Strategic Outreach to "Renovate Right" to Protect Young Children from Lead Poisoning

Brought to you by the Education Subcommittee of the Wisconsin Childhood Lead Poisoning Elimination Plan Implementation and Oversight Committee (IOC)

Lead hurts kids and we want to prevent exposure before it happens.

Since 1996 more than 44,000 children in Wisconsin have been identified with lead poisoning. In 2008, the number was more than 1,600 children--an average of 4 children identified with lead poisoning per day. That is unacceptable!

Lead from old paint poisons children and reduces their future potential. The harm is devastating to our communities and society as a whole; it is entirely preventable.

The Environmental Protection Agency (EPA) has published a new *Renovation, Repair and Painting* (RR&P) Rule that affects child care centers, schools and homes built before 1978. The rule requires that a certified renovation contractor conduct the renovation and that the occupants of the dwelling being renovated receive the EPA *Renovate Right* pamphlet from the contractor. The rule also requires that parents of children under age 6 who attend a child care center or school must be notified of any renovation activity and that the renovation contractor is properly certified.

Childhood Lead Poisoning Prevention (CLPP) Week is October 25 - 31, 2009. This year's theme for Wisconsin is "Be Proactive, not Reactive--Renovate Right!" We want to focus on reaching out to targeted audiences in our communities, such as parents, child care providers, and school personnel to engage them in following this new RR&P Rule to protect children while renovating old housing. But you can do it anytime in the year!

The Renovate Right toolkit is available on the **Lead-Safe Wisconsin** website (**dhs.wi.gov/lead**). It contains sample press releases, talking points and more, tailored to this year's CLPP Week theme. Also, we have another resource available for your outreach efforts—the Sesame Workshop *Lead Away* DVD. In this video, Elmo learns how to keep "lead" away from his body. It's a great tool for child care centers and schools to educate about preventing lead poisoning. More information on the DVD is included in this toolkit.

For more information on this toolkit, please contact Reghan Walsh, 608/261-9432, reghan.walsh@wi.gov or Meredith Lins, 608-266-0197, Meredith.lins@wi.gov.

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Table of Contents

How to use the materials in the *Renovate Right* Outreach toolkit 3

Strategic Outreach to Create Awareness and Protect Children 3

Outreach Plan Suggestions 4

Getting Your Outreach Plan Started 5

Materials to Support Your Strategic Outreach Plan 6

Sample Outreach Materials with Guidance for Effective Use 6

Sample Press Release for Childhood Lead Poisoning Prevention Week 8

Sample Proclamation for Childhood Lead Poisoning Prevention Week 9

Sample Media Advisory for Media Event 10

Sample Press Kit for Media Event 11

- Sample Press Release with Interviewee Contact Information 12
- Top 10 facts about Childhood Lead Poisoning in Wisconsin 13
- Community GIS Map of Locations of Lead-poisoned Children 14
- Sesame Workshop *Lead Away* DVD information sheet 15
- *Renovate Right* pamphlet information sheet 16
- *Contractor* pamphlet information sheet 17

Articles for Organizational Newsletters 18

Postcard Template for Parent Action 21

Talking Points/Key Messages about Lead Poisoning in Wisconsin 25

Key Messages 26

Talking Points and Factsheets about the *R,R&P* Rule 27

Program Integration messages 33

Effects of Lead Exposure on Children 35

What Childhood Lead Poisoning Costs Wisconsin 36

Lead Poisoning and Violent Crime 37

Burden of Lead Poisoning on Wisconsin's Educational System 38

The Cost of Fixing the Houses with Lead Paint Hazards 39

Toys/Products Recalled as Lead Hazards 40

Additional Resources to Support Your Efforts 41

How to Use the Materials in the *"Renovate Right"* Outreach toolkit

Childhood lead poisoning is a public health problem that is entirely preventable. Disturbing lead-based paint during renovation can create lead-tainted dust. Lead-tainted dust is a serious health hazard for workers, occupants and their families, especially young children.

The EPA has published a new rule called the *Renovation, Repair and Painting* (RR&P) Rule. The rule applies to renovation projects in housing and child care and school facilities built before 1978 and occupied by children under age 6. The rule requires that a renovation contractor must be trained and certified in lead-safe work practices. This rule will affect many people who never before thought about lead hazards or lead poisoning.

The new RR&P Rule provides us with an opportunity to educate a lot more people about lead poisoning. In Wisconsin:

- Many families with children under age 6 live in homes in Wisconsin built before 1978,
- Approximately 9,000 Wisconsin child care centers are located in the provider's home, churches, schools, etc., many of which were built before 1978 and have children under the age of 6.
- Of the more than 3,000 Wisconsin schools, many have 4K, Kindergarten and 1st grade classes that were built before 1978.
- Approximately 15,000 registered building contractors with the Wisconsin Department of Commerce are now affected by this rule when they do renovation work in dwellings built before 1978, that are occupied by children under the age of 6.

Childhood Lead Poisoning Prevention (CLPP) Week is October 25 - 31, 2009. This year's theme for Wisconsin is "Be Proactive, not Reactive--Renovate Right!" We received free Sesame Workshop *Lead Away* DVDs for this year's efforts during CLPP Week. In this video, Elmo learns an important lesson to keep "lead away" from his body. Using this video will help with outreach to schools, child care centers and parents of young children. Read more about it below.

Strategic Outreach to Create Awareness and Protect Young Children

To address this new opportunity, we would like to see local communities develop an outreach plan to reach target audiences and educate them about lead poisoning prevention and the new RR&P rule. Part of the plan could be to target child care providers, parents of young children, contractors, media, the public, etc., and provide them with:

- Concise information about the dangers and consequences of lead poisoning,
- Practical information and resources to help them understand the problem,
- Clear action steps they can take to protect children during remodeling activities.

Outreach Plan Suggestions

The outreach plan is determined by you. Whatever you can do to reach those affected by the new RR&P rule to protect children while doing renovation is important. Many of the ideas listed below work very closely with that theme. As you think about what your outreach plan will be, consider some of the suggestions listed below.

Ideas for Targeting Parents, Child Care Centers and Schools:

- ❒ Put an item in the area newspaper announcing that the health department will offer the Sesame Workshop *Lead Away* DVD to the first child care center or school to call. When contacted, offer to come to the facility and play the DVD with the children and staff. Let them know there are activity materials (storybook, posters, activity sheets) available to download that support the messages included in the DVD. Explain to staff how the new RR&P rule affects centers and schools built before 1978. The DVD and the on-line resources include both English and Spanish versions. See more information about these resources in this toolkit.

- ❒ Plan an event (like the one above) to get local media coverage around the new rule. Include people in your area that license and certify child care centers and other child care resource staff or school personnel in the planning. They can help you find a child care center or school to work with. Invite local dignitaries (e.g., mayor and city council members, county executive and county board members, health officer) to participate in the event. Be sure the media know about it in advance using the media advisory in this toolkit.

- ❒ Invite the mayor or other head official to give a proclamation for the city or county to establish October 25 - 31 as 2009 Childhood Lead Poisoning Prevention Week. Coordinate with a school or child care center to have the mayor come to the facility, give the proclamation, and sit with the kids and watch the Sesame Workshop *Lead Away* DVD. See the sample proclamation in this toolkit and customize for your community.

- ❒ If you have a local community action agency (or CAP agency) in your community they often have a Head Start agency within. An event could combine watching the Sesame Workshop *Lead Away* DVD along with the Sesame Workshop materials available to download on-line and combine it with blood lead testing at the center.

- ❒ At a health care clinic, show the Sesame Workshop *Lead Away* DVD in the clinic waiting area. Have an outreach worker and informational materials available to explain to parents about the risks of lead poisoning, the new RR&P rule and the need to test young children. Get the clinic/hospital public relations people involved in the planning to help promote the activity. Include a follow-up article with pictures in the next HMO or clinic newsletter.

- ❒ Have families who come to the health department or agency for services, e.g., blood lead testing or WIC, fill out a postcard to their local policymakers, asking them to seek more community resources to fix old homes and protect children from lead poisoning. Then the agency can mail the postcards. See the sample postcards in this toolkit.

Ideas for Working with Other Audiences:

- ❒ A media event could be centered around a renovation job where lead-safe work practices are being followed. The homeowner or tenant could be interviewed about receiving the *Renovate Right* booklet and the contractor could talk about what it takes and why it's important to work lead-safe. The health department or local lead poisoning prevention coalition could provide risk-related, community level information, such as the rate of lead poisoning and number of at-risk homes, child care centers and schools in the area built before 1978.

