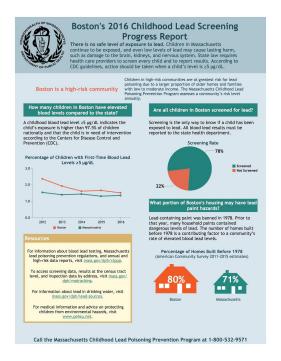
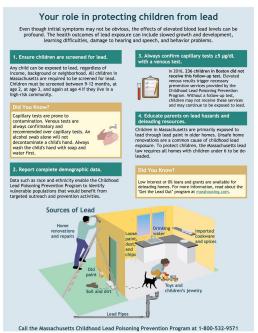
BPHC — Communicating Lead Poisoning Prevention

Online Resources

Online resources are an increasingly potent way of communicating public health information.

- 1. Provide link to **Lead Safe Homes Database** where individuals can check the status of their residence and/or unit. A set of instructions can help guide users navigate through the database. It will be important to note that a Letter of Full Deleading Compliance does not mean the residence currently meets state standards as paint may have since peeled, cracked, or have been worn down with chips and dust from the old lead paint spread onto floors and windowsills throughout the residence.¹
- 2. Expand testing/screening information "Where to Get Test for Lead Exposure" to include current **Massachusetts Lead Law**: Massachusetts Lead Law requires that all children be tested for lead between the ages of 9 and 12 months, and again at ages 2 and 3. All children should be screened at age 4 if they live in a high risk community in Massachusetts. Boston is classified as a high-risk community, and in 2016, 22% of children in Boston were not screened for lead.²
- 3. Provide link to "Boston's 2016 Childhood Lead Screening Progress Report"





¹ Commonwealth of Massachusetts Executive Office of Health and Human Services (EOHHS) https://eohhs.ehs.state.ma.us/leadsafehomes/default.aspx

² Massachusetts Department of Public Health Bureau of Environmental Health - http://www.mass.gov/eohhs/docs/dph/environmental/lead/lead-data-brief-june-2016.pdf

4. Links to "Landlord Rights and Responsibilities" and "Tenants Rights and Responsibilities" are broken. The Massachusetts Department of Public Health Bureau of Environmental Health has "new, easy-to-read" **brochures for renters, property owners, and real estate agents** that can be posted as downloadable PDFs.



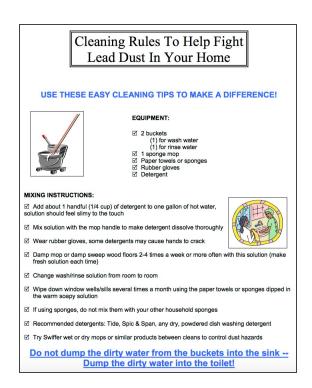
5. Sources that separately address different parties (i.e. families and contractors) **direct the user** to the information they need quickly and without frustration, exemplified by the EPA's lead poisoning prevention front page.³



- Test your child
- Check and maintain your home
- Find a Lead-Safe Certified firm
- Before you renovate
- Before you buy or rent a home built before 1978
- Test your home's drinking water
- Test for lead in paint, dust or soil



- EPA Lead Renovation, Repair and Painting (RRP) Program
- Become a Lead-Safe Certified firm or renew your certification
- Locate an RRP training class or provider
- Become an accredited training provider
- 6. Have an all-encompassing "lead poisoning and prevention" fact sheet, with more in depth fact sheets for "lead and water", "lead in soil", "lead cleaning instructions", etc., that are marketed as **printable**, in-home 'must-haves' such as the Baltimore City Health Department's "Cleaning Rules To Help Fight Lead Dust In Your Home."⁴



³ https://www.epa.gov/lead

⁴ http://health.baltimorecity.gov/sites/default/files/lead-cleaning-instructions.pdf

Community Outreach

North Dorchester, Roxbury/Mission Hill, and E. Boston contributed >50% of elevated blood lead level cases in children during the last 5 years. Effectively communicating lead poisoning prevention information to individuals within these neighborhoods will have the greatest impact on reducing Boston's status as a high-risk community. Because socio-demographic differences have explanatory power for incidence rates, neighborhoods and areas within neighborhoods with higher rates of poverty and/or minority populations which make up a disproportionate number of children with elevated BLLs can be targeted through:

- 1. Running bi-annual ads in **newspapers and publications** popular in the neighborhoods with higher rates of poverty and/or minority populations. These papers will likely print them for free.
 - 1. The Bay State Banner
 - 2. El Mundo Boston
 - 3. Sampan
- 2. Reaching out to **environmental grassroots**, **community**, **and religious institutions** and providing them with up-to-date lead prevention materials to be distributed. These institutions also serve to provide residents with access to the internet when and if they lack it.
 - 1. Ten Point Coalition, a Boston collective of ministers of color
 - 2. Viet-aid, a Dorchester-based organization focused on building Vietnamese community
 - 3. Greater Four Corners Action Coalition, a grassroots environmental organization that promotes neighborhood stabilization in the Four Corners area
 - 4. Chelsea Collaborative, an organization committed to the environmental and economic health of the Latino community in not only Chelsea but of the greater Boston metropolitan area
 - 5. Alternatives for Community and Environment (ACE), an organization that supports communities of color and low-income communities in MA to eradicate environmental injustice and promote sustainable living
- 3. Publishing a "Lead Advocate of the Year" award that illuminates one community member, one property owner, one real estate agent, and one community institution that furthers lead poisoning prevent awareness. A luncheon could even be hosted in celebration.
- 4. Posting Informational bulletins in the **community boards of businesses**, **libraries**, **social services centers and medical centers** within these communities, particularly in hardware stores where lead-paint focused bulletins.