# 2020 Lead Poisoning Prevention Week Communication Plan

## Overview

October 26-30, 2020 is National Lead Poisoning Prevention Week (NLPPW). This week is about calling attention to ways parents and communities can prevent childhood lead poisoning. Lead poisoning is preventable, yet hundreds of Maine kids are identified each year with lead in their bodies. There is no safe level of lead in the body. Lead poisoning can cause learning and behavior problems and may put kids at a disadvantage in school and later as working adults. For the national LPPW toolkit, visit: <https://www.cdc.gov/nceh/lead/national-lead-poisoning-prevention-week.htm>.

## Campaign Objectives

* Increase awareness of childhood lead poisoning sources and blood lead testing
* Encourage parents to have their child tested at 1- and 2-year Well Child Visits, it’s the law
* Provide educational resources about sources and prevention of lead poisoning

## Target Audiences

* Parents and guardians of young children
* Healthcare providers
* Environmental health professionals (healthy housing organizations, local health departments, environmental justice organizations)

## Daily Themes

* Monday, October 26, 2020: How Do You Know if There is Lead in Your Home?
* Tuesday, October 27, 2020: Make Sure Children Crawl and Play Safely
* Wednesday, October 28, 2020: Speak to a Healthcare Provider about Blood Lead Tests for Your Children
* Thursday, October 29, 2020: General Lead Poisoning Prevention
* Friday, October 30, 2020: Renovating Right

## Social Media Messages

Feel free to post these or share from Maine CDC’s Facebook and Twitter. Use the national hashtags #NLPPW2020 and #LeadFreeKids or create your own!

### Monday

Theme: How Do You Know if There is Lead in Your Home?

Primary Message: It’s National Lead Poisoning Prevention Week. All week long, we are encouraging Mainers to learn the importance of lead testing and prevention. Get your home tested. Get your child tested. Get the facts! Learn how you can protect your family from lead exposure. <https://www.maine.gov/dhhs/mecdc/environmental-health/eohp/lead/index.shtml>

Other Options

* Its National Lead Poisoning Prevention Week. Lead exposure affects human health, especially in children. There is NO safe level of lead in a child’s body. Even low levels of lead may cause lifelong health problems. Test your home. Test your children. <https://www.maine.gov/dhhs/mecdc/environmental-health/eohp/lead/index.shtml>
* It’s #NLPPW! If you live in a home built before 1950, get your children and home tested for lead.

### Tuesday

Theme: Make Sure Children Crawl and Play Safely

Primary Message: Home with your little kids a lot more these days? Everyday use of painted floors, windows, and stairs in houses and apartments built before 1978 can create lead dust, the most common cause of childhood lead poisoning. Here are some simple steps to keep kids lead-free: Put furniture in front of window sills with peeling, chipping or flaking paint so your child can’t get to them. Mop floors and wipe windows with soap and water. Leave shoes at the door. Wash toys in soap and water. <https://www.maine.gov/dhhs/mecdc/environmental-health/eohp/lead/parents.shtml#how>

Other Options

* Before signing a lease, ask about lead. <https://www.maine.gov/dhhs/mecdc/environmental-health/eohp/lead/property-owners.shtml#myrights>

### Wednesday

Theme: Speak to a Healthcare Provider about Blood Lead Tests for Your Children

Primary Message: Young children may be spending more time in their homes during this pandemic, which makes this a good time to think about exposure to lead dust and lead-based paint in their homes. Providers, as you catch up on well-child visits missed because of the pandemic, {your organization} encourages you to follow requirements to screen all children for lead poisoning at ages 1 and 2 years. <https://www.maine.gov/dhhs/mecdc/environmental-health/eohp/lead/providers.shtml>

