



Childhood LEAD POISONING PREVENTION

A PROGRAM OF THE KANSAS DEPARTMENT OF HEALTH AND ENVIRONMENT



2023 Childhood Lead Poisoning Prevention Social Media Toolkit

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Introduction

This toolkit is designed to assist partner organizations in the development of social media messaging and associated communications about childhood lead poisoning and prevention. This information is provided as a general overview regarding lead poisoning and prevention to present key messaging ideas for basic communication purposes only.

Primary Audience

1. Targeted Populations (i.e. parents of children under 6 years of age, pregnant women, adults who are exposed to lead through their occupations or hobbies, refugees, and recent immigrants)
2. Targeted Population Providers
3. Social Media Audience

Lead Poisoning Information

1. What is lead?

- a. Lead is a naturally occurring metal substance.
- b. It is an additive that was heavily used in paints, gasoline, and other products prior to 1978.
- c. Lead is now banned from being used in most products due to its toxic effects.

2. Where can lead be found?

- a. Paints
 - Lead-based glazed or painted dishware
 - Lead-based paint dust that is a result of paint deterioration over time
 - Non-residential or commercial paints
- b. Occupational
 - Lead smelting, mining, and extraction
 - Manufacturing products containing or coated with lead (i.e. batteries, bullets, circuits, metal parts)

- Lead abatement, cleanup, and renovation
- Demolition of buildings and structures
- Welding and metal cutting
- c. Hobbies
 - Ammunitions reloading and indoor firing ranges
 - Use of lead weights in fishing
 - Stained glass making using lead solder
 - Applying lead-based glazes to ceramics
 - Conducting home renovation in structures built prior to 1978
- d. Items imported from other countries
 - Candy
 - Dishware
 - Folk remedies and alternative therapies (i.e. Alarcon, coral, liga, bali goli, kandu, alkohol, surma, azarcon, greta)
 - Jewelry
 - Makeup
 - Spices
- e. Soil
 - Soil around houses with deposited lead-based exterior paint
 - Soil located in the area of heavily trafficked roadways
- f. Water
 - Contaminated drinking water
 - Lead service lines
 - Solder or other sources
 - Well water on occasion

3. How are people exposed?

The most common route of exposure is ingestion through the mouth, followed by inhalation through the nose and mouth.

- a. Children
 - Children are most at risk for the harmful effects of lead exposure due to their small body mass and the fact that they are still developing. This means they don't need as much exposure to the lead for it to have a harmful effect.
 - Young children that are crawling and spending time on the floor are more likely to be exposed to dirt and dust that could be contaminated with lead or from lead-based paint deterioration.

- Young children are more likely to put their hands and objects in their mouths that might contain lead.
- b. Adults
- Exposure can occur through work depending on occupation.
 - Residual lead dust can be brought into the home on clothing and deposited in vehicles.
 - Certain hobbies can result in exposure or contact with lead such as indoor firing ranges with poor ventilation.

4. How to know when lead exposure has occurred?

- a. The only way to know for sure if someone has been exposed to lead is to get a blood lead test.
- b. Those concerned about the potential risk factors for lead should talk with their health care provider.
- A provider may conduct a screening or risk factor questionnaire that will ask questions about ways someone or their child may have been exposed.
 - A screening test can be performed, which is a capillary blood test, and is usually a finger stick. If the test results for blood lead are elevated, a venous blood draw will be done to confirm the levels of lead in the blood.

5. What are the effects of lead exposure?

- a. Low levels of lead exposure may show no symptoms.
- b. Even low levels of lead exposure can affect attention, language, memory, and cognitive flexibility.
- c. Studies have suggested that low levels of lead in the blood can result in cardiovascular, immunological, and endocrine effects.
- d. Lead exposure can also cause reproductive problems, hypertension, renal problems, and anemia.
- e. The adverse health effects of lead exposure can be permanent.

