

Sample Social Media Package



National Lead Poisoning Prevention Week

October
22–28,
2023

The **Centers for Disease Control and Prevention** (CDC), the **U.S. Environmental Protection Agency** (EPA), and the **U.S. Department of Housing and Urban Development** (HUD) partner each year to raise awareness about lead exposure and lead poisoning during **National Lead Poisoning Prevention Week (NLPPW)**. We invite you to join us in mobilizing individuals and communities to take action to reduce their risk of lead exposure.

This year, NLPPW takes place **October 22–28, 2023!** Join us to raise public awareness about lead and NLPPW by:

- Sharing the #NLPPW2023 theme: **Together, we can prevent lead exposure!** CDC, EPA, and HUD are united in preventing childhood lead exposure. By combining our efforts, together, we can prevent lead exposure in all communities.
- Joining the conversation by using the #NLPPW2023 and #LeadFreeKids hashtags.
 - For example: Every community deserves to have #LeadFreeKids. Join us to help prevent lead exposure and advance #EnvironmentalJustice.
- Sharing the #NLPPW2023 key messages: Get the Facts, Get Your Child Tested, and Get Your Home Tested.
- Sharing posts from our social media accounts:
 - Twitter: [@CDCgov](#), [@CDCEnvironment](#), [@EPA](#), [@EPAChemicalSafety](#), [@HUDgov](#) and [@HUDhealthyhomes](#)
 - Instagram: [@CDCgov](#), [@EPAgov](#), [@HUDgov](#)
 - Si comparte información en español, puede utilizar nuestras cuentas en español de Twitter: [@CDCespanol](#), [@EPAespanol](#), [@HUDespanol](#) y de Facebook [@CDCespanol](#), [@EPAespanol](#), [@HUDespanol](#)
- Using this package to develop original social media posts, videos, threads, and more. Be sure to tag us in your content!
- Using one of the available web banners or social media images below in your posts or using them to create your own graphics.
- Distributing information about events and activities taking place during #NLPPW2023.



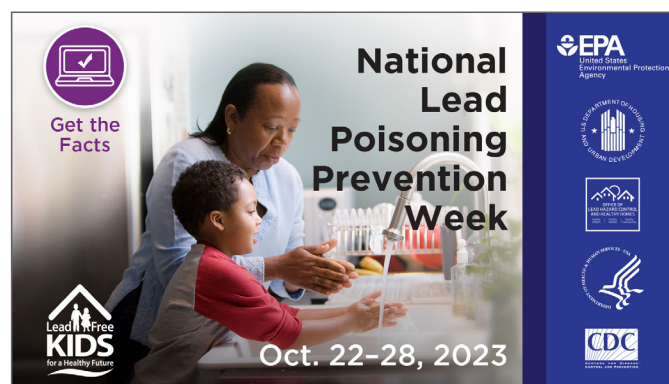
Key Messages to Share

Join @CDCgov, @EPA, and @HUDgov in sharing the #NLPPW2023 Key Messages on your social media to help spark the conversation about lead. We invite you to center your messaging around these three themes so we can work together towards preventing lead exposure.

Get the Facts

Protecting people from lead exposure means empowering them with critical health information. Below are some ideas on how to help them **Get the Facts** and learn about lead exposure and the hazards of lead:

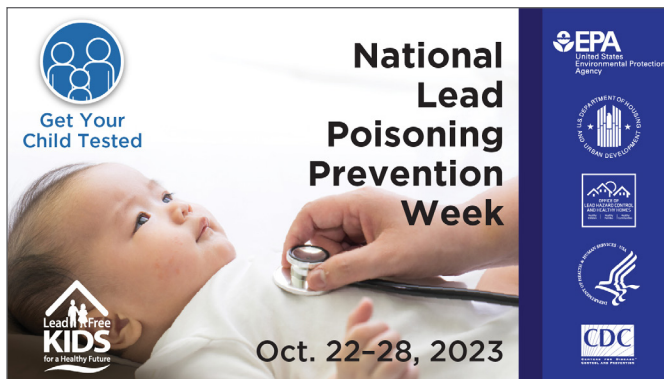
- Providing information about the **health effects of lead exposure**.
- Stressing how **many pre-1978 homes contain lead-based paint**, usually under layers of newer paint.
- Drawing attention to how lead has been used for a long time in a **wide variety of products** found in and around our homes.
- Sharing community-based, state, and national resources to help people find more information.
- Discussing lead exposure sources specific to your community and related actions to prevent lead exposure from those sources.
- Reviewing simple actions community members like parents, grandparents, and other caregivers can take to reduce exposure to lead, starting with the actions discussed **here** and in this **worksheet**.
- Talking about how you or your organization are reducing your family's or your community's lead exposure.
- Sharing information on how to contact local water authorities for testing information and identifying lead in water.
- Informing people on steps they can take to **reduce lead in drinking water**.