Other Options

* Don’t test your luck. Test your child. Each year, about 300 children in Maine have high levels of lead in their bodies. Protect the little ones in your home; get your child tested for lead poisoning. Maine law now requires all children be tested at ages 1 and 2 years. <https://www.maine.gov/dhhs/mecdc/environmental-health/eohp/lead/parents.shtml#atrisk>
* Providers, as of June 2019, Maine law requires blood lead tests for all children at 1 and 2 years of age. Read an update about the changes <https://www.maine.gov/dhhs/mecdc/environmental-health/eohp/lead/documents/lead-testing-requirement-update.pdf>
* Lead poisoning is preventable! A simple blood lead test can detect lead poisoning. Act early and get your child tested at ages 1 and 2. Talk to your doctor or health care provider for more information. <https://www.maine.gov/dhhs/mecdc/environmental-health/eohp/lead/index.shtml>
* Providers, did you know Maine CDC offers full lead investigations for children with venous blood lead test results greater or equal to 5 ug/dL? Confirm all capillary blood lead tests greater or equal to 5 ug/dL with a venous test. <https://www.maine.gov/dhhs/mecdc/environmental-health/eohp/lead/providers.shtml>

### Thursday

Theme: General Lead Poisoning Prevention

Primary Message: Harmful exposure to lead paint dust - the most common cause of childhood lead poisoning - in young children is 100% preventable. Simple steps to keep kids lead-free: Wash hands before meals, naps, and bedtime. Don’t let children eat food or use pacifiers that have fallen on the floor. Feed children at a clean table or in a highchair. <https://www.maine.gov/dhhs/mecdc/environmental-health/eohp/lead/parents.shtml#leadsafe>

Other Options

* DYK: Taking off your shoes before you enter your home can reduce your child’s lead exposure. [www.maine.gov/healthyhomes](http://www.maine.gov/healthyhomes)
* Are you planning to buy or rent a home built before 1978? Make sure you receive a copy of Protect Your Family from Lead in Your Home. <https://www.epa.gov/lead/protect-your-family-lead-your-home-real-estate-disclosure> (available in multiple languages)

### Friday

Theme: Renovating Right

Primary Message: Painting, sanding, or scraping can create unsafe lead dust in homes built before 1978. When hiring contractors, ask to see their RRP certificate. The certificate shows that they have been trained to protect your family from lead paint dust while they work. <https://www.maine.gov/dhhs/mecdc/environmental-health/eohp/lead/homeowners.shtml#repairinleadsafe>

Other Options

* Have you decided to do some work on your older home? Maybe you are repairing a window that sticks or painting a room for a new baby. If you paint of fix up your house, protect your family from lead paint dust. <https://www.maine.gov/dhhs/mecdc/environmental-health/eohp/lead/property-owners.shtml#mybuilding>
* Remodeling the home? Renovate right with lead-safe work practices. <https://www.maine.gov/dhhs/mecdc/environmental-health/eohp/lead/homeowners.shtml#repairinleadsafe>

# Promotional Materials for LPPF Community Partners

## October 2020

### e-newsletter Template

[Salutation]

October 26-30 is National Lead Poisoning Prevention Week and we are spreading the word about how to protect children from lead.

There is no safe level of lead in the body, yet children continue to be exposed to lead in paint, dust, soil, and water in and around the home.

Activities for Lead Poisoning Prevention Week:

Lead poisoning is one-hundred percent preventable. For that reason, we are working with other partners across the state to call on healthcare providers and parents to help us make progress to end childhood lead poisoning. Each day of Lead Poisoning Prevention Week, [name of organization] will share information on a specific topic to highlight the problems and solutions related to childhood lead poisoning:

* Monday, October 26, 2020: How Do You Know if There is Lead in Your Home?
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<highlight any additional National LPPW activities>

Get Involved!

Follow the campaign on social media by using the hashtags #leadfreekids, #leadfreeME and #NLPPW2020. This will allow you to:

* Share information about childhood lead poisoning prevention with others
* Ask questions
* Join in the discussion

For more information about childhood lead poisoning in Maine, check out these.

[maine.gov/healthyhomes](https://www.maine.gov/dhhs/mecdc/environmental-health/eohp/healthyhomes/index.html)

<Insert additional messages to highlight>

<Closing and signature>

### Swiss Cheese Press Release

October {##}, 2020

For more information, please contact: {INFO}

**Raising Awareness about Lead Poisoning Prevention in {Town}**

**National Lead Poisoning Prevention Week, October 26-30, 2020**

{Town} – {Your organization} is pleased to announce the kickoff of National Lead Poisoning Prevention Week (NLPPW), October 26-30, 2020. Young children may be spending more time in their homes during this pandemic, which makes this a good time to think about exposure to lead dust and lead-based paint in their homes. Dust from old lead-based paint, often found in homes built before 1950, is the major source of childhood lead poisoning in Maine. As parents and health care providers catch up on well-child visits missed because of the pandemic, {your organization} is reminding both to make sure young children are tested for lead.

