



# Lead-Free Kids for a Healthy Future

Lead Poisoning Prevention Week 2016 | Tools and Resources for Community Awareness

**2016 Childhood Lead Poisoning Prevention (CLPP) Week is October 23—29.** From engaging the education community, creating a social media campaign to planning a community project, hosting a training event or reaching out to the public via local media, you can make a difference by participating in a meaningful way.

Our 2016 goal is **Lead-Free Kids for a Healthy Future.** Our key messages are:

- *Test Your Kids for Lead!*
- *Look for Chipping Paint Around Your Home!*
- *Learn the Facts About Lead!*

These three simple steps can help keep our kids safe from exposure to lead-based paint and other lead hazards.

In this toolkit are a number of ideas that you can implement at the community level to raise awareness about lead poisoning. Invite others to work with you in developing your awareness strategy.

For questions:

Reghan Walsh, [reghan.walsh@wi.gov](mailto:reghan.walsh@wi.gov), 608-261-9432, Wisconsin Childhood Lead Poisoning Prevention Program (WCLPPP) or Kristi Tennie, [kristi.tennie@wi.gov](mailto:kristi.tennie@wi.gov), 608-266-9379, Wisconsin Asbestos and Lead Certification Program.

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## THE PROBLEM WITH LEAD IN WISCONSIN

### There is no safe level of lead

The Centers for Disease Control and Prevention (CDC) has long said there is no safe level of lead in the body. Lead hurts kids. It poisons them and may reduce their future potential. Lead impacts the normal development of a child's brain, and may result in intelligence quotient (IQ) loss, learning and behavior problems, developmental delays and lifelong mental and physical health issues.

### Many Wisconsin children are exposed to lead

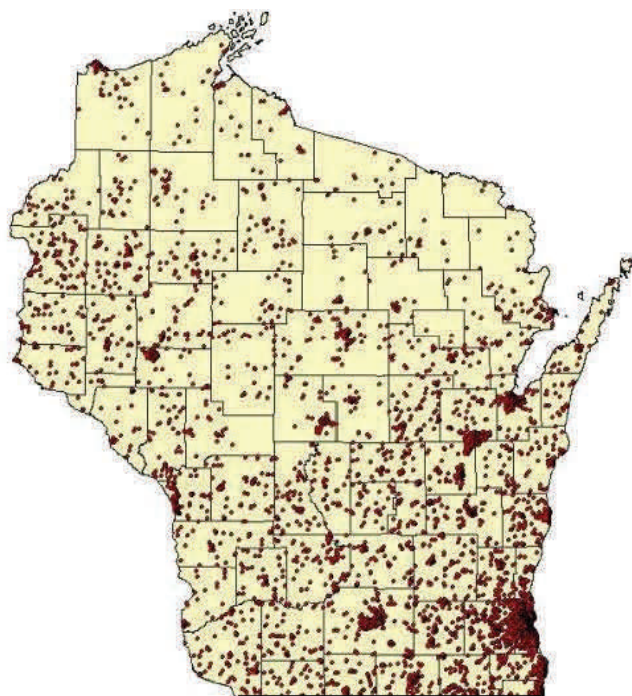
Since 1996, blood lead testing has identified more than 200,000 children under age six in Wisconsin have too much lead in their body.

Some children are exposed to lead but never get a blood lead test. There could be many more lead-exposed children in Wisconsin.

### Lead poisoning in Wisconsin is a statewide problem

Lead poisoned children have been found in every county in Wisconsin. Each red dot on this state map represents a location associated with a lead-poisoned child. These children may be struggling in school or suffering from physical and mental health issues due to lead poisoning.

CLPP Week provides the perfect opportunity to raise awareness of the seriousness of this problem and what each of us can do to prevent it.



Instances of Childhood Lead Poisoning in Wisconsin





## ENGAGE THE EDUCATION COMMUNITY

Since lead impacts brain development, intelligence and ability to learn, educators have a critical interest in helping to prevent lead poisoning. In light of lead’s impact on learning it should be considered not just a public health or environmental health issue, but an educational issue with direct consequences for policy outcomes.

