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

BILLBOARD 2

BILLBOARD 3

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???