



October 25-31, 2020

National Lead Poisoning Prevention Week 2020

Partner Information Kit



Get the
Facts



Get Your
Home Tested



Get Your
Child Tested

#NLPPW2020 #LeadFreeKids



What Is National Lead Poisoning Prevention Week?

Each year, National Lead Poisoning Prevention Week (NLPPW) is a call to bring together individuals, organizations, industry, and state, tribal, and local governments to increase lead poisoning prevention awareness in an effort to reduce childhood exposure to lead.

NLPPW highlights the many ways parents can reduce children's exposure to lead in their environment and prevent its serious health effects. The U.S. Department of Housing and Urban Development (HUD), the U.S. Environmental Protection Agency (EPA), the Centers for Disease Control and Prevention (CDC), and our partners work to heighten awareness of lead poisoning, provide resources, and encourage preventive actions during NLPPW and beyond.

This year NLPPW takes place October 25-31, 2020.

This information kit is a starting point in developing customized messaging to meet the needs of different communities. Our partners are a vital resource in spreading awareness about NLPPW. The support of partners helps reach target audiences and broadens the range of techniques for educating communities, families, and individuals. Because communities can have different risks for childhood exposure to lead, a "one-size-fits-all" approach is not effective. For example, one community may have many lead renovations being conducted, possibly exposing young children to lead during the renovations and from sources brought home from workplaces. Another community may have lead in drinking water issues, and yet another community may be faced with children exposed to lead from a contaminated waste site.

The purpose of the information kit is to help partners prepare and promote activities or events at the local level. It has been created to assist partners with messaging, implementation ideas, and resources. Many of these resources can be customized to reach a wide variety of audiences, including parents, caregivers, contractors, hardware stores, trade associations, the media, and others. This allows partners an opportunity to select and tailor information that "works" in their local community, including cultural factors and other unique considerations.



Main Themes for 2020



**Get the
Facts**



**Get Your
Home
Tested**



**Get Your
Child
Tested**

This Information Kit includes:

- **Basic Lead Poisoning Information**
 - **Talking Points**
 - **Steps to Create Localized Outreach**
 - **Examples of Awareness Activities**
 - **Customizable Materials**
 - **Social Media and Multimedia**
 - **Other Resources**

Basic Lead Poisoning Information

Lead poisoning occurs when lead enters the bloodstream and builds up to toxic levels. Many different factors such as the source of exposure, length of exposure, and underlying susceptibility (e.g., child's age, nutritional status, and genetics) affect how the body handles foreign substances.

No safe blood lead level in children has been identified. Here are important facts to know about lead exposure and its potentially harmful effects.

- **Lead is a toxic element, especially in young children.** When absorbed into the body, it can result in damage to the brain and nervous system, learning and behavior problems, slow growth and development, and hearing and speech problems.
- **Lead poisoning is preventable!** The key is preventing children from coming into contact with lead.
- **Lead can be found inside and outside the home.** The most common source of exposure is from lead-based paint, which was used in many homes built before 1978. Children can be exposed by swallowing or breathing in lead dust created by old paint that has cracked and chipped, eating paint chips, or chewing on surfaces coated with lead-based paint, such as window sills.
 - There are simple steps that can be taken to protect family members from lead-based paint hazards in the home, such as regularly cleaning the home, washing children's hands and toys often, and wiping shoes before entering the home.
 - If you live in a house built before 1978, a certified inspector or risk assessor can be hired to check your home for lead-based paint or lead-based paint hazards.
 - Lead can also be found in drinking water. The most common sources of lead in drinking water are lead pipes, faucets, and fixtures.
- **Other examples of possible sources of lead include** some metal toys or toys painted with lead-based paint, furniture painted with lead-based paint, some metal-containing jewelry, some imported items (i.e., health remedies, foods and candies, cosmetics, powders or make-up used in religious ceremonies), and lead-glazed pottery or porcelain.

