Information Kit



#LeadFreeKids









#NLPPW2023



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, territorial, and local governments to reduce childhood exposure to lead by increasing lead poisoning prevention awareness.

NLPPW highlights the many ways parents, caregivers, and communities can reduce children's exposure to lead and prevent its serious health effects. 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) collaborate to heighten awareness of lead exposure and lead poisoning by providing resources for the public to use to encourage preventive actions during NLPPW and beyond.

NLPPW TAKES PLACE OCTOBER 22-28, 2023!

Even very low levels of lead in children's blood are linked to adverse effects on intellect, concentration, and academic achievement. While the United States has made substantial progress reducing lead exposure for more than 40 years, significant disparities remain along racial, ethnic, and socioeconomic lines. For example, Black children and children from low-income households have persistently been found to have higher blood lead levels than non-Hispanic white children and children from higher-income households.

The Biden-Harris Administration, CDC, EPA, HUD, and other federal partners are committed to addressing ongoing lead exposure and lead's health impacts on communities across the nation, with special attention to communities with environmental justice concerns.

The theme for NLPPW 2023, is "*Together, we can prevent lead exposure!*" and the key messages are **Get the Facts**, **Get Your Child Tested**, and **Get Your Home Tested**. We invite you to join us this NLPPW to raise awareness about lead since it takes all of us working together to prevent lead exposure and lead poisoning.







Get Your Home Tested

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The NLPPW Information Kit is designed to help communities and federal, state, tribal, territorial, and local governments and organizations ("partners") prepare and promote their own activities or events. Communities and partners are a vital resource for raising awareness about NLPPW and reducing childhood lead exposure.

By combining our efforts this NLPPW and using the same key messages and materials, we can work together to prevent lead exposure in communities across the United States and its territories! Because of the many differences among communities, including their levels of risk for childhood exposure to lead, a range of approaches rather than "one-size-fits-all" is needed to prevent lead exposure and lead poisoning.

The NLPPW 2023 materials can be customized to reach a wide variety of audiences, including parents, grandparents, caregivers, contractors, trade associations, the media, and others. Customization allows you to select and tailor information to best meet the needs of your community and take into consideration cultural and other unique factors.



Lead poisoning or lead toxicity refers to exposures to lead that result in illness and require immediate medical attention. It is used to describe cases when there are severe health effects related to high blood lead levels.

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

- Lead is toxic, especially in young children. When lead is breathed in or swallowed, it can result in damage to the brain and nervous system, learning and behavior problems, slow growth and development, and hearing and speech problems. Public health actions are needed for children with higher levels of lead in their blood compared to most children.
- Children younger than 6 years of age are particularly vulnerable to lead exposure. This is because their bodies are still developing and growing rapidly. Young children also tend to put their hands or other objects, which may be contaminated with lead dust, into their mouths.
- Lead poisoning is preventable! The key is preventing children from coming into contact with lead.
- About **3.3 million American households with children under 6 years old** have lead exposure hazards from lead in deteriorated paint, or dust, or soil—including 2.1 million low-income households.
- Lead can be found inside and outside the home. A common source of exposure is from deteriorated lead-based paint, which was used inside and outside many homes built before 1978 and in other buildings and steel structures, which may be nearby or adjacent to homes. Children can be exposed by swallowing or breathing in lead dust created by old paint that has cracked or chipped, eating paint chips, or chewing on surfaces coated with lead dust and/or lead-based paint, such as window sills.
 - Lead exposure can happen during renovation, repair, and painting jobs in a pre-1978 home.

