

NATIONAL  
**LEAD**  
POISONING  
PREVENTION  
★ ★ ★ WEEK ★ ★ ★

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IN THE DISTRICT OF COLUMBIA

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# 2021 TOOLKIT

**#LeadFreeKids**

**#NLPPW2021**

**@DOEE\_DC**



# NATIONAL LEAD POISONING PREVENTION WEEK (NLPPW) 2021 IN THE DISTRICT OF COLUMBIA

*Get the Facts, Get Your Home Tested, Get Your Child Tested* is this year's theme for National Lead Poisoning Prevention Week (NLPPW), October 24–30, 2021. The administration of Mayor Muriel Bowser encourages individuals and organizations to join this effort to raise awareness among District residents about the need to detect and prevent exposure to lead.

Lead poisoning remains a serious health concern in the District, and children under age 6 are most at risk. Children exposed to lead-contaminated paint, dust, soil, or water may suffer irreversible problems with learning, behavior, and growth.

What's the good news? Lead poisoning is preventable.

How can you help? Use this toolkit to raise awareness with others about the importance of lead testing and prevention:

- **Get the Facts.** Learn how to protect you and your family from lead exposure. Visit [doee.dc.gov/service/lead-and-your-health](https://doee.dc.gov/service/lead-and-your-health).
- **Get Your Home Tested.** Know your rights under the District's lead law and how to hire a lead inspector or risk assessor to identify lead-based paint hazards in the home. When renovating, follow lead-safe work practices and requirements for the District. To learn more, visit [doee.dc.gov/lead](https://doee.dc.gov/lead).
- **Get Your Child Tested.** A simple blood test is the only way to know if your child has been exposed to lead. District law requires lead testing of all young children. Ask your doctor to test your child for lead at age 6 to 14 months, and again at age 22 to 26 months. An easy way to remember: Test every child, twice by two. To learn more, visit [doee.dc.gov/twicebytwo](https://doee.dc.gov/twicebytwo).

This toolkit provides you with sample messages, materials, and other resources for use to use in your workplace, place of worship, school, business, and health care facility to educate parents, grandparents, health care providers, landlords, contractors, property managers, educators, and others about the need for lead screening and prevention.

We gratefully acknowledge the U.S. Centers for Disease Control and Prevention (CDC), U.S. Environmental Protection Agency (EPA), U.S. Department of Housing and Urban Development (HUD), and their partners for their leadership on NLPPW. Some sample materials in this toolkit are from NLPPW toolkits produced by CDC, EPA, and HUD.

# NLPPW IN THE DISTRICT OF COLUMBIA

The Bowser Administration, through the District of Columbia’s Department of Energy and Environment (DOEE), is observing NLPPW with outreach activities throughout the District of Columbia.

From Sunday, October 24 through Saturday, October 30, 2021, DOEE is conducting educational outreach on social media and promoting NLPPW webinar activities hosted by The U.S. Department of Housing and Urban Development (HUD), the U.S. Environmental Protection Agency (EPA), and the Centers for Disease Control and Prevention (CDC). DOEE is also partnering with the D.C. Department of Health Care Finance on an annual reminder to health care providers of the District’s requirements for lead screening and reporting.



If you’re interested in partnering with DOEE in NLPPW activities, contact Gift Oboite-Ukpolo at (202) 535-2264 or [gift.oboite@dc.gov](mailto:gift.oboite@dc.gov).

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# NLPPW WEBINAR PROGRAM

The graphic features a central blue circle with the text "National LEAD POISONING PREVENTION Week". Three curved arrows point towards this central circle from three surrounding icons: a purple circle with a laptop and checkmark labeled "Get the Facts", a blue circle with three people labeled "Get your Child Tested", and a red circle with a house labeled "Get your Home Tested".

**24-30**  
**October**  
**2021**

**#LeadFreeKids** **#NLPPW2021**

**EPA** United States Environmental Protection Agency  
**U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT**  
**OFFICE OF LEAD HAZARD CONTROL AND HEALTHY HOMES**  
**U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES**  
**CDC** CENTERS FOR DISEASE CONTROL AND PREVENTION

[Click Here to go to NLPPW Main Page](#)

[Click Here to Download NLPPW Webinar Series Details and Instructions](#)

# SAMPLE #1: EMAIL BLAST/NEWSLETTER ARTICLE/RELIGIOUS SERVICE BULLETINS

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## It's National Lead Poisoning Prevention Week!