- ❒ Work with area hardware and building supply store owners to put up a display in their store with the pamphlets *Renovate Right* and *Contractors: Lead Safety During Renovation* during Childhood Lead Poisoning Prevention Week and after. Point out to the storeowner that the contractor pamphlet has a supply list to simplify shopping. By mentioning this you indicate to the storeowner the potential for more business.

- ❒ An angle for the media would be an article for the newspaper that focuses on the hardware store owner as a partner in the community in educating contractors and homeowners about the new rule. Get a quote from the storeowner and customer, if possible, for the news item. Or invite a reporter to go with you and they do the interview.

Getting Your Action Plan Started

STEP 1: **Decide** who your target audience will be: day care providers, parents, policymakers, board of health members, local media, renovation contractors, hardware store owners.

STEP 2: Decide what you want your intended audience to do. For example:

- Make staff of child care and school facilities aware of the new RR&P rule to protect children during renovation,
- Inform area contractors about the new RR&P rule, their responsibilities and what it will take to do the work lead-safe, and
- Raise the community's awareness (via articles or features on radio station) about lead poisoning and the new RR&P rule designed to protect children during renovation.

STEP 3: Decide who your partners will be in this effort: your local lead poisoning prevention coalition, health and housing agencies, child care center and/or school personnel, those who license or certify child care centers, parents with young children affected by lead poisoning or those who come to the health department for services.

STEP 4: Decide who will do which steps of the action plan: coordinate details, write letters, make appointments with target audience, get local data to support discussion.

STEP 5: Swing into action!!

Materials to Support Your "Renovate Right" Outreach Plan

In the next two sections we provide the following tools:

(1) Sample outreach materials with guidance for effective use, and
(2) Talking points about childhood lead poisoning and how the new RR&P Rule affects child care centers and schools in Wisconsin.

We recommend you tailor these materials to your community. These tools can be used any time throughout the year to expand your outreach efforts.

Sample Outreach Materials with Guidance for Effective Use

Local Newspaper Press Release

We tend to think our local leaders and the public are aware of childhood lead poisoning in our communities. More often than not, they are not aware of the extent of the lead poisoning problem and how it affects the community at large. During Childhood Lead Poisoning Prevention Week send a press release to area newspapers and other media outlets (radio, television, online blog) about what Wisconsin is doing to protect children from lead exposure during renovation. Include data such as the number of children lead-poisoned, number of pre-1950 dwellings in community, or mention a neighborhood where there is a lot of old housing in poor condition, to create interest locally. Monitor to see which media outlets pick up the piece and community reaction. A sample press release is included in the next section.

Proclamation for Childhood Lead Poisoning Prevention Week

Wisconsin ranks in the top ten states in the nation for the number of children poisoned by lead. Your legislators, mayor or county executive may not know this nor know the extent of the problem in your community. When asked about the best way to engage policymakers in the discussion, we are told that providing information about the need (using hard data) is good practice. Data informs your representatives and then they are prepared to join in the discussion when the opportunity arises. Consider getting a proclamation from the mayor or county executive and having it presented at a city council or county board meeting. Invite your legislators, health officer and Board of Health members to attend the meeting. Don't forget to invite the media. A sample proclamation is included in the next section. [To find your representative go to: http://waml.legis.state.wi.us/.]

Media Advisory for Upcoming Event

A media advisory is used to announce a newsworthy event the media may want to attend. It is brief and contains pertinent information about who, what, when, where, why and how. Typically, it is preceded by a press release about the problem in the community (see the press release information above). The media advisory is usually sent by fax to all media outlets in the area the day before the event as a reminder to come. A sample media advisory is included in the next section.

Press Kit for a Media Event

If you are planning an event to kick off your outreach plan, have materials ready for the press who attend. Local data such as GIS maps, number of children poisoned over a period of years and number of homes, child care centers and schools built before 1978 are good information for their coverage of the problem in your area. Other materials could include a fact sheet about how lead affects children throughout their life, information sheets about the new RR&P rule, the pamphlets that are supportive to the Rule, and an information sheet about the Sesame Workshop *Lead Away* DVD and on-line materials. These materials are provided for your use in the next section.

Organizational Newsletter Article

Many organizations, especially those with a focus on children, look for timely articles to put in their serial newsletters. If you belong to a professional organization or have an internal agency newsletter, contact the editor and include something on this year's theme--child care centers and schools and the new RR&P rule. If they have an October issue tie it into Childhood Lead Poisoning Prevention Week, October 25-31. Keep the audience in mind when you pull together the facts you want to include. Oftentimes, an organizational newsletter will have a more informal tone than a local newspaper article. Adjust accordingly. Also, if possible, discuss with the editor the option of a series of newsletter articles to develop the audience's knowledge about the lead poisoning problem in their area. Some sample newsletter items are included in the next section.

Postcard for Parent Action

Policymakers getting a postcard, or many postcards, from parents concerned about their child's vulnerability to lead poisoning can be a powerful communication strategy. To make it simple and as do-able as possible, have the postcards ready for parents to fill out at the child care center or school during Childhood Lead Poisoning Prevention Week. You can suggest some language that could be put on the cards, such as "Dear Mayor (name here): Wisconsin has a new lead paint rule to protect kids during renovation. We need more community resources to make old homes safe for kids." Then have the parent sign the postcard. If you are able, provide stamps for the postcards, collect them and send them all at the same time. See the postcard in the next section as an example.

On the next pages are the sample materials. Choose those that apply to your action plan and customize them to fit your event/activity.

Sample Press Release for Childhood Lead Poisoning Prevention Week

October 19, 2009
For Immediate Release
Name, phone number, email address

Wisconsin Enacts New Rules to Protect Children During Renovation and Remodeling

Department of Health Secretary Karen Timberlake announces new Wisconsin rules that comply with the federal *Renovation, Repair & Painting* (RR&P) rule. "The Department's mission is to protect the health and safety of people," said Secretary Timberlake. "Wisconsin enacted these rules to protect young children who are particularly vulnerable to the effects of lead."

The Environmental Protection Agency enacted the RR&P rule to protect young children during renovation activity in homes, child care facilities and schools built before 1978. Lead was not banned from paint until 1978 so disturbing paint during renovation activity in housing built before 1978 can create dust that contains lead. Lead-tainted dust is a serious health hazard for workers, occupants and their families, especially young children.

Lead interferes with the normal development of a young child's brain, resulting in lowered IQ, attention disorders, developmental delays and aggressive behavior problems. Children who are lead poisoned go on to have higher rates of high school dropout, teen pregnancy, juvenile delinquency and violent crime as young adults. They are also more likely to suffer as adults from kidney disease, diabetes, cognitive deficits such as memory loss and Alzheimer's, and early death from high blood pressure, stroke and heart attack.

The new rules require that renovation contractors who disturb lead-based paint must be lead-safe certified and follow specific work practices to prevent lead contamination. Contractors must provide a pamphlet called *Renovate Right* to the occupants of the housing. Also, they must inform the occupants about how the work areas will be set up, what work practices will be used to minimize dust and debris, how work areas will be cleaned, and what is to be expected after the work is completed.

Child care providers and school personnel must inform parents of children under the age of 6 about upcoming renovation if the facility was built before 1978. "To prepare for future renovation activity, an assessment of the facility can be done in advance," said Sue Kaiser of Cardinal Environmental, Incorporated, "to determine areas in the facility that contain lead-based paint and those that don't.

For more information on the new rules and preventing childhood lead poisoning go to the Lead –Safe Wisconsin website (dhs.wi.gov/lead).

Sample Proclamation for Childhood Lead Poisoning Prevention Week

THE [JURISDICTION]

OFFICE OF THE [OFFICIAL]

A PROCLAMATION

WHEREAS, lead poisoning is a leading environmental health threat to children, and

WHEREAS, Wisconsin consistently ranks in the top ten states in the nation for the number of children identified with lead poisoning, and since 1996 more than 44,000 Wisconsin children younger than 6 years of age
were identified with lead poisoning, and

WHEREAS, lead interferes with the normal development of a young child's brain resulting in lowered IQ, attention disorders, developmental delays and a greater likelihood of behavior problems like aggression and hyperactivity, and

WHEREAS, children who are lead poisoned on average score 14% lower on reading and mathematical performance tests in third grade, and go on to have higher rates of high school dropout, teen pregnancy, juvenile delinquency, and violent crime as adults, and

WHEREAS, children who are lead poisoned are more likely to suffer as adults from kidney disease, diabetes, cognitive deficits such as memory loss and Alzheimer's, and early death from high blood pressure, stroke and heart attack, and

WHEREAS, disturbing lead-based paint and dust during renovation can be a serious health hazard for occupants, workers and their families, especially children, and

WHEREAS, in October 2009 Wisconsin revised and enacted rules (DHS Chapter 163) in compliance with the U.S. Environmental Protection Agency to assure all renovation conducted in homes, child care facilities and schools built before 1978 will be done in a lead-safe manner to protect children from lead poisoning, and

WHEREAS, Wisconsin is committed to preventing childhood lead poisoning, not only to prevent early brain damage but to protect a child's ability to learn and succeed in life,

NOW, THEREFORE, I, [name], [official position] of the [jurisdiction], do hereby proclaim October 25 –31, 2009 as

CHILDHOOD LEAD POISONING PREVENTION WEEK

in the [jurisdiction], and I commend this observance to all citizens.