- Lead may also be found in drinking water. The most common sources of lead in drinking water are lead pipes, faucets, and fixtures. Use the Protect Your Tap guide at www.epa. gov/protectyourtap to find out if you have lead pipes in your home.
- Lead naturally occurs in soil. In many places across the United States and its territories, the amount of lead in soil is significantly higher than naturally occurring levels due to industrial and human activities. Lead-contaminated soil can become a source of lead exposure if accidentally ingested when it gets on family members' hands when playing in the yard, working in soil, gardening, or when tracked inside on shoes, clothing or pets.
- **Other potential sources of lead include** items made in other countries and imported into the United States such as toys, painted furniture, metal or plastic jewelry, health remedies, foods and candies, cosmetics, powders, or make-up used in religious and cultural practices, lead-glazed pottery or porcelain, and collectibles that get passed down.
- Some children are at greater risk for lead exposure than others, including those who are:
 - From families with lower incomes,
 - Living with adults whose jobs or hobbies involve working with lead,
 - Members of certain racial-ethnic minority groups,
 - Recent immigrants, refugees, or international adoptees, or
 - Living in poorly maintained homes or apartments built before 1978.
- Children and pregnant people may crave nonfood items (a condition known as "pica") that may contain lead, such as soil, clay, or crushed pottery.

Talking Points

Together, we can prevent lead exposure using the following key messages:

Get the Facts

- About half of the homes built before 1978 have lead-based paint. Lead from paint, paint chips, and dust can pose serious health hazards, particularly to young children and pregnant people.
- Adults and children can get lead into their bodies by:
 - Breathing in lead dust (especially during activities such as building renovations, repairs, or painting, or other occupational exposures),
 - Swallowing lead dust that settles on food, food preparation surfaces, floors, window sills, and other places, or
 - Eating paint chips or soil that contain lead.
- The most common sources of lead in drinking water are lead pipes, faucets, and fixtures.
- Lead may also be brought into the home on work clothes, shoes, hair, and pets.



Get Your Child Tested

- A blood test is the best way to find out if a child has lead poisoning. A child with lead poisoning may not have visible signs or symptoms. Many children who have lead poisoning look and act healthy. Parents can talk to their child's healthcare provider about getting a blood lead test if their child may have been exposed to lead.
- 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.
- Blood lead tests are required for:
 - Children ages 12 and 24 months who receive Medicaid.



- Children between ages 24 and 72 months who receive Medicaid with no record of a previous blood lead test.
- Blood lead tests are recommended for:
 - Children ages 12 and 24 months living in areas that are at higher-risk or who belong to populations that are higher-risk,
 - Children or other family members who have been exposed to lead, and
 - Children who should be tested under your state or local health testing plan.
- CDC provides recommended actions based on blood lead levels cdc.gov/nceh/lead/ advisory/acclpp/actions-blls.htm.
- Ask your healthcare provider to explain the blood lead test results, including how it compares to the CDC blood lead reference value (BLRV) of 3.5 micrograms per deciliter (μg/dL).
 - The BLRV is the level at which a child has more lead in their blood than do most U.S. children (97.5% of children ages 1–5 years) and is used as a guide to determine appropriate follow-up actions (cdc.gov/nceh/lead/advisory/acclpp/actions-blls.htm) and prevent further exposure.
 - Some of the follow-up services your healthcare provider may recommend could include finding and removing lead from your child's environment, feeding them a diet high in iron and calcium, connecting your child to early educational services, and scheduling follow-up blood testing. If your child has very high blood lead levels, medication may be recommended to help remove lead from the body.
 - For more information on getting your child tested, visit cdc.gov/nceh/lead/prevention/ blood-lead-levels.htm.

Get Your Home Tested

- If you live in a home built before 1978 and are considering a home renovation project, you should:
 - Hire a certified inspector or risk assessor to check your home for lead-based paint or lead hazards by visiting www.epa.gov/lead/findaprofessional.
 - A lead-based paint inspection tells you if your home has lead-based paint and where it is located.
 - > A **lead risk assessment** tells you if your home currently has any lead hazards from lead in paint, dust, or soil and what actions to take to address those hazards.
 - A combination inspection and risk assessment tells you if your home has any leadbased paint or lead hazards and where both are located. Find a certified lead-based paint inspector or risk assesor at www.epa.gov/lead/findaprofessional or call the National Lead Information Center at 1 (800) 424-LEAD [5323] (TTY 711).
- Hire a lead-safe certified contractor who is trained in lead-safe work practices (a group of techniques to prevent lead exposure resulting from renovation and repair activities). Find a lead-safe certified contractor for renovation, repair, and painting jobs at www.epa.gov/lead/findacontractor.
- **If you rent**, ask your landlord to share previous test results or have your home or apartment tested for the presence of lead.
- To find out for certain if you have lead in your drinking water, have your water tested. Contact your local health department or water company to find out about testing your water or visit epa.gov/safewater for EPA's lead in drinking water information.