Get Your Child Tested

A blood lead test is the best way to find out if a child has lead poisoning. Encourage parents and caregivers to talk their child's healthcare provider to **Get Your Child Tested**, especially if their child may have been exposed to lead. Consider discussing any of the following:

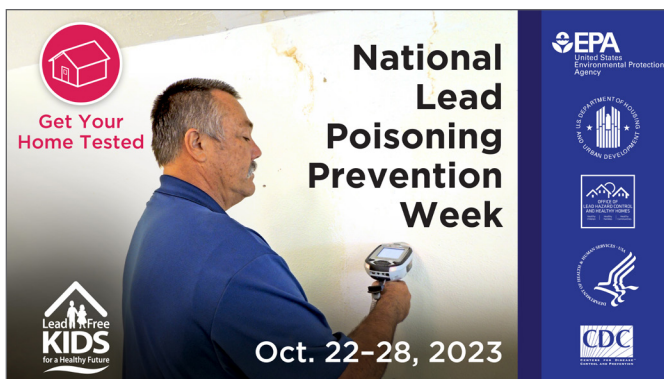
- Highlighting how no safe blood lead level in children has been identified. Even low levels of lead in the blood can have lifelong health impacts.
- Sharing where community members can get a blood lead test.
- Emphasizing that blood lead tests are required for all children enrolled in Medicaid at 12 and 24 months. Testing all children who are at higher risk at these ages is recommended.



Get Your Home Tested

Minimize your risk of lead exposure by hiring a certified professional to **Get Your Home Tested** for lead, particularly if it was built before 1978. Help people learn how to address lead in their homes by posting information like:

- How **many pre-1978 homes contain lead-based paint**, usually under layers of newer paint.
- Discussing how if paint is in good shape, then exposure to lead-based paint is usually not a problem. However, deteriorating lead-based paint (peeling, chipping, chalking, cracking, damaged, or damp) is a hazard and needs immediate attention to be repaired and cleaned up safely.
- Teaching the difference between a **lead-based paint inspection** and a **risk assessment**.
- Determining if a contractor is lead-safe certified before any renovation, repair, and painting work for homeowners and landlords of pre-1978 homes and child-occupied facilities.
- Finding a **lead-safe certified contractor**.
- Locating a certified lead-based paint inspector or risk assessor in the homeowner's area. (You can use this [page](#) to check if your state has an EPA-authorized program or this [page](#) to find a professional near you.)
- Connecting people to state and local programs that assist homeowners or landlords with getting a lead-based paint inspection or risk assessment.
- Sharing information about testing soil for lead or planning a **Soil Screening, Health and Outreach Partnership (soilSHOP) event**.



Sample Social Media Posts

We encourage you to use these sample social media posts below. You can also add more information and/or hashtags!

