



**MICHIGAN
CHILDHOOD
LEAD POISONING
PREVENTION
PROGRAM**

2015 TOOLKIT

**LEAD POISONING PREVENTION WEEK
OCTOBER 25-31, 2015**

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Outreach and Engagement Ideas

National Lead Poisoning Prevention Week

October 25-31, 2015



Be a lead week champion! Take a moment to consider how you can incorporate the following ideas into your organization's lead week activities.

- **Stay on Message!** Review and integrate the Lead Week “Key Messages” messages developed by the Center for Disease Control and Michigan Department of Health and Human Services into your agency communications during National Lead Poisoning Prevention Week.
- **Get Educated!** Contact your regional Education and Outreach grantee for a presentation and learn more about lead. Do you know your regional contact? [Visit the Childhood Lead Poisoning Prevention Program Sharepoint](#) site for names and contact information of regional grantees.
- **Go Viral.** Add to or change your email signature line. Consider something like, “*Lead-Free Kids for a Healthy Future—Get Your Home Tested. Get Your Kids Tested. Get the Facts.*” Then include a link to your website or our website (Michigan.gov/lead) for more information.
- **Be Social.** If your agency has a Facebook page or Twitter handle, think about how you can incorporate this year's key messages. For example, post a new message each day of the week.
- **Reach Out.** Consider contacting local childcare centers and providing them with a fact sheet and/or coloring book about National Lead Poisoning Prevention week.

- **Host an Event.** Partner with a school, church, abatement agency or other community partner to get the word out about lead poisoning prevention.
- **Become Newsworthy.** Submit a press release or newsletter/newspaper article to the local paper, or share it via your electronic newsletter (see sample Newsletter/Newspaper Article in toolkit). Make it more personal by adding someone's story or suggest to reporters that they contact people affected by lead to get their story. It can be a story about a child with lead exposure or a prevention story about getting a home fixed before lead exposure occurred. Newspapers often like to include in the article links to more information and action steps for readers.
- **Say it with an E-Card!** Ever wonder if friends and family know what you do? Consider sending them (or your contact list!) one of the Center for Disease Control's e-cards to pique their interest and knowledge of lead poisoning prevention. Find the cards at <http://www.cdc.gov/nceh/lead/nlppw.htm#ecard>.
- **Review your local data!** You can get your local data, such as percent of housing built before 1950 and percent of children in poverty from CLPPP. Contact Robert Scott at ScottR9@michigan.gov if you need help interpreting your data.

SAMPLE

Local Press Release/Media Advisory



[ORGANIZATION] Encourages Residents to Learn about Lead Prevention Awareness

National Lead Poisoning Prevention Week is October 25-31, 2015

CITY, Mich. – Nearly half a million children living in the United States have elevated blood lead levels that could cause significant damage to their health, according to the Centers for Disease Control and Prevention (CDC). To help address this, [INSERT ORGANIZATION NAME] is participating in National Lead Poisoning Prevention Week (NLPPW) October 25-31, 2015.

Elevated blood lead levels in children are based on a test result of 5 micrograms per deciliter or higher. In Michigan, more than 3,000 children test positive for lead poisoning every year.

[INSERT LOCAL QUOTE]

Major sources of lead exposure to U.S. children include lead-based paint and lead-contaminated dust in deteriorating buildings. Children can also be exposed to lead from additional sources including contaminated drinking water, take-home exposures from a workplace, and lead in soil.

This year's NLPPW theme, "Lead-Free Kids for a Healthy Future," underscores the importance of testing your home, testing your child, and learning how to prevent lead poisoning's serious health effects. In observance of NLPPW, the following community events are planned:

[INSERT DETAILS ABOUT LOCAL NLPPW ACTIVITIES]

Parents can reduce a child's exposure to lead in many ways. Here are some simple things you can do to help protect your family:

1. Get your Home Tested. If you live in a home built before 1978, you may want to consider getting a lead inspection.
2. Get your Child Tested. If you suspect your child might be exposed to lead, talk to your doctor or local health department about lead testing. The Michigan Department of Health and Human Services (MDHHS) covers testing for children on Medicaid, and local health departments offer lead testing for free for all children.
3. Get the Facts. For more information, contact the MDHHS Michigan Childhood Lead Poisoning Prevention Program at 888-322-4453 or visit www.michigan.gov/lead.