- **Children can become exposed to lead by:**
 - Putting their hands or other lead-contaminated objects in their mouths;
 - Ingesting lead-contaminated dust;
 - Eating paint chips found in homes from peeling or flaking lead-based paint;
 - Drinking water that comes from lead pipes;
 - Playing in lead-contaminated soil;
 - Eating food made with lead-containing imported spices or candies; and
 - Using ceremonial make-up or powders that contain lead.
- **Some children are at greater risk for lead exposure than others**, including those who are:
 - From low-income families;
 - Living with adults whose jobs or hobbies involve working with lead;
 - Members of racial-ethnic minority groups;
 - Recent immigrants; and
 - Living in older, poorly maintained rentals properties.
- **Adults may also unknowingly bring lead dust into their home** from their jobs or hobbies.
- **During pregnancy, women may crave nonfood items (pica) that may contain lead**, such as soil, clay, or crushed pottery.

By the numbers



About 3.6 million American households have children under 6 years of age who live in homes with lead exposure hazards.

According to the CDC, about 500,000 American children between the ages of 1 and 5 years have blood lead levels at or above the CDC blood lead reference value (the level at which CDC recommends public health actions begin).

Talking Points

Get the Facts

- **Many homes built before 1978 have lead-based paint.** Lead from paint, paint chips, and dust can pose serious health hazards particularly to children and pregnant women.
- **Adults and children can get lead into their bodies by:**
 - Breathing in lead dust (especially during activities such as renovations, repairs, or painting);
 - Swallowing lead dust that settles in food, food preparation surfaces, floors, window sills, and other places; or
 - Eating paint chips or soil that contains lead.
- **The most common sources of lead in drinking water** are lead pipes, faucets, and fixtures.
- **Other sources of lead include** some metal toys, wooden toys or furniture painted with lead-based paint, some metal-containing jewelry, and lead-glazed pottery or porcelain, some candies, spices or make-up.
- Lead may also be brought into the home on work clothes, shoes, and hair.



Get Your Home Tested

If your home was built before 1978, you can get it tested for lead-based paint by:

- A **lead-based paint inspection** that tells you if your home has lead-based paint and where it is located.
- A **lead risk assessment** that tells you if your home currently has any lead hazards from paint, dust, or soil, and where they are located.
- A **combination inspection and risk assessment** that tells you if your home has any lead-based paint or lead-based paint hazards and where they are located.

Contact your local health department or water company to find out about testing your water.



Talking Points (cont.)

Get Your Child Tested

- **Act early to get your child tested for lead.**
 - Children's blood lead levels tend to increase from 6 to 12 months of age and tend to peak at 18 to 24 months of age.
- **A simple blood test can detect lead.** Consult your healthcare provider for advice on blood lead testing.
- **Blood lead tests are usually recommended for:**
 - Children at ages 12 and 24 months who receive Medicaid;
 - Children at ages 12 and 24 months living in high risk areas or high risk populations;
 - Children or other family members who have been exposed to high levels of lead; and
 - Children who should be tested under your state or local health screening plan.
- **Ask your healthcare provider to explain the blood lead test results.**



Steps to Create Localized Outreach

Creating awareness, organizing, and partnering form the foundation for a successful NLPPW. There are three basic steps to effectively engage your community. By organizing in-person activities and events, you can both increase awareness and educate your community on actions they can take to act to prevent lead exposure.

1

Form a task force.

Create an NLPPW task force. Invite existing and potential partners to join an ad hoc task force or committee.

Partners may include local public health and safety officials (from programs such as Head Start or Women, Infants and Children, as well as other health-related programs), emergency medical services, the fire department, and the poison control center. You can also find support and potential partners and educators within the healthcare community, such as hospitals, clinics, urgent care centers, and family medicine or pediatric practices.

Once your task force is formed, map out activities, events, and/or information distribution methods (sites) that are appropriate to the local community.

Develop an action plan.

Develop an action plan for your outreach efforts tailored to the needs of your local communities and organizations.

