



Get Your Home Tested



Get Your Child Tested



Get the Facts

National

Lead Poisoning

Prevention

Week 2017

#NLPPW2017
#LeadFreeKids



Campaign Resource Package
www.hud.gov/healthyhomes/NLPPW2017



What Is National Lead Poisoning Prevention Week?



National Lead Poisoning Prevention Week (NLPPW) focuses on 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), along with the U.S. Environmental Protection Agency (EPA) and U.S. Centers for Disease Control and Prevention (CDC), promote educational activities during NLPPW to raise community awareness. A focus on testing children for lead has been added to this year's campaign.

Your participation in NLPPW is an opportunity to help eliminate sources of lead exposure in the environment by increasing awareness in vulnerable communities. Outreach materials provided in this resource package can be used for a variety of audiences, including parents or caregivers, contractors or hardware stores, trade associations, the media, and others.

This year's NLPPW takes place October 22-28, 2017.



Mobilizing Your Awareness Campaign



This year's theme for NLPPW is Lead Free Kids for a Healthy Future. NLPPW aims to help individuals, organizations, and state and local governments to work together to reduce childhood exposure to lead.

Through NLPPW, campaign organizers can:

- 1. Get Your Home Tested:** Find out how to minimize risks of lead exposure by hiring a certified professional to test older homes for lead.
- 2. Get Your Child Tested:** A simple blood test can detect lead. Consult your doctor for advice on testing your children.
- 3. Get the Facts:** Find out about the hazards of lead.

This resource package has been created to provide state and local governments and organizations with key materials and resources that are customizable for distribution to a wide array of audiences. The materials and resources provided in this package include:

[Key messages](#)

[Developing an action plan](#)

[Organizing awareness activities](#)

[Graphics/outreach materials](#)

[Web banners](#)

[Social media/multimedia outreach](#)

[Online resources](#)

Key Messages

1. Get Your Home Tested

You can get your home tested for lead in many ways:

- 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.
- A combination inspection and risk assessment tells you if your home has any lead-based paint and lead-based paint hazards, and where they are located.

2. Get Your Child Tested

Lead gets into the body in many ways:

- Children's blood lead levels tend to increase rapidly 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.
- Blood lead tests are usually recommended for children at ages 1 and 2, for children or other family members who have been exposed to high levels of lead, and for children who should be tested under your state or local health screening plan.
- Speak with your doctor to have them explain the test results.

3. Get The Facts

- Many homes built before 1978 have lead-based paint. Lead from paint, paint chips, and dust can pose serious health hazards.
- Adults and children can get lead into their bodies by breathing in lead dust (especially during activities such as renovations, repairs or painting), or by swallowing lead dust that settles on food, food preparations surfaces, 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.
- Examples of other sources of lead include: toys, furniture, lead-glazed pottery or porcelain.

Developing an Action Plan

As you begin preparing for NLPPW, localize your outreach efforts by developing an action plan tailored for your local communities and organizations.

1. Develop a single overarching communication objective. Define the parameters of the issue and focus on why it is important to take action now. Define your audience and what change you want to see as a result of your communication strategy.
2. Ensure your main message is clear, concise, and relevant to the audience. Then decide which communications channels are most appropriate for your message and audience.
3. Determine which materials you want to use for communications.
4. Decide which communications channels are most appropriate for your message and audience.
5. Identify partners to work with throughout your campaign that help support your messages. You should create and mobilize local networks to distribute information.

A successful action plan does all of the following:

1. Frames and presents your message so that it catches the attention of your audience.
2. Clarifies your message so that it is unambiguous and clear.
3. Communicates a benefit to the audience.
4. Is consistent in messaging.
5. Uses materials to invoke emotions as well as give facts.
6. Creates trust by presenting information that is authoritative and reliable.
7. Includes a call-to-action by asking the audience to do something, such as encouraging audiences to have professionals test for lead in paint or water, and hire lead-safe certified professionals to conduct renovations in older homes.

Organizing Awareness Activities

By organizing in-person activities and events, you can both increase awareness and create a sense of urgency to act to stop lead exposure in your community.