For more information, visit [INSERT LOCAL CONTACT INFORMATION].

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SAMPLE

Lead-Free Kids for A Healthy Future National Lead Poisoning Prevention Week Artical



Unfortunately, hundreds of thousands of children living in the United States have elevated blood lead levels that may damage their health. They can develop behavior and learning problems such as hyperactivity, slowed growth, hearing problems, and aggressive patterns of behavior. Stopping a child's exposure to lead from leaded paint, house dust, or any other source is the best way to prevent the harmful effects of lead.

To raise awareness of the consequences of lead poisoning among parents and caregivers, especially those who live in homes built before 1978, the [ORGANIZATION] is participating in National Lead Poisoning Prevention Week (NLPPW) October 25-31. [ORGANIZATION] joins the Centers for Disease Control and Prevention, the U.S. Environmental Protection Agency, the U.S. Department of Housing and Urban Development and the Michigan Department of Health and Human Services in encouraging parents to learn more about how to prevent lead poisoning.

This year's NLPPW theme, "Lead-Free Kids for a Healthy Future," underscores the importance of testing your home, testing your child, and learning how to prevent lead poisoning's serious health effects.

Established in 1999 by the US Senate, and recognized annually by a joint proclamation of the Michigan Legislature, the National Lead Poisoning Prevention Week occurs every year during the last week in October. During this week, many communities offer free blood-lead testing and conduct various education and awareness events. In observance of NLPPW, the following community events are planned:

[INSERT DETAILS ABOUT LOCAL NLPPW ACTIVITIES]

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For more information, visit [INSERT LOCAL CONTACT INFORMATION].

Using Social Media to Promote Lead Week October 25-31, 2015



Consider using your agency's Facebook page or Twitter account to promote lead week awareness.

Sample Facebook Posts: (Keep in mind that posts are most effective when accompanied by compelling art, photographs, videos or links)

- National Lead Poisoning Prevention Week is October 25-31. Get your home tested. Get your child tested. Get the facts! Learn why it's important to prevent lead exposure: <http://ow.ly/BVYyU>.
- National Lead Poisoning Prevention Week is October 25-31. Exposure to lead can seriously harm a child's health and children under age 6 are most at risk for lead poisoning. The good news: Lead poisoning is preventable! Learn why it's important to prevent lead exposure: <http://ow.ly/BVYyU>

Images, Art and Links:

The United States Environmental Protection Agency has sponsored several ad campaigns that feature downloadable and reusable lead images, slogans and articles. Visit the agency's outreach site at <http://www2.epa.gov/lead/lead-outreach-partnerships-and-grants> and www.leadfreekids.org to learn more.

In addition, the Center for Disease Control's National Lead Prevention Week site also contains links, images and ideas for outreach and engagement. Visit the site at <http://www.cdc.gov/nceh/lead/nlppw.htm>.

Twitter:

- National #LeadPoisoning Prevention Week is October 25-31. Learn more about lead exposure: <http://ow.ly/BVYyU> #LPPW2015 #leadfreekids
- Prevent #LeadPoisoning. Get your home tested. Get your child tested. Get the facts! <http://ow.ly/BVYyU> #LPPW2015 #leadfreekids
- Children under age 6 are most at risk for #LeadPoisoning. Learn more: <http://ow.ly/BVYyU> #LPPW2015 #leadfreekids

Social Media Sharing:

Facebook and Twitter rankings, ratings and views are maximized when your followers share your posts. One way to ensure that you are reaching a broader audience is to like and share yourself! Talk to your agency social media administrator to learn their policies about liking and sharing. Be sure to offer reputable partners (like the Centers for Disease Control and Prevention, Michigan Department of Health and Human Services, Leadfreekids.org) and consider sharing their posts during lead week. It is a great way to introduce your followers to new information and to get your word out!

IS YOUR CHILD SAFE FROM LEAD POISONING?



LEARN HOW TO PROTECT YOUR FAMILY: CREATE A LEAD SAFE HOME

What causes lead poisoning?

There are many places in a home that can put babies and children in danger of lead poisoning.

Lead paint is the #1 cause of lead poisoning in Michigan and is often found in homes built before 1978. The older the home, the more likely that painted surfaces like windows, cupboards, doors and porches will contain lead paint.