Theme	Sample Posts
Together, we can prevent lead exposure!	This year, National Lead Poisoning Prevention Week is October 22–28, 2023! We're joining @CDCgov, @EPA, and @HUDgov because together, we can prevent lead exposure. 🧑🏫 Learn more about Healthy Homes. 🏠 www.hud.gov/program_offices/healthy_homes/NLPPW #NLPPW2023 #LeadFreeKids
	Together, we can prevent lead exposure! 🤝 Learn how to prevent lead poisoning by joining us and @CDCgov, @EPA, and @HUDgov for National Lead Poisoning Prevention Week 2023. More info about preventing lead exposure. 🔍 www.cdc.gov/nceh/lead/docs/how-to-prevent-lead-poisoning-in-children.html #NLPPW2023 #LeadFreeKids
	Together, we can prevent lead exposure! 🤝 Join @CDCgov, @EPA, and @HUDgov October 22–28, 2023 for National Lead Poisoning Prevention Week. Register for one of @EPA's upcoming webinars on preventing childhood lead exposure. 🧑🏫 https://www.epa.gov/lead/national-lead-poisoning-prevention-week #NLPPW2023 #LeadFreeKids
	Together, we can prevent lead exposure! 🤝 That's why we're organizing [insert activity name] on [Day], [Date] from [Time] to prevent lead exposure in our community. Register today by visiting [insert link] #NLPPW2023 #LeadFreeKids
Get the Facts	Get the facts about lead - check out @EPA's Protect Your Family pamphlet to protect against lead exposure in your home. 🧑🏫 Available in 12 languages. 🗣️ www.epa.gov/lead/protect-your-family-lead-your-home-real-estate-disclosure #NLPPW2023 #LeadFreeKids
	Parents and caregivers: If you work with or near lead-based products, you can carry lead dust home on your clothes and shoes! 👕👢 Learn more from @CDCgov on how to keep your family safe from lead exposure. https://www.cdc.gov/niosh/topics/repro/ #NLPPW2023 #LeadFreeKids
	Have a question about lead or lead poisoning? 😟 The National Lead Information Center provides information about lead, lead hazards, and preventing lead exposure. Call them toll-free at 📞 1-800-424-LEAD [5323] or visit: www.epa.gov/lead/forms/lead-hotline-national-lead-information-center #NLPPW2023 #LeadFreeKids
	You cannot 👁️, 🍷, or 📌 lead in drinking water. But you can learn more from @EPA about sources of lead in drinking water & ways to prevent exposure. 🔍 www.epa.gov/sites/default/files/2017-08/documents/epa_lead_in_drinking_water_final_8.21.17.pdf #NLPPW2023 #LeadFreeKids
	Wipe and remove shoes before entering your home to avoid bringing in lead-contaminated soil from outside. 🧻🌱 This helps prevent potential lead exposure. Learn more ways from @EPA to protect your family from lead exposure. www.epa.gov/lead/protect-your-family-sources-lead#soil #NLPPW2023 #LeadFreeKids
	Before drinking, flush your home's pipes by running the tap, taking a shower, doing laundry, or doing a load of dishes. 🚰 Learn more about reducing lead in water. 💧 www.epa.gov/ground-water-and-drinking-water/basic-information-about-lead-drinking-water#reducehome #NLPPW2023 #LeadFreeKids