This year's National Lead Poisoning Prevention Week theme, "Get the Facts, Get Your Home Tested, Get Your Child Tested," focuses on the many ways parents can reduce children's exposure to lead in their environment. Lead is a metal that can cause serious health problems, particularly in young children. Exposure to lead can damage a child's brain and other vital organs. It can also create lifelong learning and behavior problems.

Did you know that the most common source of lead exposure is from lead-based paint? Housing built before 1978 often contains paint made with lead. More common household lead hazards include:

- Normal wear and tear, such as opening and shutting old windows or doors can crack and chip the paint and create lead dust.
- Children can breathe in lead dust from the air.
- Children can also swallow lead dust when they put their hands into their mouths after touching or chewing on window sills, toys, or other surfaces where lead dust has collected.

You can take simple steps to help protect your family from lead-based paint hazards in your home:

- Wash children's hands and toys often and clean floors, windowsills, and other surfaces with a damp cloth or wet mop.
- Wipe your feet on a mat or take your shoes off before you enter your home.
- Use only certified professionals trained in lead-safe work practices to paint, repair, or remodel your home.

It is also important for you to get your child tested by a doctor for possible exposure to lead. Get your child tested at least twice, between 6 months and 14 months of age and between 22 and 26 months of age. To learn more, visit [doee.dc.gov/lead](https://doee.dc.gov/lead).

## SAMPLE #2: EMAIL BLAST/NEWSLETTER ARTICLE/RELIGIOUS SERVICE BULLETINS

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### ASK YOUR DOCTOR TO TEST YOUR CHILD FOR LEAD

Most children poisoned by lead do not look or act sick. But lead exposure can lead to future medical, behavioral, and learning problems.

A blood test is the only way to know if your child is being exposed to lead.

### Get Your Child Tested!

By law, all children who live in the District of Columbia must be tested for lead at ages **6–14 months** and **22–26 months**.

If your child's lead level is high, your doctor can help you identify ways to protect your child from further lead exposure and offer treatment as needed.

Learn more at: [doee.dc.gov/twicebytwo](https://doee.dc.gov/twicebytwo).

# SOCIAL MEDIA: TWITTER AND FACEBOOK (ENGLISH)

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1. It's National Lead Poisoning Prevention Week in DC! Get your child tested and get the facts! [doee.dc.gov/twicebytwo](https://doee.dc.gov/twicebytwo) #leadfreekids #NLPPW2021 @DOEE\_DC
2. Did You Know? By law, every child in the District must be tested twice, at 6-14 months and 22-26 months of age. [doee.dc.gov/twicebytwo](https://doee.dc.gov/twicebytwo) #NLPPW2021 @DOEE\_DC
3. Did You Know? A blood test is the only way to check for lead poisoning. Remember to ask your child's doctor to test your child for lead. #NLPPW2021 @DOEE\_DC
4. Parents – ask your pediatrician to test your child's blood for lead. It's the only way to know. [doee.dc.gov/twicebytwo](https://doee.dc.gov/twicebytwo). #leadfreekids #NLPPW2021 @DOEE\_DC
5. Children under 6 years of age are most at risk for lead poisoning. Learn more: [doee.dc.gov/service/lead-and-your-health](https://doee.dc.gov/service/lead-and-your-health). #NLPPW2021 @DOEE\_DC
6. Having work done on your place? Childproof your home improvements: [doee.dc.gov/node/1279221](https://doee.dc.gov/node/1279221). #leadfreekids #NLPPW2021 @DOEE\_DC
7. Renovating? Hire only DOEE-certified lead professionals. Here's a list: [doee.dc.gov/node/20762](https://doee.dc.gov/node/20762). #leadfreekids #NLPPW2021 @DOEE\_DC
8. Before buying, renting, or renovating your home, have it checked for lead-based paint: [doee.dc.gov/node/1279221](https://doee.dc.gov/node/1279221). #leadfreekids #NLPPW2021 @DOEE\_DC
9. Worried about lead? Contact the National Lead Information Center with questions at 1-800-424-LEAD or [bit.ly/2aOFXU8](https://bit.ly/2aOFXU8). #leadfreekids #NLPPW2021 @DOEE\_DC
10. Tip of the Day: Renovate Right! Make sure you've hired the right folks to do work in your home! Here's how: [doee.dc.gov/node/1279221](https://doee.dc.gov/node/1279221)
11. Did you know? As a tenant, you have rights regarding lead safety. #leadfreekids #NLPPW2021 @DOEE\_DC. Find out more: [doee.dc.gov/node/7952](https://doee.dc.gov/node/7952)
12. Did you know? As a landlord, you must disclose any lead-paint hazards to your tenants. #leadfreekids #NLPPW2021 @DOEE\_DC Find out more: [doee.dc.gov/node/8022](https://doee.dc.gov/node/8022)
13. Did you know? Parents in certain industries may bring lead home from work. Shower, change your clothes, and wipe your shoes. #leadfreekids #NLPPW2021 @DOEE\_DC Learn more: [cdc.gov/nceh/lead/tips.htm](https://cdc.gov/nceh/lead/tips.htm)
14. Tip of the Day: "RENOVATE RIGHT" to reduce the risk of lead exposure. #leadfreekids #NLPPW2021 @DOEE\_DC How? Download the DOEE tip sheet here: [doee.dc.gov/publication/renovate-right-tip-sheet-preventing-lead-exposure](https://doee.dc.gov/publication/renovate-right-tip-sheet-preventing-lead-exposure)