Steps to Create Localized Outreach

By organizing both in-person (where feasible) and virtual activities and events, you can increase awareness and educate your community about actions they can take to prevent lead exposure. Three basic steps to engage your community effectively include:



1. Form a committee.

Create an NLPPW committee or coalition with a variety of partners, such as:

- Public health and safety officials
- Head Start programs
- Women, Infants and Children programs
- Health-related programs
- Emergency medical services
- Fire department
- Agricultural extension services
- Poison control centers
- Department of Natural Resources

- Environmental agencies or departments
- Hospitals
- Clinics
- Urgent care centers
- Family medicine or pediatric practices
- Environmental groups
- Parent-teacher associations
- Chambers of commerce
- Home improvement and hardware stores
- Child care facilities

- Schools and early learning centers
- Faith-based, social justice, and nonprofit organizations
- Businesses
- Non-profits
- Government entities related to home remediation
- Healthcare providers (esp. community health workers)
- Educators
- Community organizations working on housing justice, health equity and children's rights

2. Develop an action plan.

Develop an action plan for your outreach efforts with members of the NLPPW committee tailored to the needs of your community and local partners.

- **State an objective** in your action plan by defining the issue and emphasizing the importance of acting now. Make sure your main message is clear, concise, and relevant.
- **Define your audience and your communication strategy**. Determine which materials to use for your communications and which languages to translate each of the materials into. Decide which communication channels are most appropriate for your message and audience.

- **Identify additional partners** who support your objective and could work with you on your outreach efforts. By working with a variety of partners, you can reach more people and prevent lead exposure together. Create or mobilize existing local networks to distribute information.
- **Connect your objective to events happening at or around the same time**. Be tactful and transparent in the connection, and acknowledge the work already being done within your community.

A successful action plan does all of the following:

- Frames and presents your message to catch the attention of your audience and communicates a clear benefit.
- Ensures your message is consistent and unambiguous.
- **Creates trust** by presenting authoritative and reliable information and materials supported by facts. We suggest starting with the NLPPW materials and resources listed on pages 15–18.
- Includes a call-to-action, such as:
 - Encouraging parents, grandparents and caregivers to get a blood lead test for children under the age of 6 and pregnant people who may have been exposed (making sure to share how to get a blood lead test in your community).
 - Encouraging homeowners and landlords to have certified professionals test for leadbased paint or lead hazards (making sure to share how to find a certified professional).
 - Hiring lead-safe certified professionals to renovate pre-1978 homes (making sure to share how to find a lead-safe certified professional).
 - Contacting their local health department or water company to find out about testing their water for lead (making sure to share local resources for testing).
- **Gathers data and feedback** to establish a baseline for "lessons learned" to help shape future outreach efforts.

3. Get organized.

Here are some actions organizations can take when planning NLPPW activities:

- Connect and partner with local stakeholders to identify community-specific needs.
- Develop a localized campaign plan and a budget for materials needed.
- Secure a venue (or virtual platform) and promote your event.
- Ask local partners to promote NLPPW activities and raise awareness.
- Use partner newsletters, emails, media, social media, and mailings to share lead poisoning and lead exposure prevention information.
- Identify areas for follow-up after holding your event.

Examples of Awareness Activities

Consider the following suggestions when organizing NLPPW activities. These may not capture all the possible organizations that can participate in NLPPW events, activities, and outreach.

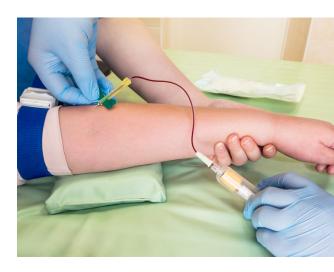
You can also register your NLPPW campaigns, activities, and events and get international recognition using the World Health Organization's online form at https://who.int/campaigns/international-lead-poisoning-prevention-week/2023/registration.

