

Social Media Toolkit

Title: National Lead Poisoning Prevention Week

For use during week 41, October 21-27, 2019

Launch Date: 10/07/2019

Introduction

**Describe content of toolkit.*

**Describe background of topic*

**Describe the source(s) for the toolkit content*

This toolkit contains Facebook posts, Instagram messages, hashtags, tweets, photos and videos related to sources of lead exposure. Additionally, much material is centered around National Lead Poisoning Prevention Week.

National Lead Poisoning Prevention Week (October 20-26, 2019)

Each year, National Lead Poisoning Prevention Week (NLPPW) is an effort across many government agencies to increase awareness in an effort to reduce childhood exposure to lead. The U.S. Department of Housing and Urban Development (HUD), the U.S. Environmental Protection Agency (EPA), the Centers for Disease Control and Prevention (CDC), and their partners work to heighten awareness of lead poisoning, provide resources, and encourage preventive actions during NLPPW and beyond. NLPPW highlights the many ways parents can reduce children's exposure to lead in their environment and prevent its serious health effects.^{1,2}

The themes of National Lead Poisoning Prevention Week for 2019 are the following:

- 1. Get the Facts**
- 2. Get Your Home Tested**
- 3. Get Your Child Tested**

In Ohio, the most common causes of elevated blood lead levels in children are **deteriorating lead-based paint** and its resulting **lead dust**. Besides lead-based paint, other potential sources of lead exposure include:³

- Cosmetics containing lead
- Foods containing lead
- Hobbies that use lead-based materials
- Occupations that involve exposure to lead
- Soil contaminated with lead
- Toys containing lead such as lead-based paint
- Water with elevated lead levels
- Other sources

There is also an International Lead Poisoning Prevention Week centered at the World Health Organization during October 20-26 as well.

Target audience/high-risk subsets

**Describe target audience*

Everyone

**Describe high-risk or sub-populations, if appropriate*

Those who reside in houses constructed prior to 1978

Children between the ages of 0 to 6

Pregnant women

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

Provide contact information for sources of more information or specific questions: Lead poisoning can be frightening yet confusing for the lay person because of the many places where lead is present. A good way to help readers is to post contact information where people can get help if they need it. Here are some contact numbers:

State of Ohio

Ohio Healthy Homes and Lead Poisoning Prevention Program

Bureau of Environmental Health and Radiation Protection

Ohio Department of Health

35 E Chestnut St

Columbus, OH 43215

Phone: 1-877-LEADSAFE (532-3723)

Fax: (614) 728-6793

National Lead Information Center

The National Lead Information Center (NLIC) provides the general public and professionals with information about lead, lead hazards, and their prevention. The NLIC operates under a contract with the U.S. Environmental Protection Agency (EPA), with funding from EPA and the Department of Housing and Urban Development (HUD).

For questions about lead in drinking water, contact the [Safe Drinking Water Hotline](#). At **1-888-395-1033**

Contact the National Lead Information Center to receive a general information packet, to order other documents, or for detailed information or questions.

By E-mail: Use the form below to send us your comments, questions, and/or document requests.

By Phone: Call and speak with a specialist Monday through Friday, 8:00 am to 6:00 pm Eastern time (except federal holidays) at 1 (800) 424-LEAD [5323].

By Recorded Message: The NLIC telecommunications systems has the capability to receive recorded messages in English and Spanish 24-hours a day, seven days a week at 1 (800) 424-LEAD [5323].

By Fax: 585-232-3111

By Mail: 422 South Clinton Avenue, Rochester, NY 14620

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns*

[Centers for Disease Control and Prevention](#)

[National Safety Council](#)

[Ohio Department of Health – Childhood Lead Poisoning](#)

[United States Department of Health and Human Services](#)

[United States Department of Housing and Urban Development - Office of Lead Hazard Control and Healthy Homes](#)

[United States Environmental Protection Agency](#)

References

¹Centers for Disease Control and Prevention. [Internet] National Lead Poisoning Prevention Week 2019. Retrieved on 9/28/19 from: <https://www.cdc.gov/nceh/lead/national-lead-poisoning-prevention-week.htm>

²U.S. Department of Housing and Urban Development. Retrieved on 9/28/19 from: https://www.hud.gov/sites/dfiles/HH/documents/National_Lead_Poisoning_Prevention_Week_2019_Partner_Information_Kit.pdf

³Ohio Department of Health [Internet]. About Lead. Retrieved on 9/28/19 from: <https://odh.ohio.gov/wps/portal/gov/odh/know-our-programs/childhood-lead-poisoning/about-lead/about-lead>