Organize and implement an activity or event for NLPPW by taking the following steps:

- Talk to, and partner with, local stakeholders to identify your community's specific needs.
- Develop a localized campaign plan and budget for materials needed.
- Create a budget for materials needed.
- Secure a venue and promote your event.
- Develop a call-to-action to mobilize your audience toward meaningful results.
- Promote your activities during and after the event.
- Identify areas for follow-up after holding your event.

Examples of past successful awareness activities include:

- Virtual Town Halls
- Health Fairs
- Workshops
- Public Transportation Ads



Click on image to link to the NLPPW 2017 website

Graphics: Icons, Posters and Flyers

Creating a common visual identity is important in order to increase the impact of NLPPW. Tools are available to support you in organizing events in your local community. When creating materials for your communities or organizations, using the NLPPW icons and posters will tie your local efforts into the broader national effort.



Icons are available in two color schemes: white with blue background or blue transparent background. They are available in six languages: English, Spanish, French, Arabic, Russian, and Chinese. Download at www.hud.gov/HealthyHomes/NLPPW2017

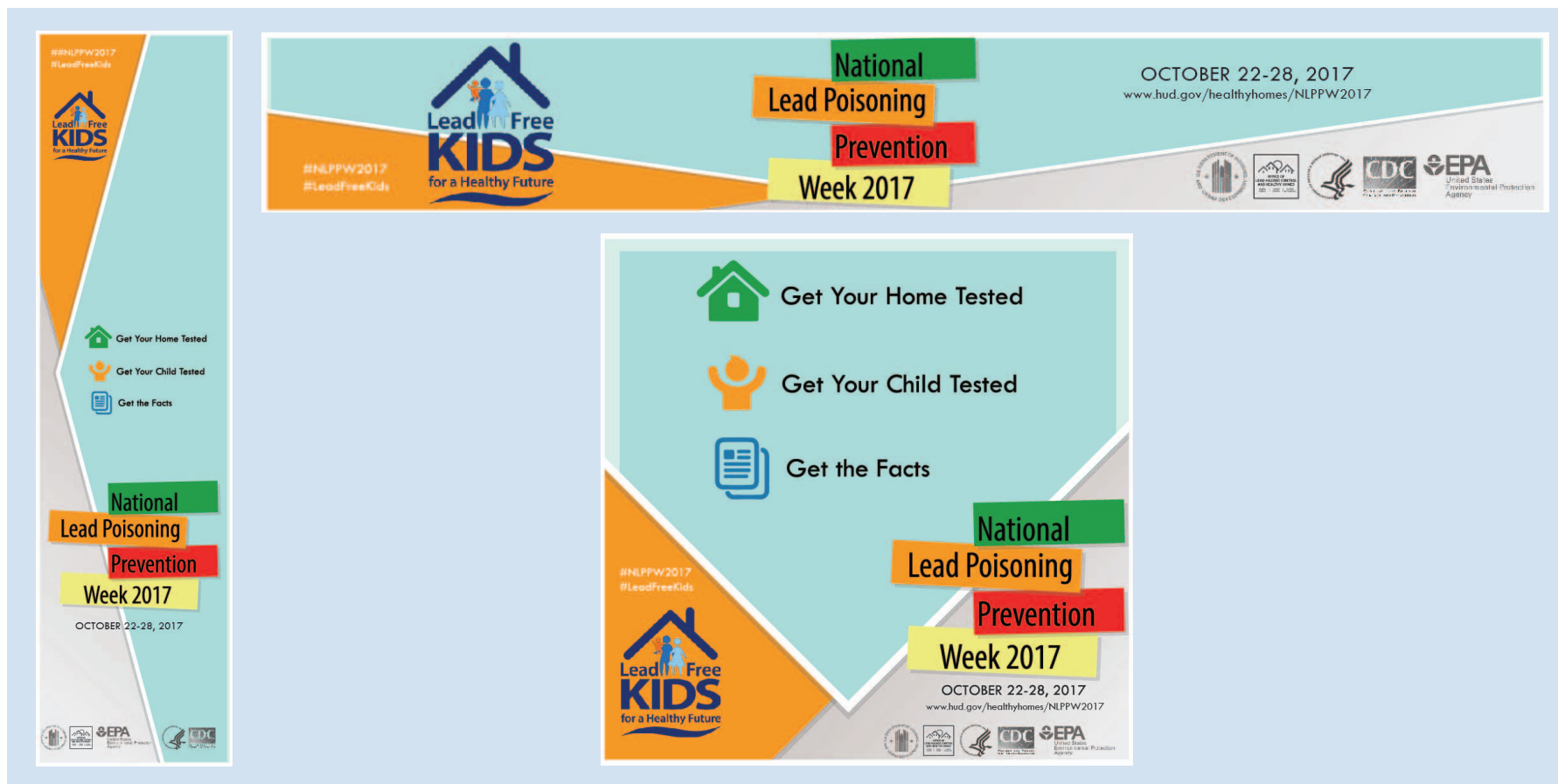


Poster templates and a **flyer template** (high resolution) are available in English. Download at www.hud.gov/HealthyHomes/NLPPW2017

Graphics: Web Banners

Add a web banner to your organization's webpage to increase NLPPW visibility. Web banners are available in hi-resolution vertical, horizontal or square sizes.

Download banners at www.hud.gov/HealthyHomes/NLPPW2017.

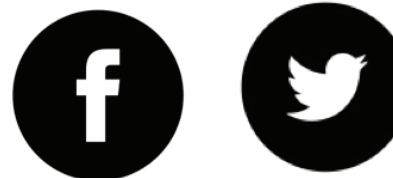


Social Media and Multimedia Outreach

A social media package that includes sample social media posts for Facebook and Twitter is available for download at hud.gov/HealthyHomes/NLPPW2017.

You can also create your own posts highlighting your events for NLPPW using the hashtags [#leadfreekids](#) and [#NLPPW2017](#) to join in the conversation.

Follow us on Twitter [@HUDgov](#), [@HUDHealthyHomes](#), [@EPA](#) and/or [@CDCgov](#), or like us on Facebook at [HUD](#), [EPA](#) and [CDC](#).



