Then decide which communications channels are most appropriate for your message and audience.
3. Determine the types materials you want to use for communications.
4. Identify partners to work with throughout your campaign that help support your messages. You should create and mobilize local networks to distribute information.

A successful campaign does all of the following:

1. Frames and presents your message so that it catches the attention of your audience.
2. Clarifies your message so that it is unambiguous and clear.
3. Communicates a benefit to the audience.
4. Is consistent in messaging.
5. Uses materials to invoke emotions as well as give facts.
6. Creates trust by presenting information that is authoritative and reliable.
7. Includes a call to action by asking the audience to do something, like encouraging audiences to have professionals test for lead in paint or water.

Next Steps



Once your media campaigns and accompanying events and activities are organized, register your event on the World Health Organization's webpage at http://www.who.int/ipcs/lead_campaign/event_registration/en/.

Disclaimer

The information contained in this toolkit is for general use only. Resources listed within are not intended to be comprehensive of all resources available. References made to social media, online resources, multimedia, and awareness activities not organized in conjunction with EPA, HUD, or CDC are examples only, and do not serve as an endorsement of any organization or entity.