## SOCIAL MEDIA: TWITTER Y FACEBOOK (ESPAÑOL)

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1. ¡Estamos en la Semana Nacional de la Prevención del Envenenamiento por Plomo del DC! ¡Haga que su niño sea examinado y conozca los hechos! [doee.dc.gov/twicebytwo](https://doee.dc.gov/twicebytwo) #leadfreekids #NLPPW2021 @DOEE\_DC
2. ¿Sabía que, por ley, cada niño en el Distrito tiene que ser examinado dos veces? A los 6-14 meses y a los 22-26 meses. [doee.dc.gov/twicebytwo](https://doee.dc.gov/twicebytwo) #NLPPW2021 @DOEE\_DC
3. ¿Sabía que un examen de sangre es la única forma de detectar el envenenamiento por plomo? Recuerde pedirle a su médico que examine a su hijo. #NLPPW2021 @DOEE\_DC
4. Padres: pídanle a su pediatra que examine el nivel de plomo en la sangre de su hijo. Es la única manera de estar seguros. [doee.dc.gov/twicebytwo](https://doee.dc.gov/twicebytwo) #leadfreekids #NLPPW2021 @DOEE\_DC
5. Los niños menores de 6 años están en mayor riesgo de envenenamiento por plomo. Conozca más: [doee.dc.gov/service/lead-and-your-health](https://doee.dc.gov/service/lead-and-your-health). #NLPPW2021 @DOEE\_DC
6. ¿Está remodelando su hogar? Asegúrense de que sus renovaciones sean seguras para los niños: [doee.dc.gov/node/1279221](https://doee.dc.gov/node/1279221). #leadfreekids #NLPPW2021 @DOEE\_DC
7. ¿Renovando? Contrate solamente profesionales certificados por DOEE. Consulte esta lista: [doee.dc.gov/node/20762](https://doee.dc.gov/node/20762)#leadfreekids #NLPPW2021 @DOEE\_DC
8. Antes de comprar, alquilar o renovar su casa, hágala revisar para ver si tiene pintura a base de plomo: [doee.dc.gov/node/1279221](https://doee.dc.gov/node/1279221)#leadfreekids #NLPPW2021 @DOEE\_DC
9. ¿Preocupado por el plomo? Si tiene preguntas, póngase en contacto con el Centro Nacional de Información sobre el Plomo al 1-800-424-LEAD o en [bit.ly/2aOFXU8](https://bit.ly/2aOFXU8) #leadfreekids #NLPPW2021 @DOEE\_DC
10. Consejo del día: ¡Renovar correctamente! Asegúrese de contratar trabajadores certificados para trabajar en su hogar. Consulte aquí: [doee.dc.gov/node/1279221](https://doee.dc.gov/node/1279221)
11. ¿Sabía que, como inquilino, tiene derechos respecto a la seguridad del plomo? #leadfreekids #NLPPW2021 @DOEE\_DC. Obtenga más información en: [doee.dc.gov/node/7952](https://doee.dc.gov/node/7952)
12. ¿Sabía que, como propietario, debe revelar a sus inquilinos cualquier peligro de pintura con plomo? #leadfreekids #NLPPW2021 @DOEE\_DC. Obtenga más información en: [doee.dc.gov/node/8022](https://doee.dc.gov/node/8022)
13. ¿Sabía que los padres que trabajan en ciertos sectores pueden llevar plomo a casa desde el trabajo? Báñese, cámbiese de ropa y límpiense los zapatos. #leadfreekids #NLPPW2021 @DOEE\_DC. Más información: [cdc.gov/nceh/lead/tips.htm](https://cdc.gov/nceh/lead/tips.htm)
14. Consejo del día: "RENOVAR CORRECTAMENTE" para reducir el riesgo de exposición al plomo. #leadfreekids #NLPPW2021 @DOEE\_DC ¿Cómo? Descargue la hoja de consejos de DOEE aquí: [doee.dc.gov/publication/renovate-right-tip-sheet-preventing-lead-exposure](https://doee.dc.gov/publication/renovate-right-tip-sheet-preventing-lead-exposure)