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Sandra Vasenda NEOMED MPH Student																												
Estimated time used to create	8 hours																												
Date submitted	9/30/2019																												
DUE date & TARGET date for release (Monday)	Due Date: 9/20/2019 Target Date for Release: 10/7/2019																												
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format & language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 15%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee, MD, MPH</td> <td>10/1/19</td> <td>AL</td> <td></td> <td></td> </tr> <tr> <td>Mark Adams, RS, MPH</td> <td>10/2/19</td> <td></td> <td>MA</td> <td>MA</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>				Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee, MD, MPH	10/1/19	AL			Mark Adams, RS, MPH	10/2/19		MA	MA										
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<ul style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits 																													
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Content recency	All messages in this toolkit were generated in September 2019 and contain up-to-date information prior to the launch date.																												
Accuracy	Sources of all data are provided (all credible sources) YES or NO																												
Social Media Platforms Included	Platform		Ideal number	In this toolkit																									
	Facebook		5	7																									
	Twitter		10	10																									
	Instagram		5	7																									
	Hashtags (for Twitter or Instagram)		10	10																									
	Video (YouTube)		Optional	3																									
	Print media (e.g. press release)		Optional																										
	Other (list): Photos Blog post ideas		Optional																										

FACEBOOK

<p>Facebook 1</p>	<p>A Hidden Problem: Lead-Poisoned Children in the United States</p> <p>Only 6 of every 10 lead-poisoned children were identified*</p> <p>* children age 1-5 years with blood lead levels greater than 10ug/dL</p> <p>www.cehtp.org/hiddenlead</p>	<p>Source: Explore the study findings using interactive maps from PHI's California Environmental Health Tracking Program at http://cehtp.org/hiddenlead. Read the full study in <i>Pediatrics</i>: "Assessing Child Lead Poisoning Case Ascertainment in the U.S. 1999-2010"</p>
<p>Facebook 2</p>	<p>A Hidden Problem: Lead-Poisoned Children in the United States</p> <p>23 states identified fewer than half of their lead-poisoned children*</p> <p>* children age 1-5 years with blood lead levels greater than 10ug/dL</p> <p>www.cehtp.org/hiddenlead</p>	<p>Source: Explore the study findings using interactive maps from PHI's California Environmental Health Tracking Program at http://cehtp.org/hiddenlead. Read the full study in <i>Pediatrics</i>: "Assessing Child Lead Poisoning Case Ascertainment in the U.S. 1999-2010"</p>
<p>Facebook 3</p>	<p>A Hidden Problem: Lead-Poisoned Children in the United States</p> <p>Five states identified fewer than 1 in 10 lead-poisoned children*</p> <p>Percent of lead-poisoned children identified</p> <p>2% Washington, 5% Nevada, 5% New Mexico, 6% Colorado, 8% Oregon</p> <p>* children age 1-5 years with blood lead levels greater than 10ug/dL</p> <p>www.cehtp.org/hiddenlead</p>	<p>Source: Explore the study findings using interactive maps from PHI's California Environmental Health Tracking Program at http://cehtp.org/hiddenlead. Read the full study in <i>Pediatrics</i>: "Assessing Child Lead Poisoning Case Ascertainment in the U.S. 1999-2010"</p>
<p>Facebook 4</p>	<p>A Hidden Problem: Lead-Poisoned Children in the United States</p> <p>States in the West and South missed the most lead-poisoning*</p> <p>Percent of lead-poisoned children missed, by region</p> <p>West: 78%, South: 75%, Midwest: 6%, Northeast: 0.5%</p> <p>* children age 1-5 years with blood lead levels greater than 10ug/dL</p> <p>www.cehtp.org/hiddenlead</p>	<p>Source: Explore the study findings using interactive maps from PHI's California Environmental Health Tracking Program at http://cehtp.org/hiddenlead. Read the full study in <i>Pediatrics</i>: "Assessing Child Lead Poisoning Case Ascertainment in the U.S. 1999-2010"</p>
<p>Facebook 5</p>	<p>A Hidden Problem: Lead-Poisoned Children in the United States</p> <p>To end lead poisoning, we must find all affected children and remove sources of lead</p> <p>3.6 million U.S. homes with children have lead-based paint* 6.1 million U.S. homes have lead pipes**</p> <p>* American Healthy Homes Survey, 2011 (http://leadpaintinhousing.org) ** National Survey of Lead Service Line Occurrence, 2010 (http://leadpipes.org)</p> <p>www.cehtp.org/hiddenlead</p>	<p>Source: Explore the study findings using interactive maps from PHI's California Environmental Health Tracking Program at http://cehtp.org/hiddenlead. Read the full study in <i>Pediatrics</i>: "Assessing Child Lead Poisoning Case Ascertainment in the U.S. 1999-2010"</p>