Sample Media Advisory for Event

Wednesday, October 28, 2009
Contact name, agency, phone number

MEDIA ADVISORY

Elmo and Mayor To Teach Kids about Lead at Early Learning Center

Lessons in both English and Spanish

Mayor Nelson will discuss protecting children from lead poisoning and share a Sesame Street Workshop DVD called *Lead Away* with children and adults at the Early Learning Center. In this video, Elmo learns an important lesson to keep "lead away" from his body. This event is to commemorate Childhood Lead Poisoning Prevention Week and will take place tomorrow, Thursday, October 29 at 2:00 p.m.. The mayor has proclaimed October 25-31 as "Childhood Lead Poisoning Prevention Week" in the City of Anytown to raise awareness about the harmful effects of lead on children and how to prevent lead poisoning.

Lead interferes with the normal development of a child's brain, resulting in a lower IQ and attention span, behavioral problems, and reading and learning disabilities. Children who are lead poisoned go on to have higher rates of high school dropout, teen pregnancy, juvenile delinquency, and violent crime as adults. Dust from chipping and peeling lead-based paint in older homes is the primary source for lead poisoning in a child.

Mayor Nelson will be joined by Some County Public Health Officer, Dr. Jones, and members of the Prevention Task Force who are working to create "Lead-Safe Zones" in Some County.

WHERE: **Early Learning Center**
[Address]
[City]

WHEN: **Thursday, October 29, 2009**
2pm

Sample Press Kit for Media Event

Press Release with interviewee contact information

Top 10 facts about Childhood Lead Poisoning in Wisconsin

Community GIS Map of Locations of Lead-poisoned Children

Sesame Workshop *Lead Away* DVD information sheet

Renovate Right pamphlet information sheet

Contractor pamphlet information sheet

Sample Press Release with Interviewee Contact Information

Use the sample press release on page 8, customize it with information about your community and the spokespeople you want quotes from. Then include, at the bottom or on a second page, the names and contact information for those you want the media to interview: a contractor, child care provider, school principal, health officer, parent, rental property owner.

Sample Fact Sheet for Media Event

TOP TEN FACTS ABOUT CHILDHOOD LEAD POISONING
IN WISCONSIN

1. Researchers estimate that 85% of a child's brain develops based primarily on her experiences during her pre-school years. Lead interferes with the normal development of a young child's brain resulting in lowered IQ, attention disorders, developmental delays and learning disabilities.

2. Wisconsin consistently ranks in the top ten states for the number of children identified with lead poisoning. Since 1996 more than 44,000 Wisconsin children younger than 6 years of age were identified with lead poisoning.

3. Nearly 1 in 20 Wisconsin third graders in 2009 were known to have been lead poisoned.

4. Children who are lead poisoned on average score 14% lower on reading and mathematical performance tests in third grade.

5. Children who are lead poisoned go on to have higher rates of high school dropout, teen pregnancy, juvenile delinquency and violent crime as adults.

6. Children who are lead poisoned are more likely to suffer as adults from kidney disease, diabetes, cognitive deficits such as memory loss and Alzheimer's, and early death from high blood pressure, stroke and heart attack.

7. Children and families have been lead poisoned by unsafe work practices during home renovation. Therefore, in October 2009, Wisconsin revised and enacted rules (DHS Chapter 163) in compliance with the U.S. Environmental Protection Agency to assure all renovation conducted in homes, child care facilities and schools built before 1978 will be done in a lead-safe manner to protect children from lead poisoning.

8. A child with lead poisoning most often does not look or act sick; the only way to know if a child is lead poisoned is through a blood lead test.

9. Lead poisoning is an entirely preventable disease, primarily through the removal or control of lead paint dust hazards in a child's environment.

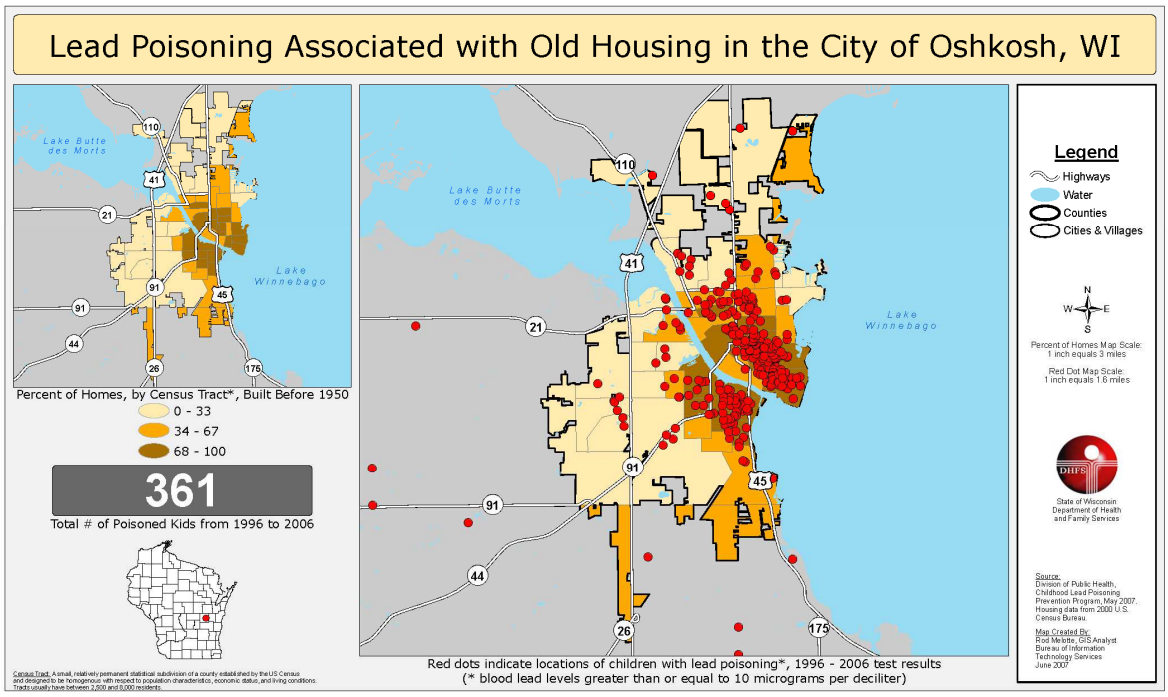
10. A new study just released estimates that eliminating lead exposure to young children could save between $17 to $221 for every dollar spent on lead hazard control. The benefits accrue from reduced health care costs, reduced criminal activity, increased IQ, higher lifetime earnings, increased tax revenue and less spending on special education.

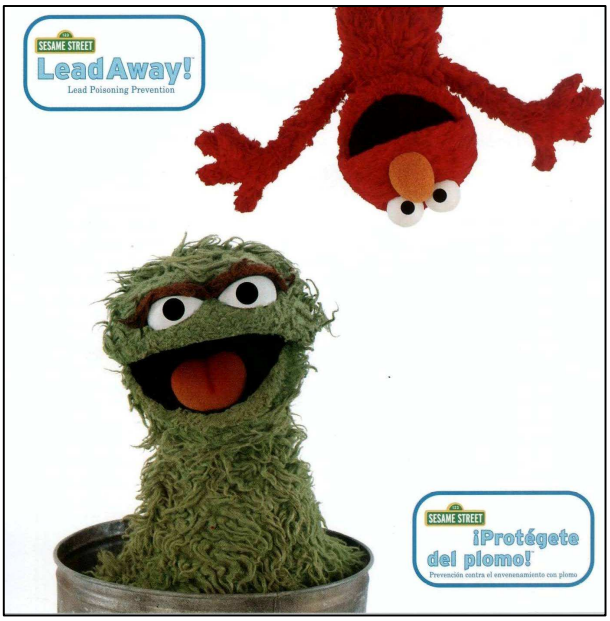
Wisconsin is committed to preventing lead poisoning,
to prevent early brain damage and protect a child's ability to learn and succeed in life.