- Develop a single overarching communication objective by defining the issue and focus on why it is important to act now. Ensure your main message is clear, concise, and relevant.
- Define your audience and what change you want to see as a result of your communication strategy. Determine which materials you want to use for communications. Decide which communication channels are most appropriate for your message and audience.
- Consider using an integrated approach, involving a combination of traditional media (newspapers, radio, emails) and social media to increase the reach.
- Identify partners to work with throughout your campaign that will support your messages. Create or mobilize existing local networks to distribute information.

2

Steps to Create Localized Outreach (cont.)

A successful action plan does all of the following:

- Frames and presents your message so that it catches the attention of your audience and communicates a benefit to the audience.
- Ensures your message is consistent and unambiguous.
- Creates trust by presenting authoritative and reliable information and uses materials that clearly lay out the facts.
- Includes a call-to-action by asking the audience to do something, such as:
 - Encouraging homeowners and/or landlords to have professionals test for lead in paint;
 - Hiring lead-safe certified professionals to renovate older homes; and
 - Contacting your local health department or water company to find out about testing your water.
- Gathers data and feedback to establish a baseline for “lessons learned” to help shape future outreach efforts.

Organize your plan.

Ask local partners to promote NLPPW activities and raise awareness. Use partner newsletters, listservs, media, and mailings to share information about lead poisoning prevention. Here are some actions that organizations could take when planning NLPPW activities.

- Promote NLPPW on social media.
- Reach out to and partner with local stakeholders to identify community-specific needs.
- Develop a localized campaign plan and a budget for materials needed.
- Secure a venue and promote your event.
- Promote your activities during and after the event.
- Identify areas for follow-up after holding your event.



Examples of Awareness Activities

These categories are suggestions and may not capture all the possible organizations that can participate in outreach. Outreach is dynamic, and there may be many variations.

Healthcare Providers

- Encourage a clinic, healthcare facility, or hospital to set aside one day during NLPPW to provide free blood lead testing for children under age 6.
- Provide lead educational materials to local medical and healthcare providers for their patients and families.
- Invite a local healthcare professional to speak to your staff about the importance of lead testing or the health effects of lead exposure.

Local Leaders

- Ask your local elected officials to issue a NLPPW public announcement or [proclamation](#).
- Provide a [press release](#) to your local media.
- Invite local elected officials to open or speak at events and activities.

Grantees, Stakeholders, & Other Partners

- Host a lead poisoning prevention webinar or workshop featuring lead experts in coordination with local partners to include presentations and exhibits on lead.
- Integrate lead poisoning prevention activities into a related existing community event, such as a community health fair. Partner with the local health and safety education programs, such as local chapters of the American Red Cross.
- Include lead poisoning prevention activities during events for parents at day care and early learning centers.
- Empower students at high schools, universities, and community colleges to conduct community service projects and/or encourage these learning institutions to establish internships related to lead poisoning prevention.
- Partner with environmental groups, faith-based organizations, and nonprofit organizations to host lead poisoning prevention events.

Examples of Awareness Activities (cont.)

Connect with local businesses, such as home improvement and hardware stores, to post information or co-host workshops on using safe work practices when conducting home remodeling and renovation projects, including projects conducted in federally assisted housing.

- Ask your local Chamber of Commerce for help in disseminating lead poisoning prevention messages through their extensive communications network, such as meetings and electronic media.
- Also ask if these businesses might publicize local NLPPW events and activities.
- Ask retailers to post event notices and other messaging in their establishments leading up to and during NLPPW.
- Partner with and provide in-kind materials to local businesses and national home improvement stores, remodeling businesses, home inspectors, real estate developers, and the local Chamber of Commerce to incorporate lead poisoning prevention content into their communication channels.

Customizable Materials

Creating a common visual identity is very important to increase the impact of NLPPW. These tools are available to use to support organizing events in local communities. These materials may be customized to include an organization's logo and information. When creating materials for your communities or organizations, using the NLPPW icons and posters will tie your local efforts to the national effort. Add a web banner to your organization's webpage to increase NLPPW visibility.