	Infographic	Website	Caption (if provided)	When accessed	Permission
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<p>Facebook 1</p>	 <p>Prevent Childhood Lead Poisoning</p> <p>Exposure to lead can seriously harm a child's health.</p> <p>Damage to the brain and nervous system</p> <p>Slowed growth and development</p> <p>Learning and behavior problems</p> <p>Hearing and speech problems</p> <p>This can cause:</p> <p>Lower IQ</p> <p>Decreased ability to pay attention</p> <p>Underperformance in school</p> <p>Lead can be found throughout a child's environment.</p> <p>1. Lead-based paint in older homes</p> <p>2. Lead-based solder in pipes</p> <p>3. Lead-based solder in food cans</p> <p>4. Lead-based solder in toys</p> <p>5. Lead-based solder in jewelry</p> <p>6. Lead-based solder in dental work</p> <p>7. Lead-based solder in old toys</p> <p>8. Lead-based solder in old toys</p> <p>9. Lead-based solder in old toys</p> <p>10. Lead-based solder in old toys</p> <p>The Impact</p> <p>535,000 U.S. children ages 1-5 live in homes with lead-based paint.</p> <p>24 million U.S. children ages 1-5 live in homes with lead-based paint.</p> <p>\$5,600 The cost of lead poisoning to society.</p> <p>The good news: Lead poisoning is 100% preventable.</p> <p>Take these steps to make your home lead safe.</p> <p>1. Test your home for lead-based paint.</p> <p>2. If you find lead-based paint, don't disturb it. Hire a lead abatement professional to remove it.</p> <p>3. If you have children under 6, don't eat, drink, or use any of the following: old paint, old toys, old jewelry, old solder, old solder in food cans, old solder in dental work, old solder in old toys, old solder in old toys.</p> <p>4. Wash your hands often.</p> <p>5. Wash your toys often.</p> <p>6. Wash your child's hands often.</p> <p>7. Wash your child's teeth often.</p> <p>8. Wash your child's face often.</p> <p>9. Wash your child's hair often.</p> <p>10. Wash your child's clothes often.</p> <p>11. Wash your child's shoes often.</p> <p>12. Wash your child's car often.</p> <p>13. Wash your child's car often.</p> <p>14. Wash your child's car often.</p> <p>15. Wash your child's car often.</p> <p>16. Wash your child's car often.</p> <p>17. Wash your child's car often.</p> <p>18. Wash your child's car often.</p> <p>19. Wash your child's car often.</p> <p>20. Wash your child's car often.</p> <p>21. Wash your child's car often.</p> <p>22. Wash your child's car often.</p> <p>23. Wash your child's car often.</p> <p>24. Wash your child's car often.</p> <p>25. Wash your child's car often.</p> <p>26. Wash your child's car often.</p> <p>27. Wash your child's car often.</p> <p>28. Wash your child's car often.</p> <p>29. Wash your child's car often.</p> <p>30. Wash your child's car often.</p> <p>31. Wash your child's car often.</p> <p>32. Wash your child's car often.</p> <p>33. Wash your child's car often.</p> <p>34. 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<p>Facebook 2</p>	 <p>Childhood Lead Exposure</p> <p>700K</p> <p>\$50 billion</p> <p>\$17 to \$221</p> <p>\$85,000</p> <p>22 million</p> <p>1 in 5</p> <p>ACADEMY OF PEDIATRICS</p>	<p>https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/lead-exposure/Pages/default.aspx</p>	<p>Childhood Lead Exposure</p>	<p>9/30/19</p>	<p>Source: American Academy of Pediatrics</p>
<p>Facebook 3</p>					
<p>Facebook 4</p>					
<p>Facebook 5</p>					

