

Childhood Lead Poisoning Media Campaign

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Prevention is the key

For every \$1 spent on prevention, at least \$17 is saved by

- ▶ Reducing medical costs
- ▶ Increasing earning potential
- ▶ Reducing special education
- ▶ Reducing attention-hyperactivity disorder
- ▶ Reducing costs of crime

Source: Elsie Gould. Environmental Health Perspectives. 117(7) July 2009.

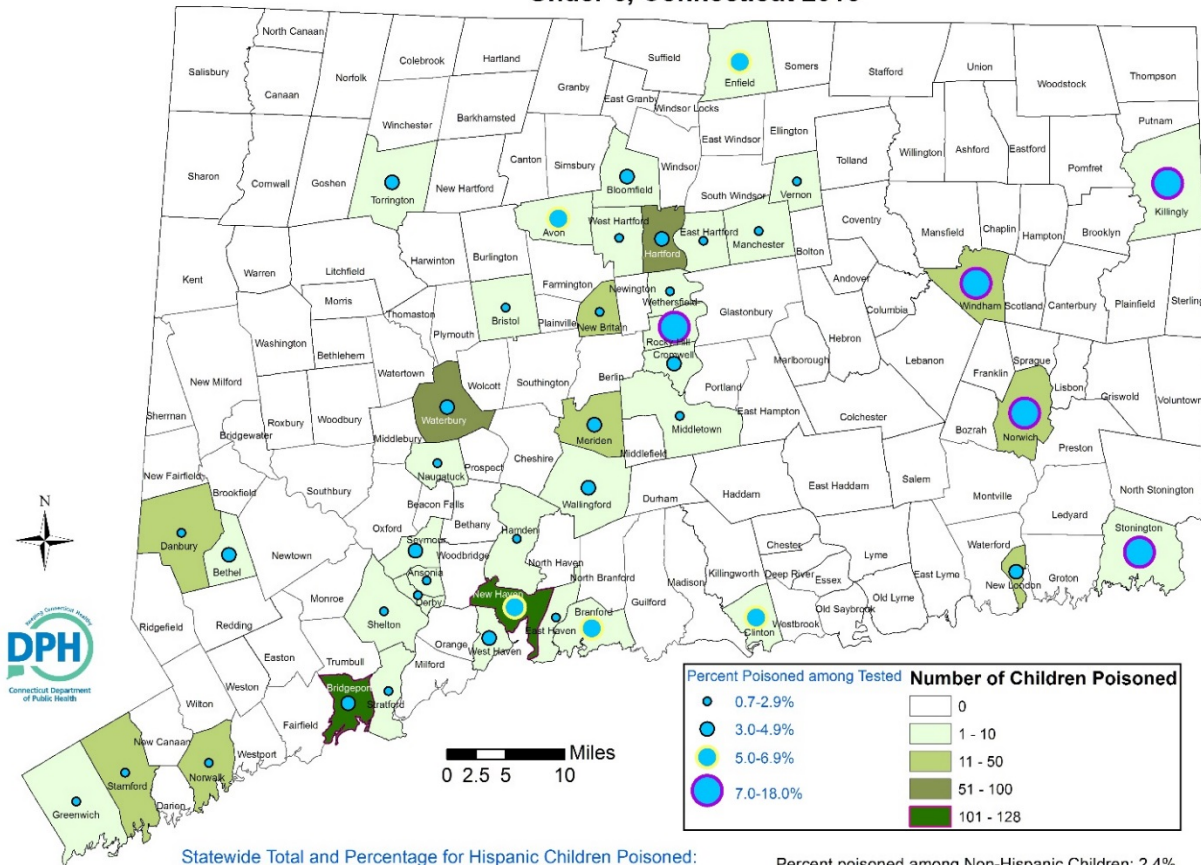
Bilingual Media Campaign

- ▶ The goal:
 - ▶ Increase knowledge of lead paint and dust hazards in the home
 - ▶ Teach how to clean lead dust in appropriate manners
- ▶ When:
 - ▶ July-September, 2018