Community GIS Map of Locations of Lead-poisoned Children

This GIS map demonstrates that locations of lead poisoned children are clustered in the neighborhoods with the highest percentage of old housing.

Maps for all Wisconsin counties and other Wisconsin communities are available on the Lead-Safe Wisconsin website (dhs.wi.gov/lead).





In this video, Elmo learns an important lesson to keep "Lead Away" from his body through simple everyday activities.

The video is available in both English and Spanish on the same disc.

Support materials are available on-line at http://www.sesameworkshop.org/initiatives/health/lead**:**

- ❒ **Activity pages,**
- ❒ **Sesame Street storybook,**
- ❒ **Posters, and**
- ❒ **Printable tips.**

Courtesy of Sesame Workshop.

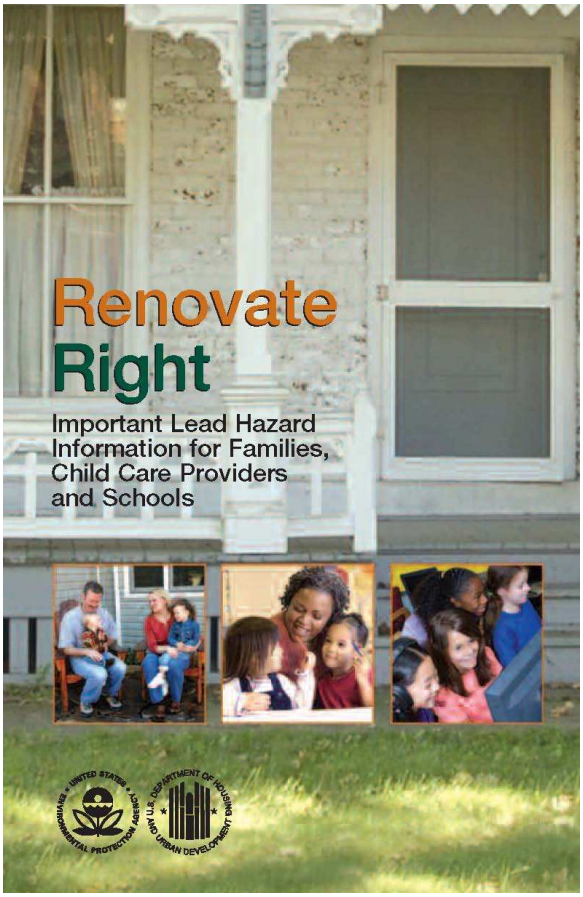
Help Families Learn About the Health Risks of Lead with the Sesame Street Workshop Online and DVD Resources

Sesame Workshop *Lead Away* offers strategies for parents and caregivers to protect children from lead poisoning.

The video:

- Increases awareness that lead poses a serious health risk to young children,
- Informs parents and caregivers that lead exposure is preventable, and
- Provides parents and children with important information about what lead is, where it can be found, and how to prevent exposure.

Families can easily incorporate the prevention strategies into their everyday routines.



The *Renovate Right* pamphlet explains:

- ☑ the health effects of lead exposure,
- ☑ where lead comes from,
- ☑ how work areas will be set up,
- ☑ what work practices will be used to minimize dust and debris,
- ☑ how work areas will be cleaned, and
- ☑ what is to be expected after the work is completed.

Does the New EPA *Renovation, Repair and Painting* Rule Apply to Me?

Yes it does if you are planning to remodel or renovate a property built before 1978 and…

- ☑ You are a parent of a child under the age of 6,
- ☑ You run a child care center with children under the age of 6,
- ☑ You operate a school with students under the age of 6,
- ☑ You own a rental property in which a child care center is in operation with children under the age of 6.

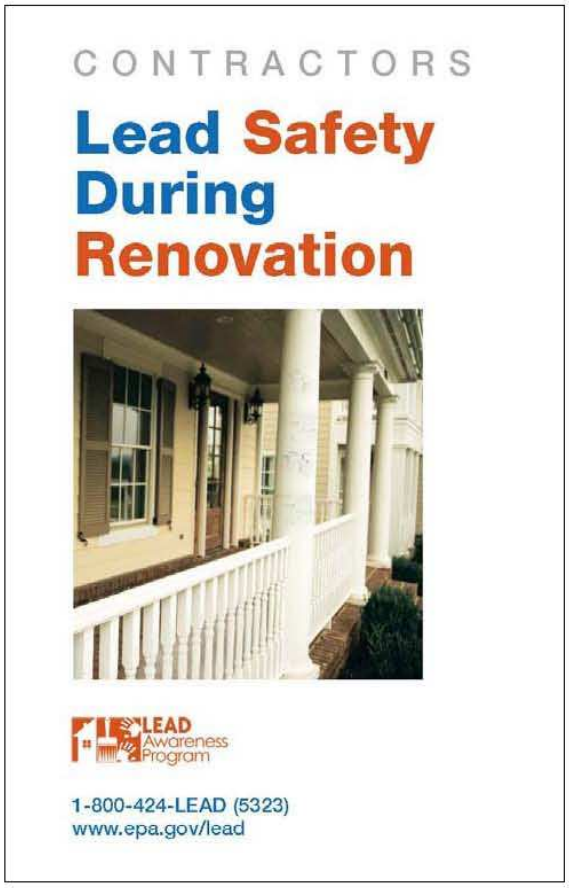
Federal law requires that your contractor do three things:

(1) Show proof that the contractor is a certified renovator.

(2) Give the *Renovate Right* pamphlet on lead-based paint hazards BEFORE starting the renovation or remodeling work.

(3) Explain to you the steps the contractor will take to protect you and your family from lead.

You can find out more about the EPA *Renovation, Repair & Painting* rule at the US EPA website, www.epa.gov/lead, or Lead-Safe Wisconsin, dhs.wi.gov/lead.



Contractors: Lead Safety During Renovation is an easy-to-use pocket guide developed by EPA. This tri-fold pamphlet includes work practice requirements and instructions for doing work lead-safe from start to finish. It also includes tool and job checklists to make the job easier.

For more information about the Renovation, Repair & Painting Rule go to: (www.epa.gov/lead).

New Rules for Contractors doing Renovation, Repair or Painting

Lead was not removed from paint until after 1978 so ordinary renovation and maintenance activities in buildings built before 1978 can create dust that contains lead—even small amounts of lead can harm children and adults.

Beginning April 2010 new rules go into effect on work that disturbs lead-based paint in homes, child care facilities, and schools built before 1978.

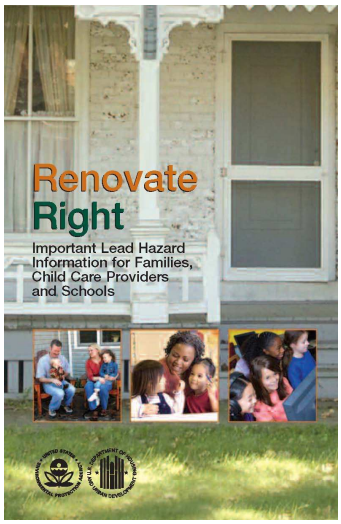
Contractors MUST:

- ☑ Be trained and certified in lead safe work practices.
- ☑ Hand out the *Renovate Right* pamphlet to occupants of the property and get their signature.
- ☑ Provide occupants with information about steps taken to protect them from lead hazards created by renovation activity.

For more information, contact the Wisconsin Asbestos and Lead Program, 608/261-6876 or visit dhs.wi.gov/lead.

Articles for Organizational Newsletters

Sample Newsletter Article for Child Care Providers in Wisconsin



Child Care Facilities Built Before 1978 Affected by New Lead Paint Rule

Renovation and repair work in child care centers built before 1978 are affected by a new rule from the U.S. Environmental Protection Agency (EPA). Disturbing lead-based paint and dust during renovation can be a serious health hazard for occupants, workers and their families—especially young children.

What does lead do when it enters a child's body?
Lead hurts kids! It affects the way a child develops, and damages a child's brain and how it works. It lowers IQ, causes learning problems, and limits self-control. It can cause problems in school and lead to violence in children and adults.

Three things child care providers need to know about this new rule:

1. The RRP rule requires renovators to provide the pamphlet, *Renovate Right,* to owners and occupants before conducting paint-disturbing work.
2. If you plan to renovate your home, make sure your contractor:
   - Provides the *Renovate Right* pamphlet and evidence of certification to do the work;
   - Clearly explains how work areas will be set up, what work practices will be used to minimize dust and debris and to work lead safe, and how work areas will be cleaned when the work is completed;
   - Completes the work as described to you.
3. During the renovation project, follow these guidelines to protect your family or the children in your care:
   - Stay out of work areas while work occurs.
   - Move children and pets to a different location until the work is completed.
   - Turn off forced air heating and air conditioning systems while work is being done.