Icons, Posters, and Flyers

Icons are available in two color schemes (white with blue background or blue with transparent background). They are also available in six languages: **English**, **Spanish**, **French**, **Arabic**, **Russian**, and **Chinese**.

- Download icons at [hud.gov/program_offices/healthy_homes/nlppw](https://www.hud.gov/program_offices/healthy_homes/nlppw).

Poster and flyer templates are available in six languages: **English**, **Spanish**, **French**, **Arabic**, **Russian**, and **Chinese**. These files may also be customized to include an organization's logo and information.

Sample Flyer

- Download posters and flyers at [hud.gov/program_offices/healthy_homes/nlppw](https://www.hud.gov/program_offices/healthy_homes/nlppw).

Web Banners

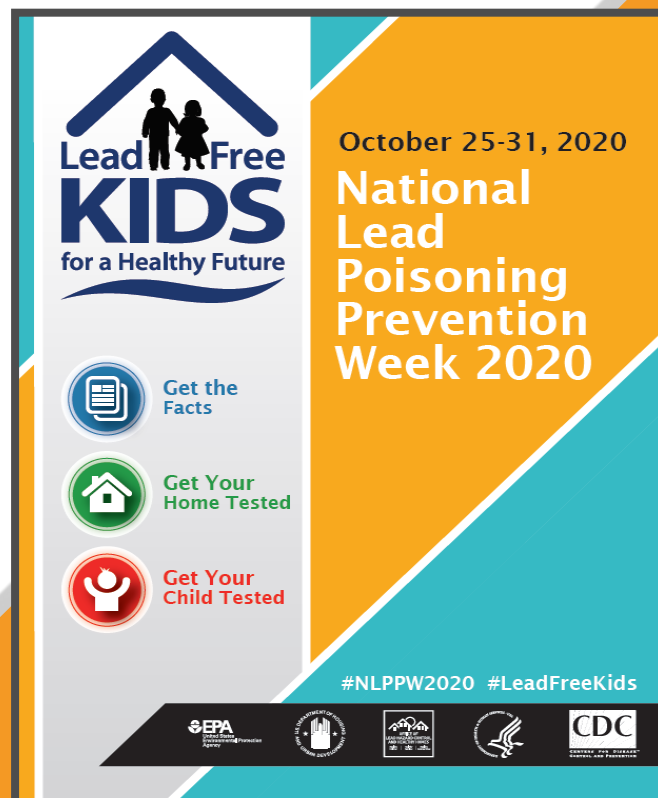
Web banners are available in hi-resolution vertical, horizontal, or square sizes.

- Download banners at [hud.gov/program_offices/healthy_homes/nlppw](https://www.hud.gov/program_offices/healthy_homes/nlppw).

Infographics

Download CDC lead infographics at [cdc.gov/nceh/lead/infographic.htm](https://www.cdc.gov/nceh/lead/infographic.htm) or [ephtracking.cdc.gov/showInfographics.action](https://www.cdc.gov/showInfographics.action).

Download EPA lead infographics at [epa.gov/lead/shareable-infographics-lead-poisoning-awareness](https://www.epa.gov/lead/shareable-infographics-lead-poisoning-awareness).



Social Media and Multimedia

A social media package that includes sample social media posts for Facebook and Twitter is available for download at [hud.gov/program_offices/healthy_homes/nlppw](https://www.hud.gov/program_offices/healthy_homes/nlppw).

This year, we are suggesting daily themes be used across the nation for NLPPW social media posts. Use the sample posts in the social media package or create your own posts related to these themes each day during NLPPW.

Daily Themes

Monday, October 26, 2020: How Do You Know if There is Lead in Your Home?

Tuesday, October 27, 2020: Make Sure Children Have Safe Crawls

Wednesday, October 28, 2020: Speak to a Healthcare Provider about Blood Lead Tests for Your Children

Thursday, October 29, 2020: Learn More About Your Drinking Water

Friday, October 30, 2020: Lead Information in Other Languages

You can also create your own posts highlighting your events for NLPPW using the hashtags **#LeadFreeKids** and **#NLPPW2020** to join in the conversation.