Bilingual Media Campaign

Where: Hartford, New Britain, Waterbury, Meriden, New Haven, Bridgeport

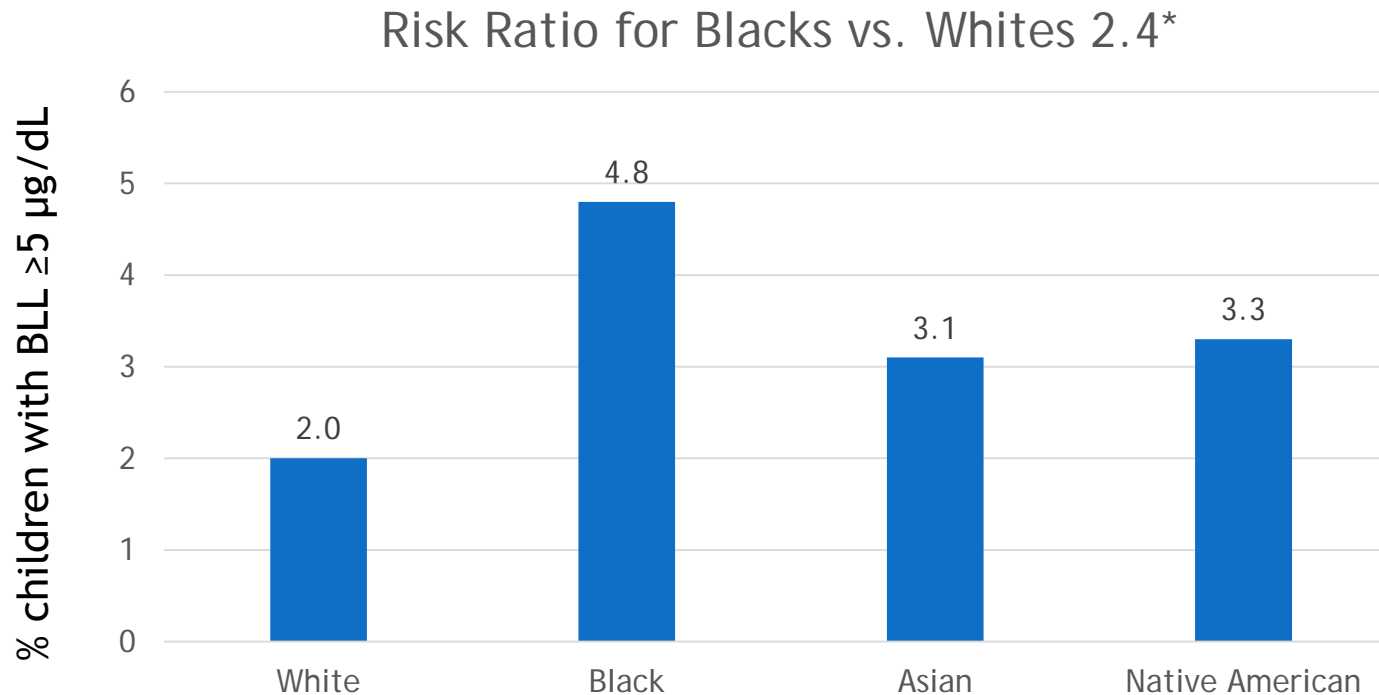
Number and Percentage of Hispanic Children Lead Poisoned Under 6, Connecticut 2016



Statewide Total and Percentage for Hispanic Children Poisoned:
656 (3.5%)

