**SAMPLE NEWSLETTER/NEWSPAPER ARTICLE – less than 250 words**

**LEAD-FREE KIDS FOR A HEALTHY FUTURE—NATIONAL LEAD POISONING PREVENTION WEEK**

In (health department jurisdiction) in 2016, more than (number of children with BLLs of 5 mcg/dL and above from the [Wisconsin 2016 Blood Lead Testing Data Annual Report](https://www.dhs.wisconsin.gov/publications/p01202-2016.pdf)) children, approximately (data visualization ratio, e.g., “one in ten children tested”), have had elevated blood lead levels that may cause significant damage to their health. These children may develop behavior and learning problems such as hyperactivity, developmental delays, hearing problems, and aggressive patterns of behavior.

Major sources of lead exposure include lead-based paint and lead-contaminated dust in deteriorating buildings and homes built before 1978. Despite the continued presence of lead in the environment, lead poisoning is entirely preventable. Stopping a child’s exposure to lead from paint, house dust, or any other source is the best way to prevent the harmful effects of lead.

(Health department jurisdiction) is participating in National Lead Poisoning Prevention Week, October 25-31, and joins the U. S. Centers for Disease Control and Prevention, the U.S. Environmental Protection Agency, and the U.S. Department of Housing and Urban Development in encouraging parents to learn more about how to prevent lead poisoning.

This year's theme, "Lead-Free Kids for a Healthy Future," underscores the importance of testing your home for lead, testing your children for lead, and learning how to prevent lead poisoning’s serious health effects.

For more information on how to prevent lead poisoning, contact (health department name, phone number, webpage, Facebook page, etc.) or visit the [*Lead-Safe Wisconsin*](http://www.dhs.wi.gov/lead) website.