### Policy Example for Education

Require blood lead tests and developmental assessments at school entry, in the model of school immunization requirements.

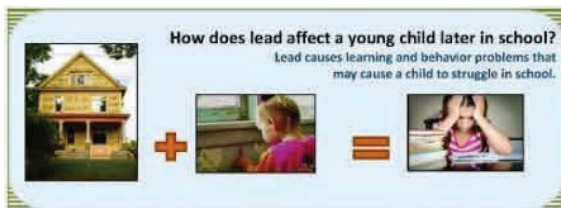
Source: [A Blueprint for Action](#)

### Reach out to:

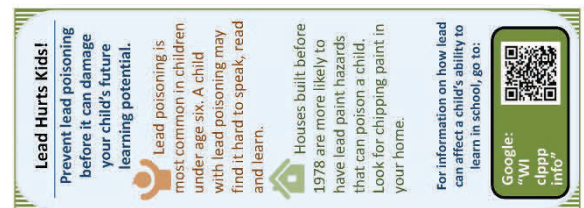
- Principals and school board members
- School nurses, social workers, and psychologists
- Parent Teacher Associations
- Teachers and teaching assistants
- School and public librarians

### What you can do to raise awareness with educators:

- Lead poisoning can make a child struggle in school. Print [these bookmarks](#) to raise awareness among educators about the need to prevent lead poisoning. Put the bookmarks in books in libraries to spread the message.



Front & Back



- Share the important CDC report, [Educational Interventions for Children Affected by Lead](#), with teachers and others in your jurisdiction.

### What educators can do:

- Have the school nurse request access to the Wisconsin Blood Lead Registry on the Wisconsin Immunization Registry portal to get students’ blood lead histories. Contact Pam Campbell, 608-267-3901, [pamela.campbell@wi.gov](mailto:pamela.campbell@wi.gov).
- Learn more about the connection between lead and learning and what educators can use as resources to support students who have been affected by lead (WCLPPP Handbook Chapter 10): [Developmental Assessment and Intervention for a Child with Lead Exposure](#).





## CREATE A LOCAL SOCIAL MEDIA CAMPAIGN

Engage people in a local campaign to promote awareness for lead poisoning prevention. As in the [Lead-Safe PSA video](#), have kids and adults hold up a sign that starts with the hashtag, #LeadSafeWisconsin. For the action item, chose a tagline and add a reliable source for more information. Include your website, the [Lead Safe Wisconsin](#) website, the [CDC](#), [Environmental Protection Agency](#) (EPA) or [Housing and Urban Development](#) (HUD) websites. Or include the National Lead Information Center telephone hotline (1-800-424-LEAD).

### Here's what you do to participate:

- ① **Write** “#LeadSafeWisconsin” on a sheet of paper. On the next line, add a tagline or create your own. Last line, add a phone number or website where people can get more information.
- ② **Snap** a picture of yourself holding the sign.
- ③ **Post** it on your Facebook, Twitter, and Instagram with the hashtag, “#LeadSafeWisconsin.”
- ④ **Tag** your friends in your post and encourage them to join the campaign.

### Taglines for signs:

#### For Adults:

- “Test Your Kids for Lead!”
- “Look for Chipping Paint in Your Home!”
- “Learn More About Lead!”
- “Ask your doctor to test your kids for lead!”

#### For Kids:

- “I’ve been tested for lead. Have you?”
- “Talk to my doctor about lead.”
- “Lead Poisoning is 100% Preventable!”

### Other resources:

[The Health Communicator’s Social Media Toolkit](#)

[Other social media ideas](#) from federal agencies



Photo courtesy of Dr. Eddy and the Eau Claire City-County Health Department - CLPP Week 2015.





Humanists of the Palouse, Moscow, Idaho—"To us, 'Building Community,' means sharing the gift of reading."

