

# DPH CHILDHOOD LEAD POISONING PRIMARY PREVENTION MEDIA CAMPAIGN

Lead and Healthy Homes Program Semi-Annual Meeting

March 21, 2016

Presenter: Christine Hahn, MPH

Epidemiologist/ Education & Outreach Coordinator

# BACKGROUND

- Primary prevention media campaign targeting two cities with highest prevalence rates of childhood lead poisoning in the state
  - Bridgeport and New Haven
- Target high risk population to help eliminate the health disparity associated with childhood lead poisoning
  - *Per Childhood Lead Poisoning Prevention and Control 2013 Annual Disease Surveillance Report, Blacks are twice as likely to be lead poisoned*
- Media campaign targeting young African American mothers, aged 16 – 35, lower socio-economic status, low education level, and living in rental properties
- PRIMARY PREVENTION CAMPAIGN!
- Worked with the media consultant group Mintz + Hoke to bring campaign to life
- Worked closely with Bridgeport and New Haven HDs

# MEDIA CAMPAIGN COMPONENTS

- **Billboards**

- 2 in Bridgeport and three in New Haven
- Running dates: April 4 – May 29

- **Interior Bus Cards**

- Running date: April 4 – May 29

- **Facebook**

- Running dates: March 21 - May 20

- **Radio**

- WKCI-FM: April 4 – May 1
- Pandora: March 21 – June 12

- **DPH Website**

- DPH Homepage
- Vanity URL used on all media, navigating to specialized website

# BILLBOARD 1



**LEAD POISONING  
IS 100%  
PREVENTABLE**

Call Bridgeport Health Department  
**203-576-8419**

**[ct.gov/PreventLead](https://ct.gov/PreventLead)**



# BILLBOARD 2



**DON'T GIVE  
LEAD DUST A HOME**

Call New Haven Health Department  
**203-946-8174**

[ct.gov/PreventLead](http://ct.gov/PreventLead)

**DPH**  
Keeping Connecticut Healthy  
Connecticut Department  
of Public Health

# BILLBOARD 3

A billboard advertisement for lead poisoning prevention. The background is a close-up photograph of a young child's face, looking slightly to the right with a gentle smile. The child's hand is near their mouth. The text is overlaid on the image. The main message is in large, bold, white capital letters. At the bottom left, there is contact information for the New Haven Health Department. At the bottom center, there is a website URL. At the bottom right, there is the logo for the Connecticut Department of Public Health (DPH), which includes the tagline 'Keeping Connecticut Healthy' and the full name of the department.

**PREVENT LEAD  
POISONING  
BEFORE YOU CAN'T**

Call New Haven Health Department  
**203-946-8174**

[ct.gov/PreventLead](http://ct.gov/PreventLead)

**DPH**  
Keeping Connecticut Healthy  
Connecticut Department  
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# NEXT STEPS

- So all this media goes out... now what?
  - Local health departments will receive calls
    - Provide primary prevention education on wet cleaning methods (where to clean in the home/toys/how to clean) and on friction surfaces in their home, etc.
    - Point to DPH vanity URL for more information
  - Also mention CT screening regulation, encouraging screening while have active audience
  - PRIMARY PREVENTION!
- LHDs collecting data
  - Number of calls/week
  - Ask caller if they are calling as a result of the media campaign
- Christine Hahn complete evaluation using CDC Framework for Program Evaluation

QUESTIONS???