Lead poisoning occurs most often when children come in contact with lead in the air, in dust and in lead paint. Lead can also be found in soil, drinking water if supplied by lead pipes, certain home remedies and is used in some hobbies and occupations.

Exposure to lead is a serious health threat. Carefully consider where your child spends time (childcare, relatives, your home) when thinking about lead poisoning hazards.

How can I tell if my child has lead poisoning?

Talk to your doctor about testing your child's blood for lead poisoning.

When should my child be tested for lead poisoning?

Children should be tested at one and two years of age or if you think your child has been exposed to lead.

To learn more about lead poisoning prevention and blood lead testing, call the Childhood Lead Poisoning Prevention Project:

(517) 335-8885

(888) 322-4453

Take this quiz to see if your child may have lead poisoning:

Symptoms of lead poisoning can be silent—and hard to recognize. Preventing lead poisoning before it happens is the best way to keep your family safe. Take this quiz to see if your child may be at risk:

Does your child currently live in a home built before 1950 or have they lived in a home built before 1950 in the recent past? Do they spend time at or often visit a home built before 1950?

Yes No Don't know

Does your child currently live in a home built before 1978 that was recently remodeled? Have they lived in or often visited a home built before 1978 that was recently remodeled?

Yes No Don't know

Does your child have a brother, sister or playmate with lead poisoning?

Yes No Don't know

Does your child live with an adult whose job or hobby involves lead?

Yes No Don't know

Do you or your child's caregiver use home remedies that may contain lead?

Yes No Don't know

If you answered **NO** to all of these questions, your child is probably not at risk for lead poisoning.

If you answered **YES** or **DON'T KNOW** to any of these questions, talk to your doctor about testing your child for lead poisoning.

MAKE EVERY DAY LEAD SAFE

Safe Cleaning. Use these steps to help keep your home clean and reduce your child's risk of exposure. Use these tips to clean your windows, doors, floors, porches, stairs and child play areas.



Put on rubber gloves. If you do not have rubber gloves, wash your hands well after cleaning.

Use the right cleaners and supplies you can throw away. Use soapy cleaners or products made to remove lead dust.



Remove paint chips first. Window areas and porches often have peeling paint and lead dust. Pick up paint chips you can see and throw them away in a plastic bag.

Always wet-mop floors and window sills. Do not broom lead dust. Throw away cloths after wiping each area. Replace mop water frequently.



Don't use a vacuum unless it is a HEPA vacuum. A regular vacuum will spread lead dust into the air you breathe. Some health departments have HEPA vacuums available to borrow.

Rinse after cleaning. Use clean water and a new mop head or fresh paper towels to wipe away suds.



Always empty wash water down a toilet.

Repeat these steps weekly, or when dirt and dust appear on floors, porches, window wells, window sills, stairs and children's play areas.

For Homes with Lead Pipes



If you use a water filter, be sure it meets NSF/ANSI 53 standards for lead reduction.

✓ **Flush your pipes before drinking,** and only use cold water for cooking and mixing formula. Flush pipes by running the water for approximately 5 minutes.

✓ **Test.** Consider contacting your local water authority to have your water tested.

Daily Lead Safe Practices

- Wash hands, bottles, pacifiers and toys often.
- Always take off shoes before going into the house.
- Watch your child's diet. Foods high in calcium and iron help keep lead from being absorbed by a child's body.
- Avoid using power sanders, open-flame torches, heat guns, dry scrapers and dry sandpaper on painted surfaces.
- Paint over peeling or chipping paint.
- Use a certified Repair and Remodeling Professional when making updates to your home.
- Always use the safe cleaning methods listed above.

Thinking about remodeling your home? Need advice about identifying and removing lead paint? Call the Lead and Healthy Homes Section: 866-691-LEAD.

PREGNANT AND NURSING MOTHERS



WHAT YOU NEED TO KNOW ABOUT LEAD POISONING

What causes lead poisoning?

There are many factors that can put a pregnant woman or nursing mother at risk for lead poisoning.

In Michigan, lead paint is still the #1 cause of lead poisoning. It is often found in homes built before 1978, and the older the home, the more likely that painted surfaces like windows, cupboards, doors and porches will contain lead paint.