“{Quote about who is at risk, what your organization is doing this week to bring attention to the issue, educate families, etc. Example: Frequent hand washing is key to preventing the spread of COVID-19 – it is also one of the top tips for preventing childhood lead poisoning, along with getting your child tested and testing your home for lead dust,}” said {Name and title of staff person}.

Children, especially those under age three, often put their hands and toys in their mouths. This makes it very easy for lead dust to get into and damage their growing bodies. Childhood lead poisoning is preventable; yet, over 275 Maine children were newly identified with lead poisoning in 2018.

As of June 2019, Maine law requires that all children have their blood tested for lead poisoning at 1 and 2 years of age. In {high-risk area or Maine}, {XX% or about half} of 1-year-olds and {XX% or one-third} of 2-year-olds were tested for lead in 2018.

Families can prevent lead poisoning before a child is exposed by testing their home for lead dust. To increase awareness in {town} about the need to test older homes for lead, {your organization} is partnering with the Maine Center for Disease Control and Prevention to offer parents of young children who live in older homes a free home lead dust test kit. {In addition, {your organization} will be participating in NLPPW by distributing the offers and brochures to families in {town} through {ways you are distributing and participating in NLPPW}.}

Families can follow these tips for keeping children safe from lead at home:

* Get your home tested. If you live in a home built before 1950 and have young children, order a free lead dust test kit at maine.gov/healthyhomes.
* Get your child tested. Ask your doctor to test your child for lead at their 1-year well child visit and again at their 2-year visit.
* Wash your child’s hands often, especially before eating and sleeping. Wash floors, windowsills and children’s toys once a week.
* Never dry scrape or sand chipping or peeling paint. Learn how to renovate, repair and paint safely before beginning any home improvement projects.
* Keep children away from chipping and peeling paint and areas of your home where you are doing renovations or home repairs.

To learn more visit maine.gov/healthyhomes

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### Short Blurb for Parents as Audience

**Parents: Free Tests for Lead in Your Home**

**Find Out if Your Child is At Risk for Lead Poisoning**

Do you have little kids and live in an older home? Contact us today to get a FREE home lead dust test kit to find out if your home is putting your children at risk for lead poisoning. Once you know you if you have lead in your home you can make smart decisions about cleaning, home improvements and keeping your children safe. Order online: maine.gov/healthyhomes or [Contact info].

Keep reading to find out how to protect your family from lead poisoning…

Children under the age of 3 living in old housing, are more likely to be poisoned by lead. That’s because there is often lead paint in homes built before 1950, and sometimes in those built before 1978 when lead paint was banned. If a home contains lead paint, normal wear and tear or home renovations may produce lead dust. By far, lead dust is the most common way children are poisoned by lead in Maine.

Lead dust can remain in homes for a long time, collecting on places where children put their hands and play with toys, like floors and windowsills. Children, especially those under age three, often put their hands and toys in their mouths. This makes it very easy for lead dust to get into and damage their growing bodies. When lead is absorbed into the body, it can cause learning disabilities, behavior problems, hearing damage, language or speech delays and lower intelligence.

If you live in a home built before 1950 you can assume your home has lead paint. That means you need to do certain things to live safely with lead paint to protect your children from lead poisoning.

Here are seven things you can do to help protect your family:

1. Once a week, clean floors, windowsills and tabletops with a wet mop or cloth.
2. Always wash children’s hands after play and before meals, naps and bedtime.
3. Frequently wipe down toys, clean stuffed animals and wash bottles or pacifiers.
4. Routinely check painted windows, doors and floors for peeling or chipping paint.
5. Never dry scrape or sand chipping peeling or chipping paint. Learn how to renovate, repair and paint safely before beginning any home improvement projects.
6. Ask your child’s doctor about a blood lead test. All children in Maine should be tested at ages 1 and 2 years.
7. Contact us to get a FREE home lead dust test kit to find out if your home has a lead dust problem and what to do about it. Order online: maine.gov/healthyhomes or [Contact info.]

FMI: [www.maine.gov/healthyhomes](http://www.maine.gov/healthyhomes)

October ##, 2020