Grantees, Recipients, Stakeholders, and Other Partners

- Host a lead poisoning prevention webinar or workshop featuring lead experts in coordination with local partners to include presentations and exhibits on reducing lead exposure.
- Host a Twitter chat using #NLPPW2023, #LeadFreeKids, and your own specific hashtag.
 - Before hosting, draft questions and topics for conversation. You may want to share the questions ahead of time so participants can prepare responses in advance.
- Host an Instagram or Facebook Live during NLPPW with a partner. Review the following information on how to host on these platforms: business.instagram.com/blog/howto-set-up-instagram-live or www.facebook.com/business/help/184100780068012? id=1123223941353904.
- Integrate lead poisoning prevention activities into an existing community event, such as a health fair.
- Include lead poisoning prevention activities during events for parents at child care and early learning centers.
- Empower students at high schools, universities, and community colleges to conduct community service projects and encourage these learning institutions to establish internships related to lead poisoning prevention.
- Get creative in raising awareness by creating fun, easy, and inexpensive activities like writing messages in chalk on sidewalks at popular parks frequented by families in your community.

Healthcare Providers

- Encourage a clinic, healthcare facility, public health department, or hospital to set aside one day during NLPPW to provide free blood lead testing for children younger than 6 years who are at higher risk for lead exposure.
- Distribute lead educational materials to local medical and healthcare providers, especially in communities with a large number of pre-1978 homes.
- Invite a local healthcare professional to speak to your staff about the importance of blood lead testing or the health effects of lead exposure.



Local Leaders

- Ask your local elected officials to:
 - Make a NLPPW public announcement or proclamation or issue a press release to your local media.
 - Speak at your NLPPW event and/or activities.
 - Share NLPPW information and content with the communities they serve, particularly state senators and representatives of relevant committees (i.e., housing committee, public health committee, etc.).
- If you are unsure who your local leaders are or how to contact them, check your state government website and enter your address to find their contact information.

Business Community

- Co-host workshops with local businesses, such as home improvement and hardware stores, on using lead-safe work practices when conducting do-it-yourself (DIY) home remodeling and renovation projects. You can use EPA's Lead-Safe Renovations for DIYers page www.epa.gov/lead/rrp-diyers as a resource.
- Ask your local chamber of commerce to disseminate lead poisoning prevention messages through their extensive communications networks, such as in meetings and via electronic media.
- Ask local businesses to publicize your NLPPW events and activities.
- Ask retailers to post event notices and other messaging in their establishments leading up to and during NLPPW.
- Provide in-kind materials to local businesses, national and local home improvement stores, remodeling companies, home inspectors, real estate developers, and your chamber of commerce and ask them to incorporate lead poisoning prevention content into their communication channels.



Creating a common visual identity is important for increasing the impact of NLPPW. The following materials are available to support you in planning and hosting events and activities in your community and may be customized to include an organization's logo and information. When creating NLPPW materials for your community or organization, use the NLPPW icons, flyers, key messages, and web banners to tie your local efforts to the national effort. All of the NLPPW 2023 materials can be found at **epa.gov/lead/national-lead-poisoning-prevention-week**.

For more information and materials in Spanish about lead and NLPPW, visit **espanol.epa.gov/ plomo/semana-nacional-de-prevencion-del-envenenamiento-por-plomo**. The following materials are all available in English, Arabic, Chinese Simplified, Chinese Traditional, Korean, Russian, Tagalog, Vietnamese, and Spanish.



Icons

Icons are available in two color schemes (white with blue background or blue with transparent background) and can be downloaded at hud.gov/program_offices/ healthy_homes/nlppw#NLPPW_ICONS.



Flyers

The 8.5" x 11" flyer templates (which may be printed in larger formats) are available as PDFs, which can be downloaded at hud.gov/program_offices/healthy_homes/nlppw#NLPPW_POSTERS.

 Or use the "For Translation" PowerPoint file to create a flyer in additional language(s) used in your community at https://www.epa.gov/system/files/documents/2023-09/ NLPPW2023_Flyer_ForTranslation.pptx.