# LEAD IN THE ENVIRONMENT: SOCIAL MEDIA (ENGLISH)



## LEAD IN THE ENVIRONMENT

Lead is naturally occurring; it can be found in all parts of our environment. Lead-contaminated dust and particles can be found in the air, the soil, the water, or the ground surfaces where people walk and play. When lead is ingested, it is toxic and harmful to humans, even in small amounts.

Outdoors, children can be exposed to lead while playing near bare soil in yards or on contaminated playground surfaces. Some of the lead in soil comes from historic uses of leaded gasoline. Soil and playground surfaces can also become contaminated from deteriorating lead-based paint on the outside of nearby buildings, or from building renovations or demolitions.

1. Lead exposure is a difficult legacy of most urban environments, by understanding, identifying, and safely removing sources of lead in the environment, we can help ensure the long-term health of all our residents. #NLPPW2021 #leadfreekids
2. Prevent hand-to-mouth contact such as eating and drinking while on open soil and play surface materials. Do not put any playground materials in your mouth. #NLPPW2021 #leadfreekids
3. Ensure children wash hands and face with soap and water, and wipe shoes after leaving playgrounds or other areas where bare soil is present. #NLPPW2021 #leadfreekids
4. Carefully remove and wash visibly dirty clothing; do not shake dust off of clothes in enclosed rooms. #NLPPW2021 #leadfreekids
5. Avoid tracking contaminated soil into your home. Make sure everyone leaves their shoes at the door when entering your home. #NLPPW2021 #leadfreekids
6. Place doormats outside and inside all entryways to trap dirt and dust. #NLPPW2021 #leadfreekids
7. Lead is naturally occurring; it can be found in all parts of our environment. Lead-contaminated dust and particles can be found in the air, the soil, the water, or the ground surfaces where people walk and play. #NLPPW2021 #leadfreekids

[Download the full Lead in The Environment One-Pager Here](#)

# SAMPLE PRESS RELEASE

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(Insert contact for media inquiries)

## National Lead Poisoning Prevention Week, October 24–30, 2021

### Raising Awareness about Lead Screening and Prevention in the District of Columbia

Lead poisoning remains a serious health concern in the District of Columbia, and children under 6 years of age are most at risk. There is no known safe level of lead exposure. Even low levels of childhood lead exposure may cause lifelong health, learning, and behavior problems.

Lead-based paint and lead-contaminated dust are major sources of lead exposure for children. Many homes in the District were built before 1978 and have lead-based paint. Workers, such as painters, laborers, or contractors, can also bring lead dust home on their work clothes and shoes. In addition, lead can also be found in soil and drinking water.

Despite the continued presence of lead in the environment, lead poisoning is preventable. To increase awareness in the District about the need to detect and prevent exposure to lead, the (insert the name of your organization or group here), along with the District of Columbia Department of Energy and Environment, Centers for Disease Control and Prevention, U.S. Environmental Protection Agency, and U.S. Department of Housing and Urban Development, is participating in National Lead Poisoning Prevention Week (NLPPW), October 24–30.