Other sources of exposure may include soil, water or jobs and hobbies using lead such as factory work, soldering, ammunitions or jewelry making. Some pottery glazes, imported spices and home remedies may also contain lead.

Should I get tested?

Routine blood testing is NOT recommended for all pregnant women or nursing mothers. Talk to your doctor or local health department to learn more.

If I test positive for lead poisoning can I continue to breastfeed?



In most cases, breastfeeding is safe. However, if your blood lead level goes above 40 ug/dl or your level is greater than 20 ug/dl and your baby has a level above 5 ug/dl, you should talk with your doctor about continuing to breastfeed.



What can I do to protect myself from lead?

- Wash hands, bottles, pacifiers and toys often.
- Always take off shoes before going into the house.
- Flush your pipes before drinking, and only use cold water for drinking or mixing formula. Flush pipes by running the water for approximately 5 minutes.
- Watch your diet carefully. Foods high in calcium and iron help keep lead from being absorbed by your body.
- Avoid using power sanders, open-flame torches, heat guns, dry scrapers and dry sandpaper on painted surfaces.
- Paint over peeling or chipping paint.
- Use a certified Repair and Remodeling Professional when making updates to your home.
- Practice safe cleaning methods.

To learn more about lead poisoning prevention and blood lead testing, call:

(888) 322-4453



Lead Screening & Testing For Safe, Healthy Michigan Kids

A program with PREVENTION at its core!

Lead poisoning remains a health hazard for children in communities across Michigan. With proven links to biological and neurologic damage, lead exposure is a major factor in lifelong learning, aggression, and behavior problems. These challenges have downstream impacts on the state's budget through higher special education and incarceration costs, as well as diminished productivity and lost tax revenue.

Effective screening and testing programs offer a clear, low-cost way of identifying and promptly addressing cases of lead exposure.



Michigan's Childhood Lead Poisoning Prevention Program (CLPPP) concentrates on SURVEILLANCE, NURSING ASSISTANCE and EDUCATION to ensure that parents, medical professionals and policy makers have the information they need to identify, assess and care for Michigan's children.

Surveillance

CLPPP provides a statewide lead monitoring system that requires elevated blood lead results to be shared among state and local agencies, and for aggregated data to be reported to the Legislature annually.

155,919

Blood Lead Level (BLL) results processed in 2014 through Michigan's surveillance system

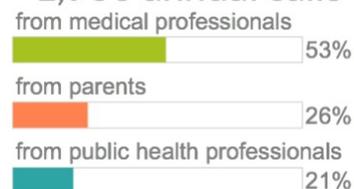
45

Different reports prepared for stakeholders like health departments, lead abatement programs and Legislature each year

Nursing Assistance

Technical assistance that ensures health care providers are supported in managing and coordinating services to children with elevated blood lead levels.

1,900 annual calls



20%

of children less than six years old were tested for lead poisoning in 2014

5,058

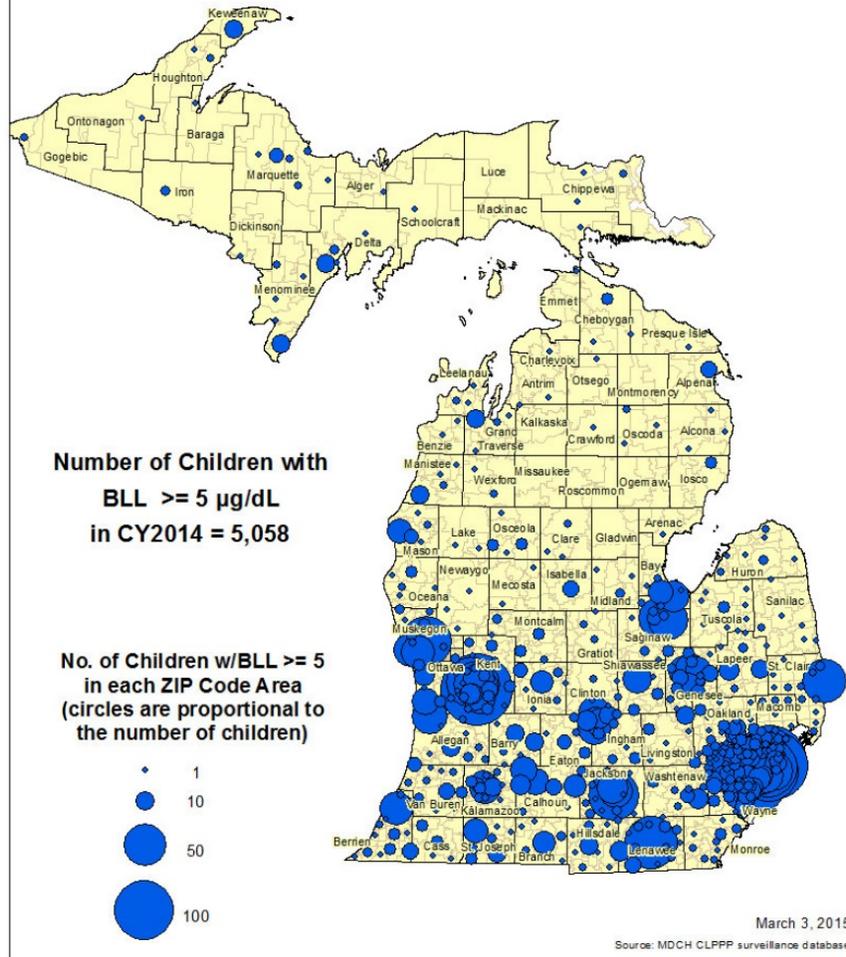
children tested who were identified with blood lead levels ≥ 5 ug/dL (3.5%)