## ORGANIZE A COMMUNITY LEAD AWARENESS PROJECT

Bringing neighbors together to increase lead awareness and feel a sense of pride is what a great community project is all about. Consider building a [Little Free Library](http://littlefreelibrary.org) in your neighborhood or at your agency. [Bring the community together](#) around reading books and help others make the connection between lead poisoning and its affect on a child's ability to read.\* If you already have a Little Free Library, organize a event for CLPP Week focused on the importance of reading.

### Build a Little Free Library:

- Identify the area where the library can reside and get the necessary permissions.
- Go to [littlefreelibrary.org](http://littlefreelibrary.org) to get all the details-plans and materials, how to install it, etc.
- Stock the library with "5 Reasons to Hire a Lead-Safe Renovator" [booklets](#) and [bookmarks](#).
- Host a [grand opening event](#) during CLPP Week and invite local policymakers and the media.
- Promote the neighborhood event through a [variety of methods](#).

### Additional considerations:

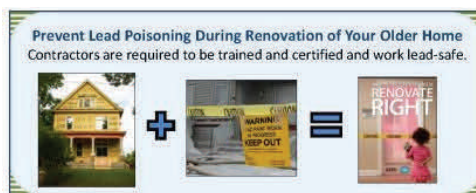
- Close the street off to local traffic for pedestrian safety.
- Engage the neighbors (esp. kids) in the planning phase to generate a community feel to the event.
- Get local businesses involved by seeking out donations of books, door prizes and refreshments.
- Add some form of educational entertainment, e.g., [easy-to-use activities for kids and parents](#).

### Already have a Little Free Library?

- Choose a date for your event and invite local businesses to attend and/or sponsor the event.
- Engage someone locally who does fun things with kids: balloon artist, clown, magician, face painter.
- Ask a doctor from a local [Reach Out and Read](#) program to come and read a book.
- If it's raining, bring umbrellas!

### Can't build a Little Free Library?

Add [bookmarks](#) with lead poisoning prevention messages to books in Little Free Libraries in your neighborhood.



### \*THE CONNECTION BETWEEN LEAD AND LEARNING TO READ

Study after study has demonstrated that exposure to lead at an early age can result in poor academic outcomes. Research into specific attributes that make up the building blocks for success in school finds that children affected by lead show deficits in many or all of these areas: IQ, speech, language, hearing, self-regulation and attention.





## HOST A HOME VISITOR OR CHILD CARE PROVIDER EVENT

Home visitors in Wisconsin spend time with families in their homes on a weekly basis. Many children also spend significant amounts of time in a child care provider's home. You can educate home visitors and child care providers about lead poisoning and how to prevent it. They can then pass that information on to the families they work with.

### Basic concepts to emphasize in training include:

- The importance of families getting their children tested for lead
- The need to look around the home for chipping and peeling paint
- How to avoid lead hazards in the home and get assistance for fixing lead hazards



Click [here for funding](#) to fix lead hazards

### Tools and resources to educate about lead poisoning prevention:

WCLPPP developed a resource package with all the “talking points” for educating about lead.



The *Parent Group Orientation on Lead Poisoning* is a 3-part resource kit that can be used to introduce lead information to parents of young children in an informal context, such as a parent education meeting.

It consists of a [Trainer Outline](#), a [Slide Presentation](#) and [Handouts](#). Even if you're not a lead poisoning expert, read along with “The Story of Childhood Lead Poisoning” in the slide presentation with its simple messages and pictures—it's all in the notes! The handouts have additional activities the family can do at home with the kids.

### Tools and incentives exclusively for child care providers:

- Consider offering continuing education credits for the child care provider training for their license renewal.
- Provide this [pamphlet intended for child care providers](#) with your training invitation.
- Share [information about funding](#) with child care providers for fixing hazards in their home.

Share [bookmarks](#) with lead poisoning prevention messages, especially how little lead it takes to poison a child.