6. How can lead exposure be prevented?

- a. Utilize safe cleaning practices.
 - Wet mopping or wet wiping floors, porches, and window sills.
 - Use a vacuum with a HEPA filter.
 - Wash hands after cleaning.
 - Clean the residence weekly or when dust and dirt start to gather.
- b. Use a water filter that is certified to remove lead if you are unsure about the quality of your home plumbing.
 - Run water from the tap to flush the pipes before drinking or cooking with the water if it hasn't been used recently.
- c. Take shoes off before going into the house.
- d. Eat a diet high in calcium iron, and vitamin C.
- e. Wash lead-soiled clothing separately from other clothing if a family member works or has hobbies that deal with lead.
- f. Keep all items used in a lead-based hobby or job away from children and family members.
- g. Paint over peeling or chipping paint.
- h. Use a certified Repair and Remodeling Professional when making updates to your home.
 - For a list of Kansas certified lead professionals, click [here](#).

Key Message Areas

1. If a child has risk factors for lead poisoning, it is important to get a blood lead test. The only way to know if someone has been poisoned by lead is to get a blood test.
2. Most of the time there are no visible symptoms of lead poisoning.
3. Even low levels of lead in blood have been shown to affect IQ, delay development, cause behavioral problems, and cause other serious health effects.
4. Pregnant mothers who have high levels of lead can pass it to their unborn baby and to their newborn through breastfeeding.
5. The impact of lead poisoning on the body can be reduced by eating nutritious foods rich in calcium, iron, and vitamin C. Calcium can be found in milk, yogurt, cheese, and leafy greens such as spinach. Iron can be found in foods like beans, lean red meats, peanut butter, and fortified cereals. Vitamin C can be found in oranges, green and red peppers, broccoli, and juices.
6. Most lead exposure comes from lead-based paints in homes that have started to chip or deteriorate into dust in the home.

7. Parents and guardians who work in lead-related industries, or who have hobbies that might expose them to lead, should take extra precautions to reduce exposure.

Community Calls-To-Action

The overall purpose of creating content on lead poisoning is to call the community to action. Getting the facts, testing children for lead, and testing homes for lead are the three keys to reducing exposure.

Below are a few things that you can do to ensure those three things occur:

1. Provide the facts about lead poisoning.
2. Understand the harmful effects that lead poisoning can have on the body and developmental growth and refer to community services when available.
3. Provide ways to prevent lead exposure.
4. Understand that a blood lead test is the only way to know for sure what blood lead levels are.
5. Provide sources for more information on lead poisoning and prevention.

Hashtags

1. #LeadAware
2. #LeadPoisoning
3. #ChildhoodLead
4. #LeadFreeKids
5. #Test4Lead
6. #PoweredByTracking

Social Media Messaging Best Practices

When conveying any message or information to an audience, it is important to ensure certain steps are taken. This will not only help increase engagement from those that are seeing your content, but it will help that content hold up over time. There are a few best practices that will ensure you get the most out of your social media posts.

When creating social media content, it should be...

- Relevant, useful, and interesting
- Easy to understand and share
- Friendly, conversational, and engaging
- Action-oriented

Here is a closer look at each one of these...

1. Relevant

- Many people want to know if information matters to them personally. Keeping that in mind, relevant information can be based on...
 - Time
 - Geography
 - Audience
 - Interests

2. Useful

- Make information useful by suggesting logical steps or giving convincing statistics and findings. This may help increase changes in behavior and inspire learning.

3. Interesting

- People are much more likely to pay attention to content when it piques their curiosity.

4. Easy to understand and share

- Make sure that you use plain language in crafting your messages.
- Put the intriguing information at the beginning of the post.
- Keep messages short but relevant.

5. Friendly, conversational, and engaging

- Social media overall has a more informal tone compared to other communication methods but maintains a professional balance.
 - Use contractions (can't, don't, haven't).
 - Write in first or second person (I, we you).
 - Avoid casual language (y'all, ain't, you guys).
 - Avoid abbreviations and slang (UR for "you are").

6. Action-Oriented

- Use action verbs such as “learn,” “watch,” or “join.”
- Always try to include a link that contains more details to the content you are referring to.
- Use ALL CAPS very minimally.