Education

Statewide community outreach to parents, health care providers, child care providers, public schools, and homeowners/tenants.

- ✓ prevention focused
- ✓ aimed at awareness
- ✓ designed for in-home support for families

Children less than Six years of Age
with Blood Lead Levels (BLL) $\geq 5 \mu\text{g}/\text{dL}$
Calendar Year 2014



Childhood lead poisoning is preventable.

In 2015, boosting PREVENTION education
and TARGETED IN-HOME INTERVENTIONS like safe cleaning
techniques and temporary fixes is our #1 goal.

Visit our website to learn more:
www.michigan.gov/lead



RICK SNYDER, GOVERNOR | NICK LYON, DIRECTOR



CHILDHOOD LEAD POISONING

Blood Lead Level (BLL) Quick Reference for Primary Care Providers

Not Yet Tested

Consider screening ALL children between ages 1-6

Need for testing can be based on risk factors

REMINDER: Medicaid requires all children to be tested at ages 1 & 2. Children who were not tested between 1 & 2 must be tested at least once between 3 & 6.

BLL <5

Review lead levels with family

Provide anticipatory guidance

REMINDER: Medicaid requires all children to be tested at ages 1 & 2. Children who were not tested between 1 & 2 must be tested at least once between 3 & 6.

BLL 5-14

Review lead levels with family

Confirm results with venous blood sample

Review venous sample with family

Perform environmental history. Consider other children who may be exposed

Consider iron sufficiency, provide nutritional counseling r/t calcium and iron

Provide anticipatory guidance

Refer to case management

FOLLOW UP: Retest venous sample within 1-3 months to ensure BLL is not rising

REMINDER: Medicaid requires all children to be tested at ages 1 & 2. Children who were not tested between 1 & 2 must be tested at least once between 3 & 6.

BLL 15-44

Review lead levels with family

Confirm results with venous blood sample

Perform environmental history. Consider other children who may be exposed

Consider if a specific evaluation of the child is necessary such as an abdominal x-ray. Gut decontamination may be needed if leaded foreign bodies are visualized in x-ray

Consider iron sufficiency, provide nutritional counseling r/t calcium and iron

Refer to case management

FOLLOW UP: Retest venous sample monthly until levels are <15, repeat every 1-3 months until levels are <5

REMINDER: Medicaid requires all children to be tested at ages 1 & 2. Children who were not tested between 1 & 2 must be tested at least once between 3 & 6.

BLL >44

Review lead levels with family

Confirm results with venous blood sample

Review venous sample with family

Any treatment at this level should be performed in consultation with an expert at Children's Hospital of Michigan in Detroit.

FOLLOW UP: As directed by expert. Monthly venous samples will be required.

REMINDER: Medicaid requires all children to be tested at ages 1 & 2. Children who were not tested between 1 & 2 must be tested at least once between 3 & 6.

**Questions? Contact us
at (888) 322-4453
or (517) 335-8885**



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