

Childhood Lead Task Force
Public Information Subcommittee

Goal #1: Initiate a general education campaign directed at parents, rental property owners, child care providers, and the general community to raise awareness of lead poisoning in Galveston and its impact on the community. This campaign would include things families and individuals can do now in order to prevent lead poisoning.

Activities:

- Provide appropriate educational material to the community
- With whole task force approval contact Families, Children and Youth Board with a request they adopt this goal as an immediate community priority.
- Explore various community based outreach/education methods that would utilize community participants in educational efforts.
- Explore the possibility of assembling inexpensive cleaning kits that could be distributed in "hot spots" allowing residents to lessen the risk of lead contaminations. An initial goal of 100 kits was discussed.
- Support request for NIH funding of LEADSS (Lead Education for Action to Develop Systemic Solutions) project which is designed by partners UTMB and St. Vincent's House. The project would develop messages that address the persistent problem with lead exposure in young children who reside in old housing in Galveston

Performance Measures:

- Effective marketing
- Support of residents in targeted neighborhoods and entire community
- Successful support from community partners such as Children and Youth Board, service groups, etc.

Barriers:

- Funding
- Language
- Community buy-in
- ???

Goal #2: A larger campaign for action utilizing things such as local municipal television channel, billboards, newspapers, etc. to build support for possible changes needed in the community to strengthen lead abatement efforts.

Activities:

- Provide a wide variety of appropriate educational material to the community using all available media and other resources
- Stimulate participation from media in helping effectively address the issue of lead poisoning in Galveston
- Support request for NIH funding of LEADSS which would develop and test innovative messages to inform the public about the high prevalence of young children with elevated blood lead levels in Galveston
- Pull in as many PR professionals as possible to talk about the community message and develop a media strategy
- Examine current ordinances and look at possible need to revise or strengthen them.

Performance Measures:

- Local government buy-in and support
- Buy-in and support from community partners, and property owners

Barriers:

- Funding
- Community buy-in
- ???

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