TWEETS

Twitter best practices

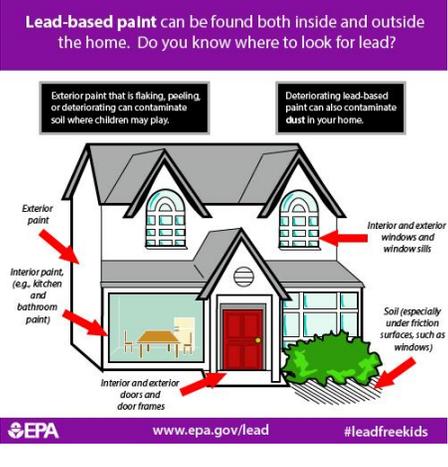
- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	According to the CDC, about 500,000 American children between the ages of 1 and 5 years have blood lead levels at or above the CDC blood lead reference value (the level at which CDC # recommends public health actions begin).
Tweet 2	The most common sources of lead in drinking water are lead pipes, faucets, and fixtures.
Tweet 3	Other sources of lead include some metal toys, wooden toys or furniture painted with lead-based paint, some metal-containing jewelry, and lead-glazed pottery or porcelain, some candies, spices or make-up.
Tweet 4	The National Lead Information Center provides information about lead, lead hazards, and preventing lead exposure. Call the toll-free hotline, 1-800-424-LEAD [5323]. #NLPPW2019 #leadfreekids https://www.epa.gov/lead/forms/lead-hotline-national-lead-information-centerexternal icon
Tweet 5	There is no known safe blood lead level. Act early and get your child tested! Blood lead tests are usually recommended for children at 12- and 24-months. Talk to your doctor or health care provider for more information. #NLPPW2019 #leadfreekids https://www.cdc.gov/nceh/lead/acclpp/blood_lead_levels.htm
Tweet 6	Many lead information documents are available in multiple languages. #NLPPW2019 #leadfreekids https://www.epa.gov/lead/lead-safety-documents-and-outreach-materials
Tweet 7	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. It's available in multiple languages! #NLPPW2019 #leadfreekids https://www.epa.gov/lead/protect-your-family-lead-your-home-real-estate-disclosure
Tweet 8	Swallowing or breathing in lead causes lead poisoning. Lead harms children between the ages of 0 and 6 years old. If you are pregnant, lead may also harm your baby. Lead hurts the brain and other parts of the nervous system. Some of the health problems caused by lead poisoning may never go away. Lead in a child's body can: Slow down growth and development; Damage hearing and speech; Cause behavior problems; Make it hard to pay attention and learn
Tweet 9	Lead is most harmful to children under the age of six, because a child's growing body takes up lead easily.
Tweet 10	Children can be exposed to lead in many ways, but most exposure happens when children put things into their mouths while playing.

INSTAGRAM

Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

Instagram 1		Source: Environmental Protection Agency https://www.epa.gov/lead/shareable-infographics-lead-poisoning-awareness
Instagram 2		Source: Environmental Protection Agency https://www.epa.gov/lead/shareable-infographics-lead-poisoning-awareness
Instagram 3		Source: Environmental Protection Agency https://www.epa.gov/lead/shareable-infographics-lead-poisoning-awareness
Instagram 4		
Instagram 5		

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		https://www.hud.gov/sites/dfile/s/HH/images/NATIONAL%20WEB%20BANNER%20-%20ENGLISH%20403x403%20-%202019.jpg	National Lead Poisoning Prevention week	9/30/19	Source: United States Department of Housing and Urban Development -

					Office of Lead Hazard Control and Healthy Homes
Instagram 2		https://www.hud.gov/sites/dfiles/HH/images/NATIONAL%20WEB%20BANNER%20-%20SPANISH%20403x403%20-%202019.jpg	National Lead Poisoning Prevention Week (Spanish)	9/30/19	Source: United States Department of Housing and Urban Development - Office of Lead Hazard Control and Healthy Homes
Instagram 3		https://www.who.int/phe/infographics/WHOLeadExposureEnglish2017-1200px.jpg?ua=1	Fact: Lead is Toxic	9/30/2019	Source: World Health Organization
Instagram 4			Lead Exposure Can Occur Through...	9/30/2019	Source: World Health Organization
Instagram 5					

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#NLPPW2019
Hashtag 2	#LeadFreeKids
Hashtag 3	#LeadPoisoning
Hashtag 4	#BanLeadPaint
Hashtag 5	#ILPPW2019
Hashtag 6	#LeadPrevention
Hashtag 7	#LeadPaint
Hashtag 8	#LeadDust
Hashtag 9	#LeadExposure
Hashtag 10	#LeadSafety

VIDEO (OPTIONAL)

Media	Image	Website	Embedded code	Caption (if provided)	When Accessed	By Whom	Permission
Videos							
Video #1		https://www.youtube.com/watch?v=ndtOoi2PfZY	<iframe width="1195" height="672" src="https://www.youtube.com/embed/ndtOoi2PfZY" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	Older homes still pose risk of lead poisoning (length 1:37)	9/30/19	SV	Therese Linnon, DO, FAAP, Akron Children's Hospital Pediatrics Warren office, discusses the short- and long-term health effects that lead exposure can have on children. Originally aired on http://www.wkbn.com on July 1, 2019. For more about our pediatrics network, visit https://www.akronchildrens.org/pediat...
Video #2		https://www.youtube.com/watch?v=6-evSr-4Vwl	<iframe width="560" height="315" src="https://www.youtube.com/embed/6-evSr-4Vwl" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	Lead toxicity poses unique danger for children (WFMJ) (length 4:54)	9/30/19	SV	Michelle Bestic, PharmD, a clinical pharmacologist and toxicologist at Akron Children's Hospital, discusses the how lead in the water supply can affect children. Originally aired on http://www.wfmj.com on January 30, 2016. For more information, visit https://www.akronchildrens.org/pharm...
Video #3		https://www.youtube.com/watch?v=LKGJyipBvao	<iframe width="560" height="315" src="https://www.youtube.com/embed/LKGJyipBvao" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	Lead poisoning can lead to behavioral & health problems, including brain damage! (length: 0:30)			Hamilton County, Ohio Public Health