## REACH THE PUBLIC VIA LOCAL MEDIA

Submit newsletter articles or press releases for inclusion in local newspapers, school communiques, health department newsletters and so on. Add community-specific information to make the severity of the problem tangible to readers. Write your own, including the following elements to generate a strong story, or start with one of the sample templates at the bottom.

### Share local data:

- Use [data on the scope of the problem in your jurisdiction](#). For example, include the percent of housing built before 1978 and/or the number of kids exposed to lead over a given period of time. The Environmental Public Health Tracking program has local [blood lead data](#) at the census tract level.
- Employ phrases and data descriptions that are easy to comprehend or visualize. For example, if you had 300 kids tested and 30 of them have a blood lead level of 5 mcg/dL or more, describe it as “1 in 10 children tested were found to be poisoned.”

### Share local stories:

- Add a quote from the health officer, housing agent or a local certified contractor.
- Personal stories add the human drama. Ask a parent you’ve worked with to share their story or include a story where renovation to the home proactively prevented lead exposure.

### Share local resources:

- A list of CLPP Week activities you plan to offer
- Health department phone number, Facebook page or website information
- [Funding that is available](#) in your county to fix home health and safety hazards
- Links to lists of area [lead abatement](#), [lead-safe renovation](#), or [lead consulting](#) companies

### Provide ‘how-to’ prevention tips:

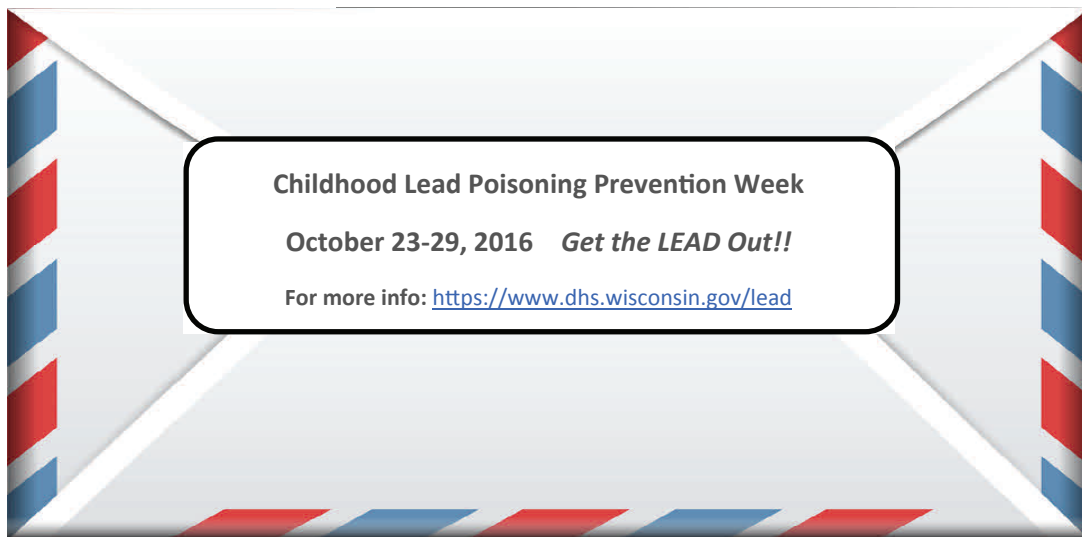
- Brief “action” bullet points work best, e.g., “Look for chipping paint around your home.”
- Select from the examples on CDC’s webpage on [what families can do to prevent lead poisoning](#).

### Sample templates of news articles and press releases:

- [News article with less than 250 words](#) | [News article with more than 250 words](#)
- [Press release with rehab funding information](#) | [Press release with contractor information](#)



## ADDENDUM



An idea from our partners in Trempealeau County: When sending information to a client use a mailing label with a health message on the envelope. This is an example for CLPP Week; note the call to action to get more information.



This educational resource has been approved by the Wisconsin Department of Health Services, Division of Public Health, Bureau of Environmental and Occupational Health, P-00554-2016 (08/2016).