For more information, go to *Lead-Safe Wisconsin* [dhs.wisconsin.gov/lead] or the EPA [www.epa.gov/lead/pubs/renovation.htm] or call the Wisconsin Childhood Lead Poisoning Prevention Program, 608/266-5817.

Sample article for an educational organization newsletter

Childhood Lead Poisoning Negatively Impacts Early Learning

Since 1996, more than 44,000 Wisconsin children have been identified as lead poisoned. Nearly one in every 20 children in 3rd grade in Wisconsin in 2009 was known to have been lead poisoned.

Lead interferes with the normal development of a child's brain and can result in significant learning disabilities and other behavior and health problems. Lead poisoning is associated with a greater chance that a child will experience problems in school due to learning difficulties and failure. Children who are lead poisoned on average score 14% lower on reading and mathematical performance tests[1] in 3rd grade. These learning problems can lead to higher rates of high school dropout, teen pregnancy and juvenile delinquency[2].

Preventing childhood lead poisoning is critical, to prevent early brain damage and protect a child's ability to learn and succeed in school.

For more information, read an important report, *The Legacy of Lead: Report on Childhood Lead Poisoning in Wisconsin*, released by the Department of Health Services: http://dhs.wi.gov/lead/LegacyofLead/index.HTM.

Sample article for professional organization newsletter

Childhood Lead Poisoning Prevention Week,
October 25-31, 2009
"Be Proactive, not Reactive. Renovate Right!"

Childhood lead poisoning is a public health problem that is entirely preventable. Disturbing lead-based paint during renovation can create lead-tainted dust. Lead-tainted dust is a serious health hazard for workers, occupants and their families, especially young children.

The EPA has published a new rule called the *Renovation, Repair and Painting* (RR&P) Rule. The rule applies to renovation projects in housing and child care and school facilities built before 1978 that are occupied by children under age 6. The rule requires that a renovation contractor must be trained and certified in lead-safe work practices. This rule will affect many people who never before thought about lead hazards or lead poisoning.

[1] The relationship between early childhood blood lead levels and performance on end-of-grade tests (2007). Miranda, Marie L., Kim, Dohyeong, Overstreet Galeona, M. Alicia, Paul, Christopher J., Hull, Andrew P., and Morgan, S. Phillip, Environmental Health Perspectives, Vol. 115, Number 8, pp. 1242-1247.
[2] How lead exposure relates to temporal changes in IQ, violent crime, and unwed pregnancy (2000). Rick Nevin, Environmental Research Section A, 83.

The new RR&P Rule provides us with an opportunity to educate a lot more people about lead poisoning. In Wisconsin:

- Many families with children under age 6 live in homes in Wisconsin built before 1978.
- Approximately 9,000 Wisconsin child care centers are located in the provider's home, churches, schools, etc., many of which were built before 1978 and have children under the age of 6.
- Of the more than 3,000 Wisconsin schools, many have 4K, Kindergarten and 1st grade classes that were built before 1978.
- Approximately 15,000 registered building contractors with the Department of Commerce are now affected by this rule when they do renovation work in dwellings built before 1978, that are occupied by children under the age of 6.

Strategic Outreach to Create Awareness and Protect Young Children

To address this new opportunity, we would like to see local communities develop an outreach plan to reach target audiences and educate them about lead poisoning prevention and the new RR&P rule. Part of the plan could be to target child care providers, parents of young children, contractors, media, the public, etc., and provide them with:

- Concise information about the dangers and consequences of lead poisoning,
- Practical information and resources to help them understand the problem,
- Clear action steps they can take to protect children during remodeling activities.

A "Renovate Right" Outreach Toolkit has been developed to support local outreach efforts and is available on-line at the *Lead-Safe Wisconsin* website. Included in the toolkit is a notice that the Sesame Workshop *Lead Away* video has been re-released in DVD format and can be used in outreach efforts to child care centers and schools. In this video, Elmo learns an important lesson to keep "lead away" from his body. The Sesame Workshop also carries materials available to download to support the messages on the DVD, available in English and Spanish. Informing child care centers and schools about lead hazards and how to avoid them during renovation activities is very important. Please contact Reghan Walsh, 608-261-9432, or reghan.walsh@wi.gov for more information.

Postcard Template for Parent Action

A hand-written note from a parent can be very persuasive. Print the postcards (see the next two pages) with the picture on one side and the message on the other side. Print the postcards on white card stock type paper. Each sheet will need to be cut apart to make 4 postcards. To make the biggest impression, print the postcards in color, however if resources are scarce, the postcards can be printed in black and white.

Sample language for the postcard: "Dear Mayor (name here): Wisconsin has a new lead paint rule to protect kids during renovation. We need more resources to make old homes safe for kids."

Lead Hurts Kids!

Renovate Right to Protect Children from Lead Poisoning.

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Lead Hurts Kids!

Renovate Right To Protect Children from Lead Poisoning.

Children should be protected from lead poisoning at home, at the child care center and at school.

To:

Children should be protected from lead poisoning at home, at the child care center and at school.

To:

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To:

Section regarding Talking Points and Key Messages about Childhood Lead Poisoning in Wisconsin (pp. 16 – 27)

Talking Points and Key Messages about Childhood Lead Poisoning in Wisconsin

When composing a letter, speaking to the media, or carrying on a discussion with a policy maker, your message is clearer and more consistent if you use talking points and key messages.

We have developed talking points and key messages around a number of issues connected to lead poisoning. You can choose from among these to make the statement you want. These talking points have been updated with the most current research about the effects of childhood lead poisoning.

Key Messages

Talking Points about EPA's *Renovation, Repair and Painting* Rule

Program Integration Messages

Effects of Lead Exposure on Children

What Childhood Lead Poisoning Costs Wisconsin

Lead Poisoning and Violent Crime

Burden of Lead Poisoning on Wisconsin's Educational System

The Cost of Fixing the Houses with Lead Paint Hazards

Toys/Products Recalled as Lead Hazards

Talking points are referenced to demonstrate authenticity.

Key Messages on Childhood Lead Poisoning in Wisconsin

Lead hurts children and we want to prevent exposure before it happens.

Lead poisoning interferes with a child's development.

- Children under age 6 are the most vulnerable.
- More than 2,000 Wisconsin children under 6 years of age are found to be lead poisoned each year.
- Lead interferes with the normal development of a child's brain, resulting in lower IQ and a greater likelihood of behavior problems like aggression, hyperactivity and delinquency.

Prevention and testing are key to protecting our children.

- Chipping and peeling lead paint creates dust on windows, floors, and porches which can get on children's hands and into their mouths.
- A child with lead poisoning may not show any symptoms of being poisoned.
- The only way to know a child is lead poisoned is to have a blood test. It's important to test pre-school age children who are at-risk for lead poisoning because we can intervene and limit damage to a child's mind and ability to learn.

Wisconsin has had success in reducing lead poisoning by eliminating lead hazards in homes.

- The Department of Health Services (DHS) works with local health departments and other agencies to address high-risk housing in the community.
- Many Wisconsin communities are working to secure any additional federal funds that they can.
- There are a variety of programs available to parents and property owners around the state such as staff who can visit a landlord or homeowner to identify potential lead hazards.

For more information on lead poisoning prevention, go to *Lead-Safe Wisconsin*, dhs.wi.gov/lead.

Talking Points about EPA's *Renovation, Repair and Painting* Rule

- The EPA Renovation, Repair and Painting Rule will affect renovation contractors who disturb lead-based paint in pre-1978 housing and child-occupied facilities, including renovation contractors, maintenance workers in multi-family housing, and painters and other specialty trades.

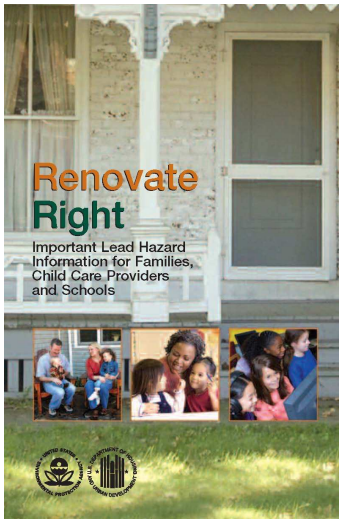
- Under the rule, child-occupied facilities are defined as residential, public or commercial buildings where children under age six are present on a regular basis.

- The rule requires that the renovation contractor be certified as a lead-safe renovator and that the occupants of the dwelling being renovated receive the EPA *Renovate Right* pamphlet from the contractor.

- The rule also requires that parents of children under age 6 who attend a child care center or school must be notified of any renovation activity and that the renovation contractor doing the work is a certified lead-safe renovator.

