



Lead-Safe Kids for a Healthy Future

Lead Poisoning Prevention Week is October 25-31, 2020

Lead Poisoning Prevention Week for 2020 is next week, October 25-31, 2020. Because lead poisoning prevention is getting national and international attention, it provides us with the opportunity to share outreach and education about how critical this public health disease is. We can share these messages in the communities in which we live. Here are some ideas.

- Share some of our social media messages through your health department's FaceBook or Twitter account (page 3).
- Post a banner or other materials from the National Lead Poisoning Prevention Week webpages of the [Centers for Disease Control and Prevention](#) (CDC), [Environmental Protection Agency](#) (EPA) or [Housing and Urban Development](#) (HUD) on your health department's webpage.
- Customize a local press release (see next page), using Wisconsin data, a quote from the health officer or local policymaker, and submit it to the local newspaper or health department newsletter.
- Refer a family living in a home or a child care facility built before 1978, where children reside or regularly visit, to our [Lead Safe Homes Program](#) to correct household lead hazards.
- Use one of our virtual backgrounds for your online meetings in Zoom, Microsoft Teams or other platform (page 6). Copy the JPEG(s) and load the images into your platform and go.

Remember, anything you do will make a difference!

SAMPLE EVENT PRESS RELEASE

Contact: Health Department Spokesperson

Phone number:

(Mayor name here) Proclaims October 25–31 as Lead Poisoning Prevention Week for the City of <XX>

(Mayor name here) proclaims October 25–31, 2020, as Lead Poisoning Prevention Week for the city of (xx). Childhood lead poisoning is a leading environmental health threat to children, and Wisconsin is committed to eliminating childhood lead poisoning. In Wisconsin in 2018, more than 3,900 children were found to be lead poisoned and it may be contributing to school problems and violence in our city.

“Lead hurts children and interferes with a child’s development,” said (insert mayor name or health officer name here). “Efforts to raise awareness and eliminate lead in homes have led to real success in reducing the number of children with lead poisoning each year. However, much more needs to be done if we are to eliminate childhood lead poisoning.”

[If applicable] To recognize the week, the (Name of Health Department) will host a series of events from (TIME) at the (LOCATION). Events include: (Insert events and details here such as:

- Informational sessions on the elimination efforts.
- Workshops for property owners.
- Health fairs for parents.
- Free blood lead tests for young children.)

Lead paint in older homes is the primary source for lead poisoning in a child. Chipping and peeling lead paint creates dust on windows, floors, and porches where it can get on children’s hands and into their mouths and then be absorbed into their body. [Wisconsin’s Lead Safe Homes Program](#) is currently enrolling properties built before 1978 to correct lead hazards.



Having a child’s blood tested for lead is the only way to know if a child is poisoned. If you live in an older home: (1) ask your doctor to test your child, (2) complete the [interest form](#) to see if you might qualify for the Lead Safe Homes Program and (3) contact the health department for more information on how to keep your child safe from lead exposures.




For more information, go to <http://dhs.wisconsin.gov/lead> (or LPHA CLPP website) or contact:

- (Name of Local Health Department) at (phone number)
- Wisconsin Childhood Lead Poisoning Prevention Program at 608-266-5817
- National Lead Information Center at 800-424-LEAD (5323)