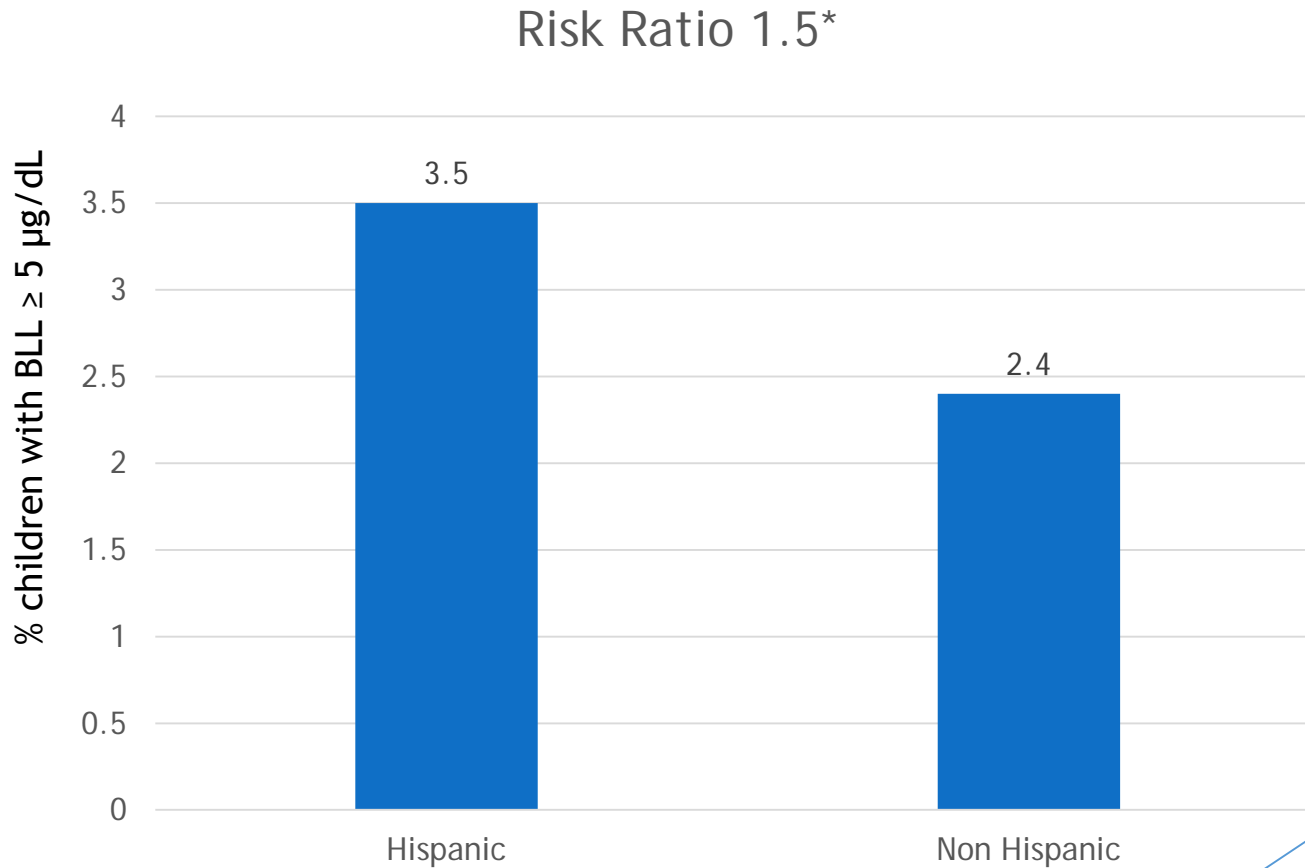
Percent poisoned among Non-Hispanic Children: 2.4%.
Towns with less than 10 children tested were not included.

Percent of children under 6 with a BLL ≥ 5 $\mu\text{g}/\text{dL}$ by race



*P-value <0.001 (95% confidence Interval: 2.1-2.7)

Percentage of children under 6 with a BLL ≥ 5 $\mu\text{g}/\text{dL}$ by ethnicity



*P-value <0.001. Risk ratio 1.5 (95% confidence Interval: 1.3-1.6)

Social Media



Connecticut Department of Public Health
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Don't let lead poisoning chip way at your child's future.