Web Banners

Web banners are available in high-resolution vertical (600 x 160), and square (1080 x 1080) orientation and can be downloaded at **hud.gov/program_offices/healthy_homes/ nlppw#WEB_BANNERS**. The square web banner can also be used for Instagram posts.

The Sample Social Media Package includes customizable content ideas and sample posts and can be downloaded at **epa.gov/lead/national-lead-poisoning-prevention-week#social**. The samples posts meet the Twitter character limit and can be easily adapted for use on Facebook and Instagram. There are also several images available in English and Spanish for download. You can also use the "Social Media Image for Translation" file found at https://epa. gov/system/files/documents/2023-07/NLPPW2023_SocialMediaImageForTranslation.pptx to create a social media image in additional language(s) used in your community.

CDC, EPA, and HUD will begin sharing social media posts connected to the NLPPW 2023 theme "Together, we can prevent lead exposure together!" in September to raise awareness about lead and NLPPW. Then, during NLPPW, we will focus our social media content on the three key messages:

- 1. Get the Facts: Learn about lead exposure and the hazards of lead.
- 2. **Get Your Child Tested:** A blood test is the best way to find out if your child has lead poisoning. Talk to your child's healthcare provider about getting a blood lead test if your child may have been exposed to lead.
- 3. **Get Your Home Tested:** Minimize your risk of lead exposure by hiring a certified professional to test your home for lead if it was built before 1978.

We invite you to join the conversation happening across the nation and amplify these messages on your social media platforms. You can use the sample posts and images or create your own using the information in this document and the content creation ideas in the Sample Social Media Package.

When creating your posts don't forget to use the hashtags **#LeadFreeKids**, **#NLPPW2023**, and, when appropriate, **#EJ** or **#EnvironmentalJustice**.



Follow us on Twitter @CDCgov, @CDCEnvironment, @CDCespanol, @EPA, @EPAChemSafety, @EPAespanol, @HUDgov, @HUDespanol, and/or @HUDHealthyHomes; like us on Facebook at CDC, CDCespanol, EPA, EPAespanol, HUD, and, HUDespanol; or follow us on Instagram at @cdcgov, @epagov, @hudgov.

Other Resources

Websites

- For information on CDC, EPA, and HUD activities during NLPPW, visit hud.gov/ healthyhomes, epa.gov/lead, or https:// www.cdc.gov/nceh/lead/national-leadpoisoning-prevention-week.htm.
- For information on lead in drinking water from EPA, visit epa.gov/safewater and epa.gov/ground-water-and-drinkingwater/basic-information-about-leaddrinking-water or espanol.epa.gov/ espanol/informacion-basica-sobre-elplomo-en-el-agua-potable.
- For information about lead in Spanish, visit **espanol.epa.gov/plomo**.
- For information (and a fact sheet available in English and Spanish) about lead and lead poisoning for pregnant people from CDC, visit cdc.gov/nceh/lead/docs/areyou-pregnant.html.

- For communication tools and resources available from CDC, visit cdc.gov/ nceh/lead/resources/communicationresources.html.
- For lead workplace safety and health information from the National Institute for Occupational Safety and Health, visit cdc.gov/niosh/topics/lead/default.html. Some of this information is also available in Spanish.
- For information about lead exposure and lead poisoning from the American Academy of Pediatrics, visit aap.org/en/ patient-care/lead-exposure.
- For information on how to plan and develop a soilSHOP (Soil Screening, Health and Outreach Partnership) event in your community visit atsdr.cdc.gov/ soilshop/index.html.

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 have disabilities may reach the number above by calling TTY: 711.