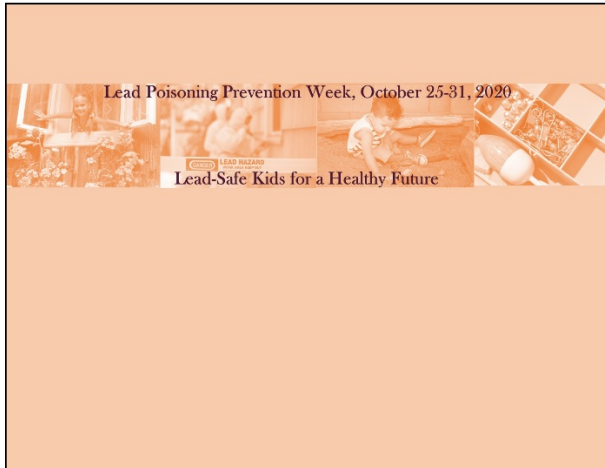
- END -

Facebook and Twitter Social Media Messages

DAY	First Message	Second Message	Third Message
MONDAY 10/26/2020 	<p>Facebook Do you know if there is lead in your home? Talk to your local health department about testing paint and dust in your home for lead. #NLPPW2020 #leadfreekids https://www.dhs.wisconsin.gov/lead/check-your-home.htm</p> <p>Twitter Talk to your local health department about testing paint and dust in your home for lead. #NLPPW2020 #leadfreekids https://www.dhs.wisconsin.gov/lead/check-your-home.htm</p>	<p>Facebook The National Lead Information Center provides information about lead, lead hazards, and preventing lead exposure. Call the toll-free hotline, 1-800-424-LEAD [5323], or visit the website. #NLPPW2020 #leadfreekids https://www.epa.gov/lead/forms/lead-hotline-national-lead-information-center</p> <p>Twitter The National Lead Information Center provides information about lead, lead hazards, and preventing lead exposure. Call the toll-free hotline, 1-800-424-LEAD [5323]. #NLPPW2020 #leadfreekids https://www.epa.gov/lead/forms/lead-hotline-national-lead-information-center</p>	<p>Facebook Did you know many homes built before 1978 contain lead paint on both interior and exterior walls? When lead paint gets old, it can start to peel or come off in pieces and become a hazard. Find out more! #NLPPW2020 #leadfreekids https://www.dhs.wisconsin.gov/lead/check-your-home.htm</p> <p>Twitter Many homes built before 1978 contain lead paint. When lead paint gets old, it can start peeling and become a hazard. Find out more! #NLPPW2020 #leadfreekids https://www.dhs.wisconsin.gov/lead/check-your-home.htm</p>
TUESDAY 10/27/2020 	<p>Facebook Did you know children's hands and toys can pick up household dust or exterior soil contaminated by lead? Be sure to move children's outdoor play areas away from bare soil and the sides of your home. Wet-mop floors and wet-wipe surfaces indoors often to reduce the risk of lead exposure! #NLPPW2020 #leadfreekids https://www.dhs.wisconsin.gov/lead/prevention-intervention.htm</p> <p>Twitter Be sure to move children's outdoor play areas away from bare soil and the sides of your home. Wet-mop floors and surfaces indoors often. #NLPPW2020 #leadfreekids https://www.dhs.wisconsin.gov/lead/prevention-intervention.htm</p>	<p>Facebook Lead exposure is dangerous during early childhood development, particularly for children who crawl! Make sure to take off your shoes when entering the house to prevent bringing lead-contaminated soil in from outside. #NLPPW2020 #leadfreekids https://www.dhs.wisconsin.gov/lead/prevention-intervention.htm</p> <p>Twitter Take off shoes when entering the house to prevent bringing lead-contaminated soil in from outside. #NLPPW2020 #leadfreekids https://www.dhs.wisconsin.gov/lead/prevention-intervention.htm</p>	

<p>WEDNESDAY 10/28/2020</p> 	<p>Facebook Lead poisoning is preventable! A simple blood test can detect lead. Find out more from your local childhood lead poisoning prevention program! #NLPPW2020 #leadfreekids https://www.dhs.wisconsin.gov/lead/test-your-child.htm</p> <p>Twitter Lead poisoning is preventable! A simple blood test can detect lead. Find out more from your state or local childhood lead poisoning prevention program! #NLPPW2020 #leadfreekids https://www.dhs.wisconsin.gov/lead/test-your-child.htm</p>	<p>Facebook There is NO known safe blood lead level. Act early and get your child tested! Blood lead tests are usually recommended for children at 12- and 24-months. Talk to your doctor or health care provider for more information. #NLPPW2020 #leadfreekids https://www.dhs.wisconsin.gov/lead/test-your-child.htm</p> <p>Twitter There is NO known safe blood lead level. Act early and get your child tested! Blood lead tests are usually recommended for children at 12- and 24-months. Talk to your doctor or health care provider for more information. #NLPPW2020 #leadfreekids https://www.dhs.wisconsin.gov/lead/test-your-child.htm</p>
<p>THURSDAY 10/29/2020</p> 	<p>Facebook You cannot see, taste, or smell lead in drinking water, but you can learn basic information about sources of lead in drinking water and suggestions for reducing exposure! #NLPPW2020 #leadfreekids #findout https://dnr.wi.gov/topic/DrinkingWater/documents/LeadServiceLineBMPs.pdf</p> <p>Twitter You cannot see, taste, or smell lead in drinking water, but you can learn basic information about sources of lead in drinking water and suggestions for reducing exposure! #NLPPW2020 #leadfreekids #findout https://dnr.wi.gov/topic/DrinkingWater/documents/LeadServiceLineBMPs.pdf</p>	<p>Facebook Contact your local water authority for information about testing and identifying lead in your water! #NLPPW2020 #leadfreekids #findout https://dnr.wi.gov/topic/DrinkingWater/documents/LeadServiceLineBMPs.pdf</p> <p>Twitter Contact your local water authority for information about testing and identifying lead in your water! #NLPPW2020 #leadfreekids #findout https://dnr.wi.gov/topic/DrinkingWater/documents/LeadServiceLineBMPs.pdf</p>
<p>FRIDAY</p> 	<p>Facebook If you work with lead-based products, you can carry lead dust home on your clothes. Keep your family safe by learning more about ways to prevent bringing sources of lead exposure home! https://www.cdc.gov/niosh/topics/lead/safe.html</p> <p>Twitter If you work with lead-based products, you can carry lead dust home on your clothes. Keep your family safe by learning more about ways to prevent bringing sources of lead exposure home! https://www.cdc.gov/niosh/topics/lead/safe.html</p>	<p>Facebook Could you be exposed to lead at work? Find a list of jobs, hobbies and other ways you may come into contact with lead by visiting the DHS website: https://www.dhs.wisconsin.gov/adult-lead/workers.htm</p> <p>Twitter Could you be exposed to lead at work? Find a list of jobs, hobbies and other ways you may come into contact with lead by visiting the DHS website: https://www.dhs.wisconsin.gov/adult-lead/workers.htm</p>

Virtual Meeting Backgrounds (for best results, use the images below as is, without cropping the image)



For more information on National Lead Poisoning Prevention Week, contact Kim Schneider, Public Health Nurse Consultant, Childhood Lead Poisoning Prevention Program, 608-772-2936, kimberly.schneider@dhs.wisconsin.gov, or Reghan Walsh, Lead Safe Homes Program, 608-571-9081, reghan.walsh@dhs.wisconsin.gov.



WISCONSIN DEPARTMENT
of **HEALTH SERVICES**

Division of Public Health, Bureau of
Environmental and Occupational Health
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