- Certified lead-safe renovators are required to train untrained workers, ensure use of lead-safe work practices and proper cleaning, and conduct cleaning verification after each project to ensure that lead hazards are not left behind.

- Wisconsin revised its lead certification rule (DHS Chapter 163) to incorporate the RR&P Rule and published the revised rule in October 2009.



Information for Property Owners of Rental Housing, Child-Occupied Facilities

Property owners who renovate, repair, or prepare surfaces for painting in pre-1978 rental housing or space rented by child-care facilities must, before beginning work, provide tenants with a copy of EPA's lead hazard information pamphlet *Renovate Right: Important Lead Hazard Information for Families, Child Care Providers, and Schools* (PDF), en español (PDF).

Owners of these rental properties must document compliance with this requirement — EPA's sample pre-renovation disclosure form (PDF) may be used for this purpose.

As of April 22, 2010, property owners who perform these projects in pre-1978 rental housing or space rented by child-care facilities must be certified and follow the lead-safe work practices required by Wisconsin's lead rule, DHS 163.

To become certified, property owners must submit an application for company certification and fee payment to the Wisconsin Department of Health Services (DHS). At least one person must also be trained and certified as a lead-safe renovator who will then be responsible for lead-safe work practices and cleaning verification of the work site. DHS began accepting individual and company certification applications on October 22, 2009.

Read more about the renovation rules and lead-safe work practices in EPA's pamphlet *Contractors: Lead Safety During Renovation* (PDF) color, in English, color, en español (PDF).

Property owners who perform renovation, repairs, and painting jobs in rental property must:

- Take the 1-day Lead-Safe Renovation training to learn how to perform lead-safe work practices.
- Learn the lead laws that apply to you regarding certification and lead-safe work practices beginning in April 2010.
- Keep records to demonstrate that you and your workers have been trained in lead-safe work practices and that you followed lead-safe work practices on the job. To make recordkeeping easier, you may use the sample recordkeeping checklist (PDF) that EPA has developed to help contractors comply with the renovation recordkeeping requirements that will take effect in April 2010.

- Read about how to comply with the renovation rule in the *EPA Small Entity Compliance Guide to Renovate Right* (PDF), en español (PDF).

- Read about how to use lead-safe work practices in EPA's *Steps to Lead Safe Renovation, Repair and Painting* (PDF), en español (PDF).

Information for Homeowners Working at Home

If you are a homeowner performing renovation, repair, or painting work in your own home, the Wisconsin renovation rule does not cover your project. However, you have the ultimate responsibility for the safety of your family or children in your care. If you are living in a pre-1978 home and planning to do painting or repairs, please read a copy of EPA's *Renovate Right: Important Lead Hazard Information for Families, Child Care Providers, and Schools* (PDF) lead hazard information pamphlet, en español (PDF). You may also want to call the National Lead Information Center at 1-800-424-LEAD (5323) and ask for more information on how to work safely in a home with lead-based paint.

Information for Tenants, Child Care Providers and Parents of Children under Age 6 in Child Care Facilities and Schools

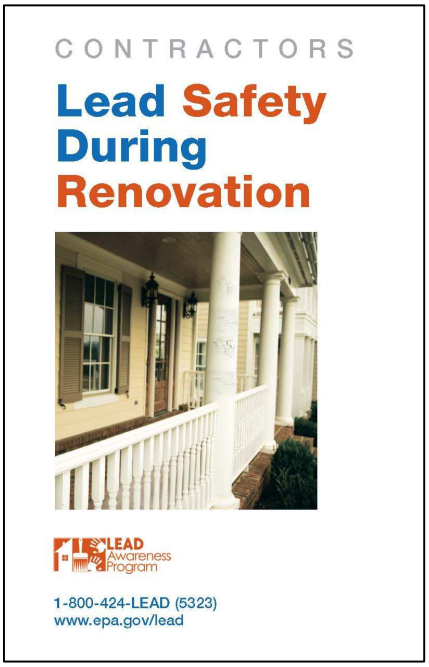
As a tenant or a parent or guardian of children in a child care facility or school, you should know your rights when a renovation job is performed in your home, or in the child care facility or school that your child attends.

- **TENANTS:** Before starting a renovation job in residential buildings built before 1978, the contractor or property owner must provide to tenants a copy of EPA's *Renovate Right: Important Lead Hazard Information for Families, Child Care Providers, and Schools* (PDF) lead hazard information pamphlet. The contractor is also required to have tenants sign a pre-renovation disclosure form (PDF) which indicates that the tenant received the *Renovate Right* lead hazard information pamphlet.

- **CHILD CARE PROVIDERS:** The contractor must provide to child care providers and administrators of pre-1978 child care facilities and schools to be renovated a copy of EPA's

Renovate Right: Important Lead Hazard Information for Families, Child Care Providers, and Schools (PDF) lead hazard information pamphlet. The contractor is also required to have the child care provider or administrator sign a pre-renovation disclosure form (PDF) which indicates that the child care provider or administrator received the *Renovate Right* lead hazard information pamphlet.

- **PARENTS OF CHILDREN IN CHILD-CARE FACILITIES & SCHOOLS:** The contractor must also make renovation information, in the form of informational signs or *Renovate Right: Important Lead Hazard Information for Families, Child Care Providers, and Schools* (PDF) lead hazard information pamphlets, available to the parents or guardians of children under age six who attend child care facilities and schools.



Information for Contractors

As a contractor, you play an important role in helping to prevent lead exposure. Ordinary renovation and maintenance activities can create dust that contains lead. By following the lead-safe work practices, you can prevent lead hazards.

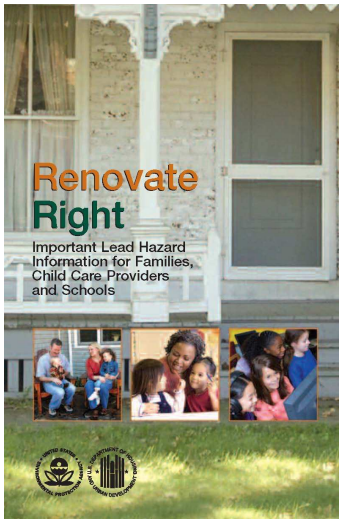
Contractors who perform renovation, repairs, and painting jobs in pre-1978 housing and child-occupied facilities must, before beginning work, provide owners, tenants, and child-care facilities with a copy of EPA's lead hazard information pamphlet *Renovate Right: Important Lead Hazard Information for Families, Child Care Providers, and Schools* (PDF), en español (PDF). Contractors must document compliance with this requirement. The pre-renovation disclosure form (PDF) may be used for this purpose.

Understand that beginning April 22, 2010, Wisconsin law will require you to be trained, certified and to use lead-safe work practices. To become certified, renovation contractors must submit an application for company certification (PDF) and fee payment to the Wisconsin Department of Health Services. At least one person must also be trained and certified as a lead-safe renovator who will then be responsible for lead-safe work practices and cleaning verification of the work site. The Department began accepting applications for individual and company certifications on October 22, 2009. Read more about the renovation requirements and lead-safe work practices in EPA's pamphlet *Contractors: Lead Safety During Renovation* (PDF) color, in English, color, en español (PDF).

Contractors who perform renovation, repairs, and painting jobs must:

- Take lead-safe renovation training to learn about the lead laws that apply to you and how to perform lead-safe work practices.
- Before April 22, 2010, become a certified company and have at least one certified lead-safe renovator.
- Show your state lead certification card to your client.
- Tell your client what lead-safe methods you will use to perform the job.
- Ask your client to share the results of any previously conducted environmental lead tests.

- Keep records to demonstrate that you and your workers have been trained in lead-safe work practices and that you followed lead-safe work practices on the job. To make recordkeeping easier, you may use the sample recordkeeping checklist (PDF) that EPA has developed to help contractors comply with the renovation recordkeeping requirements that will take effect in April 2010. Read more about lead-safe renovation requirements in the *EPA Small Entity Compliance Guide to Renovate Right* (PDF), en español (PDF).
- Read about how to use lead-safe work practices in EPA's *Steps to Lead Safe Renovation, Repair and Painting* (PDF), en español (PDF).



Information for Realtors and Property Management Firms

Realtors and property managers should make themselves aware of the requirements in the Lead Renovation, Repair and Painting (RRP) Rule. EPA is working closely with the National Association of Realtors to make realtors and property managers aware of the hazards of lead paint poisoning and ways to prevent it. The association has developed a series of guidance videos aimed at realtors and property managers:

- View the National Association of Realtors lead paint renovation rule compliance guide overview.
- View the National Association of Realtors lead renovation rule guide for real estate agents and brokers.
- View the National Association of Realtors frequently asked questions for realtors.
- View the National Association of Realtors lead renovation rule guide for property managers.
- View the National Association of Realtors frequently asked questions for property managers.