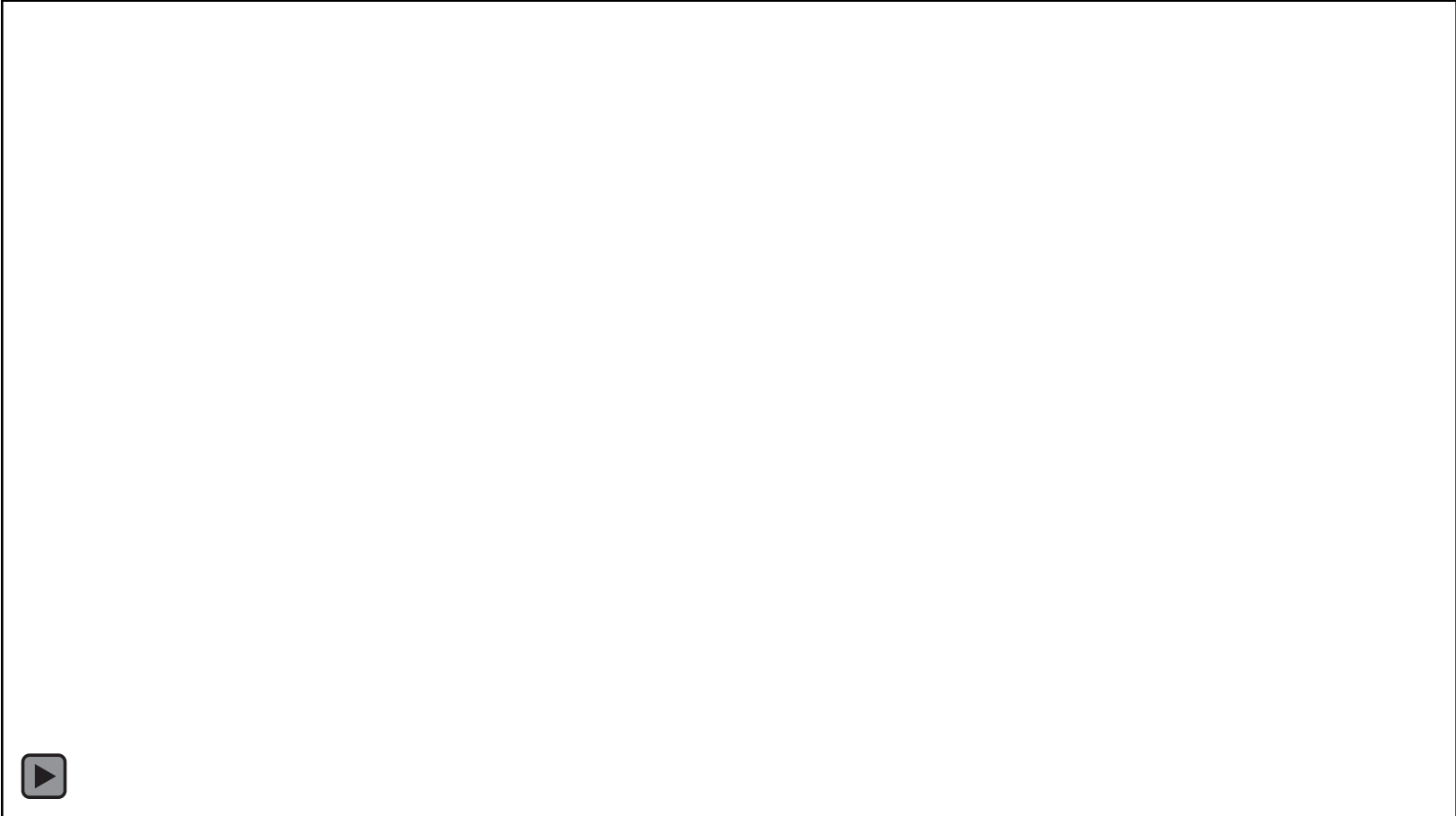


Prevent Childhood Lead Poisoning
Dangerous lead dust and paint chips can gather on floors, windows and toys making their way to your child's hands and mouth. Keep your child safe.

CT.GOV [Learn More](#)

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TV and Pandora



LEAD POISONING IS 100% PREVENTABLE

Call
203

REDUCING LEAD HAZARDS AT HOME

CLEANING TOOLS

- Plastic or rubber gloves that can be thrown away after each use
- Plastic trash bags
- Two (2) or three (3) plastic buckets
- A spray bottle
- Lint-free rags or paper towels that can be thrown away after each use
- Any general purpose cleaning product. Do not use bleach.
- Industrial vacuum with a HEPA filter, known as a HEPA vacuum ONLY
- Vacuum all carpeting and rugs using an industrial HEPA vacuum ONLY



CLEANING SURFACES

- When removing large paint chips, wear plastic gloves. Place them into a plastic trash bag.
- Remove smaller paint chips by vacuuming with a HEPA vacuum.
- If sweeping paint chips, mist the paint chips with water from a spray bottle, then sweep them up and put them into a trash bag.
- Clean one room at a time. Clean the highest surfaces first and work your way to the floor.
- Always start at the farthest corner of the room and work your way to the door.
- To learn more about cleaning lead dust, see our [flier online](#).



PREVENT LEAD POISONING BEFORE YOU CAN'T

To find out more, contact the Connecticut Department of Public Health Lead and Healthy Homes Program at 860 589 7299. Or, you can call your local health department.

WARNING: Program testing must not open up lead dust because it can harm the developing fetus. Use mist or use an industrial HEPA vacuum ONLY. Do not use an ordinary vacuum. Before you test, remove children and pets from the rooms being cleaned. Wear old clothes and plastic gloves. Contact the Connecticut Department of Public Health or your local health department for more information on how to clean lead dust safely.



Factsheets

Billboards



More Prevention Activities

- ▶ Raise awareness via
 - ▶ Governor's Press Release
 - ▶ Local Access TV stations
 - ▶ Provided Videos
 - ▶ Hispanic Council
 - ▶ Presentation
 - ▶ Community Health Centers
 - ▶ Provided educational materials
 - ▶ New Opportunities Meeting
 - ▶ Explore collaboration
 - ▶ WIC Partnership
 - ▶ Educational Materials and Presentation



Potential allies for future outreach

- ▶ Community Health Workers
 - ▶ Members of the community
 - ▶ Know available services
 - ▶ Trusted
 - ▶ Share same culture
 - ▶ Hold hands
 - ▶ Help with appointments
 - ▶ Some states provide Medicaid reimbursement

Going forward...

- ▶ Work with partners to improve our outreach to CT populations
- ▶ Work to identify effective marketing to Black and Hispanic populations
- ▶ Identify campaigns that most effectively move people to action

Prevention Activities

Other ideas?



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