Videos

- CDC Lead Poisoning Prevention Training Videos: Videos designed for high school and general audiences available at https://www.cdc.gov/ nceh/lead/resources/lead-poisoningprevention-training.htm that provide a brief overview of what lead is, where it is found, and why it is important to protect young children from its exposure.
- Childhood Lead Exposure in the United States: CDC's Role in Prevention, Education, and Surveillance: An Environmental Health Nexus Webinar is available at cdc.gov/nceh/ehsp/ ehnexus/learn/2021/ehnexus_ webinar_08042021.htm. CDC subject matter experts discuss sources of lead in children's environments, populations at higher risk, current trends among children in the U.S., prevention strategies, and current initiatives at CDC.
- EPA Lead-Based Paint Safe Work Practices video at youtube.com/ watch?v=XqUssA-PsD0. A two-minute video on lead-safe work practices for renovation, repair, and painting of older buildings that are child-occupied and may contain lead-based paint.
- HUD Healthy Homes Video Playlist at youtube.com/ playlist?list=PLF784BAEF218A35EE.
 Compilation of 16 videos highlighting HUD best practices; focusing on lead, asthma, disaster recovery, renovation and repair, and more.
- Understanding Lead video at https:// youtu.be/g5n0l9jppKc. Recording of the "Understanding Lead" webinar hosted by EPA in 2021 for anyone interested in learning about lead, its impacts, and actions to prevent potential lead exposure and lead poisoning.

Infographics

- Download CDC lead infographics at www. cdc.gov/nceh/lead/infographic.htm.
- Download HUD's Healthy Homes Maintenance Chart infographic at https://www.hud.gov/sites/dfiles/HH/ documents/HHP_Maintenance_Chart. pdf.

Publications

- Ethan's House Gets Healthier With a Visit from the Lead Poisoning Prevention Team: A CDC children's coloring book, available at cdc.gov/nceh/ lead/docs/Coloring_Book.pdf.
- Happy, Healthy, Lead-Free Me: A children's book aimed at engaging children and educating parents on lead poisoning prevention and the importance of pediatric lead level testing developed by the New Hampshire Department of Health and Human Services, available in seven languages at leadfreekidsnh. org/happy-healthy-lead-free-meresources/#book.
- Is There Lead in the Water? A CDC children's activity book, available at cdc.gov/cpr/readywrigley/ documents/16_263711_lead_in_water_ activity_book_508web.pdf.
- Know the Facts: A fact sheet that details how to prevent lead exposure, available at cdc.gov/nceh/lead/docs/know-thefacts.html.
- Lead Awareness in Indian Country: Keeping our Children Healthy!: Curriculum built for community leaders to help all communities protect children from potential lead exposure and lead

poisoning, available at **epa.gov/lead/ tribal-lead-curriculum** (also available in Spanish at **espanol.epa.gov/plomo/ concientizacion-sobre-el-plomo**).

- 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-leadhazard-information-families-child-careproviders-and-schools (also in Spanish at espanol.epa.gov/plomo/guia-depracticas-acreditadas-seguras-paratrabajar-con-el-plomo-para-remodelarcorrectamente).
- 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 personnel, and more, available at hud.gov/sites/documents/ DOC_11878.pdf (also in Spanish at hud. gov/sites/dfiles/HH/documents/La_ Seguridad_2019.pdf).
- Protect Your Family from Lead in Your Home: A document (available in 12 languages) required to be provided to prospective buyers and renters of pre-1978 homes and apartments, available at epa.gov/lead/protect-your-family-leadyour-home-real-estate-disclosure#12.

HUD Office of Lead Hazard Control and Healthy Homes

The HUD Office of Lead Hazard Control and Healthy Homes' mission is to help all Americans, especially children and other vulnerable populations in low-income households, reach their full potential by making homes safe and healthy. In particular, it seeks to guide the nation to a future where homes are both affordable and designed, constructed, rehabilitated, and maintained in a manner that supports the health and safety of occupants.

To achieve these goals, the Office funds state and local governments to develop costeffective ways to reduce lead-based paint hazards in homes of low-income families; funds state, tribal, and local governments, and nonprofit organizations to control other housingrelated health and safety hazards in homes of low-income families; enforces HUD's lead safety regulations; collaborates with other HUD offices, and external federal and nonfederal partners; provides public outreach and technical assistance; and conducts research on improving ways to help protect children and their families from lead and other health and safety hazards in the home.

For more information about these and other HUD OLHCHH activities, visit **www.hud.gov/** healthyhomes.

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.