(Insert paragraph and quote here about your lead poisoning prevention activities.)

This year's NLPPW theme is "Lead-Free Kids for a Healthy Future." (Insert organization name) is spreading the word about simple things you can do to help protect your family from lead:

- **Get Your Home Tested.** Know your rights under the District's lead law and how to hire a lead inspector or risk assessor to identify lead-based paint hazards in the home. When renovating, follow lead-safe work practices and requirements for the District. To learn more, visit [doee.dc.gov/lead](https://doee.dc.gov/lead).
- **Get Your Child Tested.** A simple blood test is the only way to know if your child has been exposed to lead. District law requires lead testing of all young children. Ask your doctor to test your child for lead at age 6 to 14 months, and again at age 22 to 26 months. An easy way to remember: Test every child, twice by two. To learn more, visit [doee.dc.gov/twicebytwo](https://doee.dc.gov/twicebytwo).
- **Learn about Drinking Water.** To request a free lead test kit, contact DC Water at (202) 612-3440 or [leadtest@dcwater.com](mailto:leadtest@dcwater.com). Remember to use only cold water for drinking and cooking. To learn more, visit [dcwater.com/lead](https://dcwater.com/lead).

For more information, contact (insert your organization contact information here) or call the National Lead Information Center toll-free hotline at 1-800-424-LEAD (5323).

# ONLINE RESOURCES

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## Families

- Protect Your Family From Lead in Your Home: [epa.gov/sites/production/files/2017-06/documents/pyf\\_color\\_landscape\\_format\\_2017\\_508.pdf](https://www.epa.gov/sites/production/files/2017-06/documents/pyf_color_landscape_format_2017_508.pdf)
- Fight Lead Poisoning with a Healthy Diet: [epa.gov/sites/production/files/2014-02/documents/fight\\_lead\\_poisoning\\_with\\_a\\_healthy\\_diet.pdf](https://www.epa.gov/sites/production/files/2014-02/documents/fight_lead_poisoning_with_a_healthy_diet.pdf)
- The Lead-Safe Certified Guide to Renovate Right: [epa.gov/sites/production/files/documents/renovaterightbrochure.pdf](https://www.epa.gov/sites/production/files/documents/renovaterightbrochure.pdf)
- Lead and your health: [doee.dc.gov/service/lead-and-your-health](https://doee.dc.gov/service/lead-and-your-health)

## Familias

- Proteja a Su Familia Contra el Plomo en el Hogar: [epa.gov/sites/production/files/2017-06/documents/pyf\\_landscape\\_color\\_spanish\\_2017.pdf](https://www.epa.gov/sites/production/files/2017-06/documents/pyf_landscape_color_spanish_2017.pdf)
- Combata el Envenenamiento con Plomo con una dieta saludable: Consejos para prevenir el envenenamiento con plomo: [epa.gov/sites/production/files/documents/nutritionsp.pdf](https://www.epa.gov/sites/production/files/documents/nutritionsp.pdf)
- Guia De Practicas Acreditadas Seguras Para Trabajar Con El Plomo Para Remodelar Correctamente: [epa.gov/sites/production/files/documents/renovaterightbrochure-esp.pdf](https://www.epa.gov/sites/production/files/documents/renovaterightbrochure-esp.pdf)

## Additional ways you can take action on lead at home:

- Hire a lead inspector or risk assessor to identify lead-based paint hazards. Find one at: [doee.dc.gov/publication/lead-based-paint-consultant-companies](https://doee.dc.gov/publication/lead-based-paint-consultant-companies).
- Call DC Water at (202) 612-3440 or email [leadtest@dcwater.com](mailto:leadtest@dcwater.com) and request a free lead test kit to find out if there is lead in your water.
- Check your eligibility for the Lead Pipe Replacement Assistance Program at [doee.dc.gov/service/leadlinereplacement](https://doee.dc.gov/service/leadlinereplacement).

## Owners, Landlords, Agents, and Managers of Rental Property

- Follow District regulations regarding lead disclosure and other required forms, lead-safe work practices, certification, and training. Learn more at [doee.dc.gov/lead](https://doee.dc.gov/lead).
- Locate federal regulations, Renovate Repair and Painting information, forms, and training at [epa.gov/lead](https://www.epa.gov/lead).