The interactive **Healthy Homes Basics** app is available for download:

iTunes: <https://itunes.apple.com/us/app/healthy-homes-basics/id1092367352?mt=8>

Google Play: <https://play.google.com/store/apps/details?id=gov.hud.healthyhomesbasics&hl=en>

You can also download OLHCHH's **Healthy Homes Partners** app.

iTunes: <https://itunes.apple.com/us/app/healthy-homes-partners/id1244368357>

The **Is There Lead in the Water?** children's activity book is available for download from CDC.

http://www.cdc.gov/nceh/lead/publications/lead_in_water_activity_book_508.pdf.

Online Resources

For information on which states run CDC-funded programmatic activities and to share and highlight success stories (visit CDC’s website and look under “Read what funded programs are doing.”):

- www.cdc.gov/nceh/lead/
- www.epa.gov/lead

For information on HUD activities during NLPPW, search for “lead poisoning prevention week” at:

- www.hud.gov/healthyhomes

For information on the Lead Safe Housing Rule, link to:

- https://portal.hud.gov/hudportal/HUD?src=/program_offices/healthy_homes/enforcement/lshr

To see which states run CDC-funded programmatic activities, and share and highlight success stories (visit (Look under “Read what funded programs are doing.”):

- www.cdc.gov/nceh/lead/programs/default.htm

For an infographic from CDC about effects of lead exposure, link to:

- www.cdc.gov/nceh/lead/infographic.htm

For information on lead in drinking water from EPA, link to:

- www.epa.gov/ground-water-and-drinking-water/basic-information-about-lead-drinking-water

Next Steps

1. Once your media campaigns and accompanying events and activities are organized, register your event on the World Health Organization's webpage at http://www.who.int/ipcs/lead_campaign/event_registration/en/.
2. Share and post about your event on social media, using the hashtag: [#NLPPW2017](#) and [#leadfreekids](#).

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. References made to social media, online resources, multimedia, and awareness activities not organized in conjunction with HUD, EPA and CDC are examples only, and do not serve as an endorsement of any organization or entity.