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Program Integration Messages

Lead hurts kids! Lead interferes with the normal development of a child's brain and can result in significant behavior and health problems. Each of the messages below integrate childhood lead poisoning with another health, behavior or learning issue, demonstrating that if we prevent childhood lead poisoning, we can prevent other public health and societal problems.

Learning Problems

Lead hurts kids! Lead interferes with the normal development of a child's brain and can result in significant behavior and health problems.

Did you know that nearly one in every 20 children third graders who entered the Wisconsin school system in 2009 were known to have been lead poisoned? Lead poisoning is associated with a greater chance that a child will experience problems in school due to learning difficulties and failure. Children who are lead poisoned on average score 14% lower on reading and mathematical performance tests[3] in third grade. These learning problems can lead to higher rates of high school dropout, teen pregnancy and juvenile delinquency[4].

That's why preventing childhood lead poisoning is of utmost importance, to prevent early brain damage and protect a child's ability to learn and succeed in school.

Adolescent Health

Lead hurts kids! Lead interferes with the normal development of a child's brain and can result in significant behavior and health problems.

Did you know that childhood lead poisoning is a powerful predictor of school disciplinary problems, high school drop out, juvenile delinquency and teen pregnancy? Lead interferes with the normal development of the brain, resulting in a reduction in volume of the frontal lobe[5]. This is the region of the brain that reasons, judges, solves problems and controls impulses and emotional responses.

That's why preventing childhood lead poisoning is of utmost importance, to prevent early brain damage and protect a child's ability to succeed in school and life.

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[3] *The relationship between early childhood blood lead levels and performance on end-of-grade tests* (2007). Miranda, Marie L., Kim, Dohyeong, Overstreet Galeona, M. Alicia, Paul, Christopher J., Hull, Andrew P., and Morgan, S. Phillip, Environmental Health Perspectives, Vol. 115, Number 8, pp. 1242-1247.

[4] *How lead exposure relates to temporal changes in IQ, violent crime, and unwed pregnancy* (2000). R. Nevin. Environmental Research Section A, **83**, pp. 1-22.

[5] *Decreased brain volume in adults with childhood lead exposure* (2008). Cecil, KM, Brubaker, CJ, Adler, CM, Deitrich, KN, Altaye, M, et al., PloS Medicine 5 (5):e112.doi:10.371/journal.pmed.0050112.

Physical Activity & Injury Prevention

Lead hurts kids! Lead interferes with the normal development of a child's brain and can result in significant behavior and health problems.

Did you know that children who are lead poisoned are more likely to have problems with their upright balance that may result in falls or discourage their participation in sports as teens? Lead affects the development of the central nervous system affecting children's long-term injury risk by harming their balance, coordination and other neuromuscular skills[6].

That's why preventing childhood lead poisoning is of utmost importance, to prevent early brain damage and improve critical upright balance, important for the development of social interactions.

Tobacco Prevention

Lead hurts kids! Lead interferes with the normal development of a child's brain and can result in significant behavior and health problems.

Did you know that teenagers who were lead-poisoned as children are almost 5 times more likely to use tobacco in their teen years? Research[7] posits that early lead exposure may increase sensitivity to tobacco addiction and contribute to continued tobacco use.

That's why preventing childhood lead poisoning is of utmost importance, to prevent early brain damage and decrease potential for teenage smoking.

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[6] *Injury Trends for Adolescents with Early Childhood Lead Exposure* (2006). Kincl, LD, Dietrich, KN, Bhattacharya, A, Journal of Adolescent Health, Vol. 39, Issue 4, pp. 604-606.

[7] *Environmental injustice: Childhood Lead Poisoning, Teen Pregnancy and Tobacco* (2008), Lane, Sandra D., Webster, Noah J., Levandowski, Brooke A., Rubinstein, Robert A., Keefe, Robert H., Wojtowycz, Cibula, Donald A., Kingson, Johann E. F., and Aubry, Richard H. Journal of Adolescent Health, Vol. 42, Issue 1, pp 43-49.

Effects of Lead Exposure on Children

- Lead hurts children.
- Lead interferes with the normal development of a young child's brain.
  - Lead poisoning can result in lowering the child's IQ, cause attention disorders and developmental delays and reduce the child's growth.
  - Lead poisoning is associated with a greater likelihood of behavior problems like aggression and hyperactivity[8].
  - A lead-poisoned child is more likely to experience problems in school due to learning difficulties, poor reading skills[9] and shortened attention span.
  - Studies show that childhood lead exposure leads to higher rates of high school dropout, teen pregnancy[10], and juvenile delinquency[3].
  - Scientific studies show that the most violent crimes committed by adults are strongly associated with children's earlier lead poisoning[3].
- Children under the age of six are most vulnerable to the effects of lead due to rapid brain development in this phase of life.
- In extreme cases lead poisoning can cause coma, seizures or death. In 1990, a Wisconsin child died from lead poisoning in the City of Waukesha.
- A child with lead poisoning most often show no signs of being poisoned.
- The only way to know if a child is lead poisoned is through a blood lead test.
- There is no safe level of lead in the human body.
- Lead in the body can negatively impact health throughout the child's life[11].
  - Childhood lead poisoning increases the risk of early death from stroke and heart attack as adults.
  - Studies have also shown that childhood lead exposure is linked to adult kidney disease, diabetes and cognitive deficits such as memory loss and Alzheimer's disease.

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[8] *Delinquency and hyperactivity* (1979). DR Offord, K Sullivan, N Allen. Journal of Nervous Mental Disorders, **167**: 734-741.

[9] *Low level exposure and children's IQ: A meta-analysis and search for a threshold* (1994). J Schwartz. Environmental Research.

[10] *How lead exposure relates to temporal changes in IQ, violent crime, and unwed pregnan*cy (2000). R. Nevin. Environmental Research Section A, **83**, pp. 1-22.

[11] *The Weight of Lead: Effects add up in Adults* (2007). Angela Spivey, Environmental Health Perspectives, 115 (1).

What Childhood Lead Poisoning Costs Wisconsin

- Childhood lead poisoning is costly to our community and society as a whole.
- The burden of time, resources and personal suffering associated with lead poisoning can devastate individuals and their families, and strain personal and societal resources.
- A review of the scientific literature spells out the most commonly associated costs with childhood lead poisoning:
  - ❒ **Health care costs** such as monitoring and treating lead poisoning and including treatment and other costs associated with the diagnosis of ADHD.
  - ❒ Regarding costs to the educational system, the average child who is lead poisoned may need up to 3 years of **special education**.
  - ❒ Due to loss in IQ in children who are lead-poisoned, their **lifetime earnings** are expected to be lower, which creates a **loss of tax revenue** for the community.
  - ❒ Costs associated with **high school dropouts, juvenile delinquency, teen pregnancy and adult crime and violent crime** are a burden on society as well and due in part to lead poisoning as a child.

There are substantial returns in investing in lead hazard control, rather than incur the costs of lead exposure to individuals, families and society as a whole. To put this problem in perspective with another public health intervention that is commonly understood as tremendously cost effective—that of vaccinations. Cost benefit analyses show that vaccination against the most common childhood diseases delivers large returns on investment. Given the high societal costs of childhood lead poisoning, lead hazard control appears to be well worth the expense as well.

- **Lead Poisoning and Violent Crime**

- Research published in 1990[12] by Deborah Denno of the Frodham University School of Law shows that childhood lead poisoning is a powerful predictor of antisocial behavior in 3 basic categories—school disciplinary problems, delinquency and adult criminality**.**
  - Lead poisoning predisposes people to act in an impulsive, antisocial way.
  - Lead poisoning as a child proved to be the key factor for the most violent offenders--those who committed homicides, rapes, and other violent crimes.
- Lead poisoning researcher Herbert Needleman, professor of child psychiatry and pediatrics at the University of Pittsburgh School of Medicine, says that lead exposure is arguably this county's most preventable cause of antisocial behavior[13].
- Analysis[14] by economist Rick Nevin concluded that childhood lead exposure explained 88 percent of the variation in the violent crime rate in the United States over several decades.
- Research[15] published in 2008 found that increased childhood blood lead concentrations are associated with criminal arrests in early adulthood. For every increase of 5 micrograms per deciliter of lead in the blood of a child 6 years of age, that child has a 50 percent greater chance of being arrested for committing a violent crime as a young adult.
- Another study[18] published in 2008 may explain the reason for the relation between lead poisoning and violence. They found that children in the study with the highest levels of lead had the smallest brain volume and the area of the brain most affected was the frontal lobe. The frontal lobe is the region of the brain that reasons, judges, solves problems, and controls impulses and emotional responses.