Theme	Sample Posts
Get Your Child Tested	<p>A little lead can cause BIG problems. Act early! Blood lead testing is required for children with Medicaid at 12 & 24 months old and recommended for children at these ages who are higher risk. 🧑🏻 Talk to your doctor and learn more: https://www.cdc.gov/nceh/lead/faqs/lead-faqs.htm #NLPPW2023 #LeadFreeKids</p>
	<p>Children with lead poisoning usually do not look or act sick. That's why a blood lead test is the best way to know if your child has been exposed to lead. 🩸 Ask your healthcare provider about getting your child tested. 🧑🏻 www.cdc.gov/nceh/lead/prevention/blood-lead-levels.htm #NLPPW2023 #LeadFreeKids</p>
	<p>Children's growing bodies are more vulnerable to the effects of lead. 🧑🏻 Contact your healthcare provider & ask for your child to be tested for lead. 🧑🏻 https://www.cdc.gov/nceh/lead/prevention/testing-children-for-lead-poisoning.htm #NLPPW2023 #LeadFreeKids</p>
	<p>Lead is a highly toxic metal. 🧪 It can cause a range of health problems, especially in young children! 😞 Learn more about the link between lead exposure and behavioral problems in children. 🔍 hud.gov/program_offices/healthy_homes/healthyhomes/lead #NLPPW2023 #LeadFreeKids</p>
	<p>Lead poisoning is preventable! Get your child tested – a simple blood test can detect lead. 🩸 Learn about more ways to protect children from lead exposure. www.cdc.gov/nceh/lead/docs/lead-levels-in-children-fact-sheet-508.pdf #NLPPW2023 #LeadFreeKids</p>
	<p>No safe blood lead level has been identified for children. 🩸 Even low levels of lead in the blood can have lifelong health impacts. @CDCgov has more information on how to protect your children. 🧑🏻 www.cdc.gov/nceh/lead/docs/know-the-facts.html #NLPPW2023 #LeadFreeKids</p>
Get Your Home Tested	<p>There's only one way to know if there's lead in your home – by getting it tested! 🏠 Talk to your health department about testing for lead in paint, dust, and soil. www.epa.gov/lead/questions-and-answers-homeowners-and-renters-about-understanding-lead-inspections-risk. #NLPPW2023 #LeadFreeKids</p>
	<p>When lead-based paint gets old, it can start to peel, chip, or crack and become a hazard. 🏠 Learn more tips from @EPA to reduce sources of lead exposure in older homes and buildings. www.epa.gov/lead/protect-your-family-sources-lead#older #NLPPW2023 #LeadFreeKids</p>
	<p>Was your home built before 1978? 🏠 Many homes built before then have lead-based paint. Check suspected surfaces regularly for deteriorating paint. Find out about other common sources of exposure in homes. www.epa.gov/lead/protect-your-family-sources-lead#older #NLPPW2023 #LeadFreeKids</p>
	<p>Not sure whether your home has lead-based paint? 🏠 Get your home tested for lead hazards by a lead professional! You can find one near you by visiting 📍 www.epa.gov/lead/findaprofessional. #NLPPW2023 #LeadFreeKids</p>
	<p>When lead-based paint deteriorates, either inside or outside the home, lead can end up in household dust and soil. 🌱 Learn from @HUDhealthyhomes about preventing lead exposure in homes. 🔍 www.hud.gov/sites/documents/DOC_11875.PDF #NLPPW2023 #LeadFreeKids</p>
	<p>Concerned about lead in your drinking water? 🚰 Check out #ProtectYourTap, an online guide by @EPA to identify lead pipes and reduce exposure to lead in drinking water. 📍 epa.gov/protectyourtap #NLPPW2023 #LeadFreeKids</p>

Social Media Images

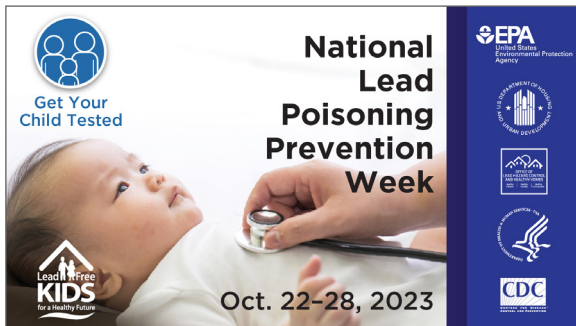
We encourage you to download and use the following images with your social media content, whether using one of the sample social media posts or creating your own using the suggested information and topics from the **Key Messages to Share**. Click on an image below to download from your web browser. You can also use the **Social Media Image for Translation** PowerPoint file to create a social media image in additional language(s) used in your community.



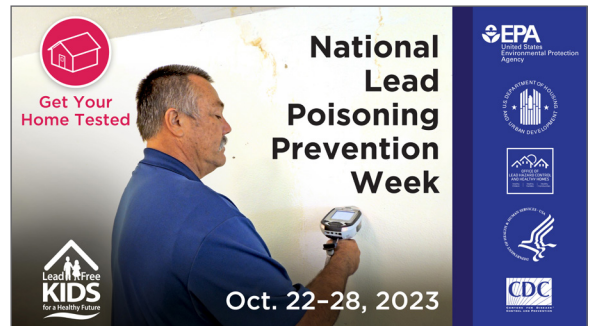
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