

## Childhood lead poisoning in Wisconsin is a statewide problem.

Lead-poisoned children have been identified in every county in Wisconsin. The dots on this map represent 45,000 children found to be lead poisoned since 1996.

**Lead hurts kids!** Lead causes permanent brain damage.

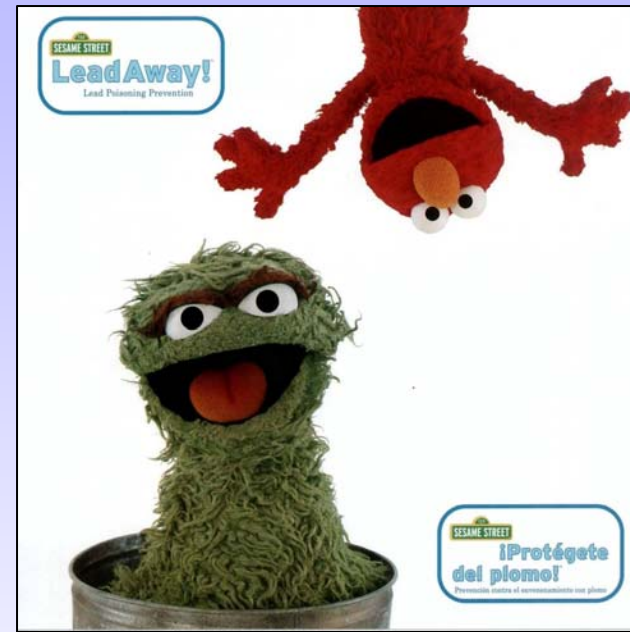
Children who are lead poisoned are more likely to:

- Develop learning disabilities, hearing and speech problems, and behavior problems such as aggression and hyperactivity;
- Experience poor school performance including scoring 14% lower on reading and math performance tests in third grade;
- Drop out of high school or become pregnant as teenagers; and
- Commit violent crimes as juveniles and adults.

To learn more about the status of lead poisoning in Wisconsin, go to the *Lead-Safe Wisconsin* website (<http://dhs.wi.gov/lead>) or call the Wisconsin Childhood Lead Poisoning Prevention Program at 1-608-266-5817.

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## Help Families Learn About the Risks of Lead Poisoning with the Sesame Street Workshop DVD and Online Resources



Lead hurts kids! We want to prevent exposure before it happens. Use these tools to help young children “stay away from lead!”

In the DVD, Elmo learns an important lesson to keep “Lead Away” from his body through simple everyday activities. On-line support materials reinforce the messages in the DVD.

Sesame Street Workshop resources offer strategies for parents, caregivers and educators to help children learn how to protect themselves from becoming lead poisoned. Resources are in both English and Spanish.

**Read more inside...**



# The Sesame Street *Lead Away* DVD:

- Increases awareness that lead is a serious health risk to young children,
- Informs parents and caregivers that lead exposure is preventable, and
- Provides parents and children with important information about what lead is, where it can be found, and how to prevent exposure.

Teachers, parents and children will find the video and activities fun to do together. Families can easily incorporate the prevention strategies into their everyday routines.

## In English and in Spanish

The DVD has both English and Spanish versions on the same DVD. The support materials available on-line are also in both English and Spanish (see below).

**Support materials are available on-line at**  
<http://www.sesameworkshop.org/initiatives/health/lead>.

## Activity Pages (shown in English)



# Sesame Street Storybook (shown in Spanish)



## Posters (with tips for parents)



(English)



(Spanish)

One poster reminds parents to check toys for dust or damaged paint and help young children stay away from peeling paint, wash hands before eating, and leave shoes at the door. The second poster reminds parents to check with the health department to find out when their children should be tested for lead and includes a wallet card to track their lead tests.