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[12] *Biology and Violence: From Birth to Adulthood* (1990), Deborah W. Denno, Cambridge University Press NY, NY

[13] *Why is Lead Still Poisoning Our Children?* (August 2006). John Pekkenen, www.Washingtonian.com

[14] *How lead exposure relates to temporal changes in IQ, violent crime, and unwed pregnancy* (2000). R. Nevin. Environmental Research Section A, **83**, pp. 1-22.

[17] *Association of Prenatal and Childhood Blood Lead Concentrations with Criminal Arrests in Early Adulthood* (2008). Wright, Dietrich, Ris, Hornung, Wessel, Lanphear, Ho & Rae *PLoS Medicine,* Vol. 5, Iss. 5, pp. 732-740.

[18] *Decreased brain volume in adults with childhood lead exposure* (2008). Cecil, KM, Brubaker, CJ, Adler, CM, Deitrich, KN, Altaye, M, et al., PloS Medicine 5 (5):e112.doi:10.371/journal.pmed.0050112.

Burden of Lead Poisoning on Wisconsin's Educational System

- Lead poisoning places a significant burden on Wisconsin's educational system since lead exposure causes learning disabilities in children.

- A recent study[16] demonstrated that children who are lead poisoned on average score 14% lower on reading and mathematical performance tests in third grade.

- Of Wisconsin children who started kindergarten in September 2006, 4.7% were known to be lead poisoned. If there are 20 children in a typical kindergarten class, then it follows that, on average, one child in every kindergarten classroom was lead poisoned before they started school. These students may need special education due to the learning disabilities associated with lead poisoning.

- Wisconsin taxpayers consistently spend over $300 million per year for special education programs[17]. If Wisconsin could control the special education costs attributable to lead poisoning, such preventive efforts would pay dividends to children, families, school districts, and to all Wisconsin taxpayers.

- Lead poisoning is preventable. We must fix our old houses with lead paint hazards, the most common source of lead poisoning, and reduce the burden on our educational system.

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[19] *The relationship between early childhood blood lead levels and performance on end-of-grade tests* (2007). Miranda, Marie L., Kim, Dohyeong, Overstreet Galeona, M. Alicia, Paul, Christopher J., Hull, Andrew P., and Morgan, S. Phillip, Envrionmental Health Perspectives, Vol. 115, Number 8, pp. 1242-1247.

[20] http://www.legis.state.wi.us/lfb/informationalpapers/27.pdf

The Cost of Fixing the Houses with Lead Paint Hazards

- In 2006, more than 440,000 homes in Wisconsin built before 1950 were estimated[18] to contain lead paint hazards.

- The U.S. Department of Housing and Urban Development estimates it takes $8,000 per home on average to fix the lead paint hazards.

- The total needed to fix these Wisconsin homes with lead paint hazards is $3.5 billion.

- At the current rate of progress of fixing lead paint hazards in Wisconsin housing, it will take more than 40 years to fix all these homes.

- Wisconsin needs to find ways to increase the pace of fixing our old homes. We can't wait 40 more years to protect our children!

[18] *Benefits and Costs of Residential Lead Paint Hazard Control and Window Replacement in Wisconsin* (2006). Prepared for the Wisconsin Department of Health and Family Services by David E. Jacobs, National Center for Healthy Housing, and Rick Nevin, ICF Consulting.

Toys/Products Recalled as Lead Hazards

- There has been a lot of media attention on children's toys and products that contain dangerous amounts of lead.

- A Consumer Product Safety Improvement Act rule, effective August, 2009, will enforce new requirements aimed at making children's products safer.

- While lead in toys and consumer products is a serious problem it would be a huge missed opportunity if we lose the message that lead paint hazards in housing remain the most important exposure source for children in the U.S.

- Certainly, other lead sources contribute to children's total lead exposure, but these sources are dwarfed by lead paint as the main cause of serious lead poisonings for most children.

- Media interest focuses on these other sources when there is a product recall, while largely ignoring the millions of homes that contain far more serious lead paint hazards day after day, year after year.

- While it is important to remove lead tainted toys, it is also very important to check homes for lead-based paint.

- For more information about lead in products and lead poisoning prevention visit the Lead-Safe Wisconsin website, dhs.wisconsin.gov/lead.

Additional Resources to Support Your "Renovate Right" Outreach Efforts

Lead-Safe Wisconsin website Power Point presentations for these topic areas:

- *Effects of Lead Poisoning on Children* – power point file with information on the status of childhood lead poisoning in Wisconsin, effects of lead on children throughout the lifespan, how children get lead poisoned and how it can be prevented.

- *RR&P Rule—How it Applies to Child Care Centers and School* – power point file with information on the requirements of the new EPA rule in Wisconsin and how it will affect homes, child care centers and schools with occupants under the age of 6.

Please contact Reghan Walsh, 608/261-9432, or reghan.walsh@wi.gov to get a copy of the powerpoint presentation.

Sesame Workshop *Lead Away* DVD

In the Lead Away video, Elmo learns how to keep "lead away" from his body. On-line resources such as activity sheets, a storybook and posters support the messages in the video. Materials are available to download in English and Spanish at www.sesameworkshop.org/lead. For a copy of the DVD that has the video in both English and Spanish, contact Reghan Walsh, 608/261-9432, or reghan.walsh@wi.gov.

On-line Information about the EPA *Renovation, Repair & Painting* Rule

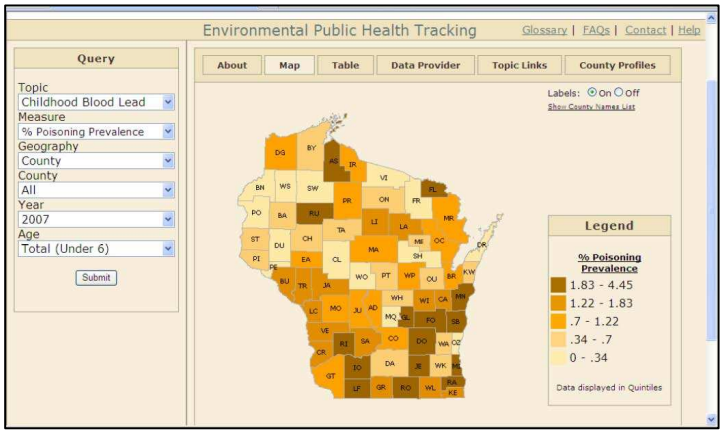
The rule will affect construction trade workers who renovate, repair or paint pre-1978 housing and child-occupied facilities, including renovation contractors, maintenance workers in multi-family housing, and painters and other specialty trades. Under the rule, child-occupied facilities are defined as residential, public or commercial buildings where children under age six are present on a regular basis. The requirements apply to renovation, repair or painting activities. For more information, go to: www.epa.gov/lead/pubs/renovation.htm.

Outreach Materials

The Wisconsin Childhood Lead Poisoning Prevention Program has outreach materials available, such as magnets, paintsticks, pamphlets, notepads, and stickers, for non-profit organizations for your outreach activities. For more information, please contact Reghan Walsh, 608/261-9432 or reghan.walsh@wi.gov.

On-Line Resources for Information on the Treatment and Prevention of Lead Poisoning

The DHS Lead-Safe Wisconsin website has information on the status of lead poisoning in Wisconsin, ways to treat and ways to prevent the disease. Data, maps, facts, information pamphlets, recalled products and much more can be found at dhs.wisconsin.gov/lead.



NEW! Environmental Public Health Tracking Resource

Local public health departments have a new resource available on-line, the Environmental Public Health Tracking database. On this website (dhs.wi.gov/epht), there is access to county level data on childhood lead poisoning prevalence, number of children tested, and number of children poisoned. For more information or questions, contact Sara Ishado, 608/267-2488 or saras.ishado@wi.gov.

Other useful websites with lead poisoning prevention information:

- Centers for Disease Control and Prevention - a review of scientific evidence for adverse effects of lead exposure on children and other information (www.cdc.gov/nceh/lead).

- U.S. Housing and Urban Development - of particular interest the "Lead Paint Safety: A Field Guide for Painting, Home Maintenance and Renovation Work." (www.hud.gov/offices/lead/training/LBPguide.pdf).

- The U. S. Environmental Protection Agency – includes complete information about the *Renovation, Repair & Painting* Rule and of particular interest they provide basic information on lead poisoning in Spanish. (http://www.epa.gov/lead/pubs/leadinfoesp.htm)