Follow us on Twitter [@HUDgov](https://twitter.com/HUDgov), [@HUDHealthyHomes](https://twitter.com/HUDHealthyHomes), [@EPA](https://twitter.com/EPA) and/or [@CDCgov](https://twitter.com/CDCgov), or like us on Facebook at [HUD](https://www.facebook.com/HUD), [EPA](https://www.facebook.com/EPA), and [CDC](https://www.facebook.com/CDC).

Apps

For information on lead, download the HUD Healthy Homes Apps:

- The Healthy Homes Basics App: itunes.apple.com/us/app/healthy-homes-basic/id1092367352
- The Healthy Homes Partners App: itunes.apple.com/us/app/healthy-homes-partners/id1244368357

Other Resources

Websites

For information on HUD, EPA and CDC activities during NLPPW, visit [hud.gov/healthyhomes](https://www.hud.gov/healthyhomes), [epa.gov/lead](https://www.epa.gov/lead), or [cdc.gov/nceh/lead](https://www.cdc.gov/nceh/lead).

For information on lead in drinking water from EPA, visit [epa.gov/ground-water-and-drinking-water/basic-information-about-lead-drinking-water](https://www.epa.gov/ground-water-and-drinking-water/basic-information-about-lead-drinking-water).

The President's Task Force on Environmental Health Risks and Safety Risks to Children is the focal point for coordinating the federal government's efforts to explore, understand, and improve children's environmental health. For more information, please visit [ptfkeh.niehs.nih.gov](https://www.ptfkeh.niehs.nih.gov).

Publications

- **Protect Your Family from Lead in Your Home:** A document required to be provided to buyers and renters before purchase or lease, available at [epa.gov/lead/protect-your-family-lead-your-home-real-estate-disclosure](https://www.epa.gov/lead/protect-your-family-lead-your-home-real-estate-disclosure).
- **Lead-Safe Certified Guide to Renovate Right: Important Lead Hazard Information for Families, Child Care Providers, and Schools:** A document required to be provided before pre-1978 homes and child-occupied facilities are renovated, available at [epa.gov/lead/renovate-right-important-lead-hazard-information-families-child-care-providers-and-schools](https://www.epa.gov/lead/renovate-right-important-lead-hazard-information-families-child-care-providers-and-schools).
- **Is There Lead in the Water?** A CDC children's activity book, available at [cdc.gov/nceh/lead/publications/lead_in_water_activity_book_508.pdf](https://www.cdc.gov/nceh/lead/publications/lead_in_water_activity_book_508.pdf).
- **Lead Paint Safety Field Guide (Updated March 2019):** A document that contains sample work practices for lead safety for maintenance contractors, property managers/owners, local public housing and health staff, and more, available at [hud.gov/sites/documents/DOC_11878.pdf](https://www.hud.gov/sites/documents/DOC_11878.pdf).
- **The Federal Lead Action Plan:** A federal agency document for reducing lead exposure and associated harms, available at [epa.gov/sites/production/files/2018-12/documents/fedactionplan_lead_final.pdf](https://www.epa.gov/sites/production/files/2018-12/documents/fedactionplan_lead_final.pdf).

Next Steps

Once your media campaigns and NLPPW events and activities are organized, register your event on the World Health Organization's website at [who.int/ipcs/lead_campaign/event_registration/en/](https://www.who.int/ipcs/lead_campaign/event_registration/en/).

Share and post information about your NLPPW event on social media, using the hashtags **#LeadFreeKids** and **#NLPPW2020**.

National Lead Information Center

The National Lead Information Center is a toll-free hotline, 1-800-424-LEAD (5323), that provides the general public and professionals with information about lead, lead hazards, and their prevention.

Individuals who are deaf, hard of hearing, or have speech disabilities may call the Federal Relay Service's teletype service at 1-800-877-8339.

Disclaimer

The information contained in this document is for general use only. Resources listed within are not intended to be comprehensive of all resources available.