Social Media Messaging Ideas

1. Caption/Tweet:

Is your family ready for going back to school? Yearly child wellness checks are a great time to talk with your doctor about a blood lead test. #Test4Lead #LeadFreeKids

2. Caption/Tweet:

If your house was built before 1978, it is likely to contain lead-based paint. Regular cleaning and a fresh coat of paint can prevent a dust hazard. #LeadAware

3. Caption/Tweet:

Did you know there is NO safe level of lead exposure for children? Learn more about prevention and lead testing at <https://www.kdhe.ks.gov/1107/Childhood-Lead-Poisoning-Prevention>. #LeadFreeKids

4. Caption/Tweet:

Did you know eating nutritious foods that are high in iron, calcium, and vitamin C can reduce the impact of lead poisoning on the body? #LeadFreeKids

5. Caption/Tweet:

Did you know you might be consuming lead and not even know it? Always ensure hand washing is done before eating. To be #LeadAware visit <https://www.kdhe.ks.gov/1107/Childhood-Lead-Poisoning-Prevention>.

6. Caption/Tweet:

Imported spices can increase your risk of lead poisoning. Shop locally for your spices to keep you and your family safe. #LeadPoisoning #LeadAware

7. Caption/Tweet:

Did you know that lead exposure can affect nearly every system of the body and the symptoms are not noticeable? The only way to know if you or your family have been exposed to lead is to get tested. #Test4Lead #LeadFreeKids

8. Caption/Tweet:

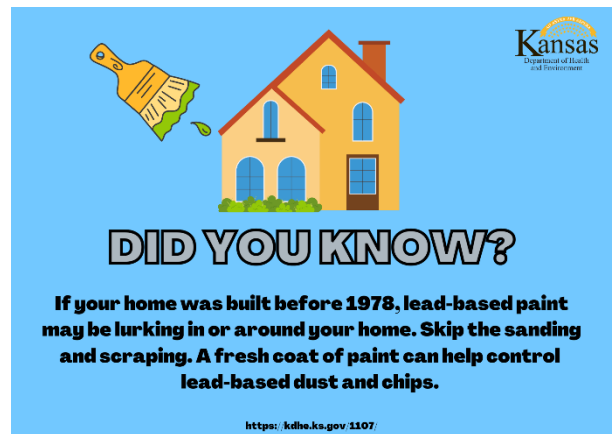
If you work in an industry that handles lead or enjoy a hobby like target shooting, fishing, or ceramics, make a plan to get tested for lead! #LeadPoisoning #Test4Lead

9. Caption/Tweet:

Is your home lead safe? #LeadPoisoning is about more than paint and water. Find the checklist at <https://keap.kdhe.ks.gov/Ephtm/PortalPages/ContentData?CID=128>. #PoweredByTracking

Graphics

To save these graphics click [here](#), then right click on each graphic and click “Save as Picture” to download.



Downloadable Outreach Materials

Below are examples of downloadable materials that are free to use for various outreach activities. These outreach activities may come in the form of social media, posters being hung in offices and waiting rooms, flyers physically handed out to the community via events or meetings, or in the form of mailing directly to addresses. The Kansas Environmental Public Health Tracking Program is continuously updating these materials to ensure that the most current information is available.

Please visit the [Kansas Environmental Public Health Tracking Program \(Tracking\)](#) to view and download all materials.

- Childhood Blood Lead Poisoning Prevention Flyer
- Blood Lead Poisoning Prevention Postcard
- Blood Lead Poisoning Prevention Provider FAQ
- Childhood Blood Lead Exposure Factsheet
- Clinical Management Factsheet
- Clinical OBGYN Blood Lead Factsheet
- Heavy Metals and Nutrition Flyer
- Pregnancy and Blood Lead Poisoning Flyer

For further assistance, please email either of the addresses listed below:

- **Childhood Lead Poisoning Prevention Program:**
kdhe.leadlabreporting@ks.gov
- **Kansas Environmental Public Health Tracking Program:**
kdhe.ksepht@ks.gov

Additional Resources

- [Kansas Childhood Lead Poisoning Prevention Program](#)
- [Kansas Environmental Public Health Tracking Program](#)
- [Kansas Healthy Homes and Lead Hazard Prevention Program](#)
- [Federal Action Plan to Reduce Childhood Lead Exposures and Associated Health Impacts](#)
- [CDC Childhood Lead Poisoning Prevention Program](#)
- [EPA Lead Website](#)

References

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Centers for Disease Control and Prevention. (2022). Communication Resources: CDC's Recommended Terminology When Discussing Children's Blood Lead Levels. Retrieved December 14, 2022, from <https://www.cdc.gov/nceh/lead/resources/communication-resources.html>