**SAMPLE MEDIA ADVISORY**

**National Lead Poisoning Prevention Week is October 23-29, 2016**

Nearly half a million children living in the United States have elevated blood lead levels that may cause significant damage to their health, estimates the Centers for Disease Control and Prevention (CDC). The estimate is based on children with a blood lead level of 5 micrograms per deciliter or higher using data from national surveys conducted in 2007-2008 and 2009-2010. Major sources of lead exposure to U.S. children include lead-based paint and lead-contaminated dust in deteriorating buildings. Children can also be exposed to lead from additional sources including contaminated drinking water, take-home exposures from a workplace, and lead in soil.

Despite the continued presence of lead in the environment, lead poisoning is entirely preventable. (If desired, insert quote here from public health official regarding the status of lead poisoning prevention efforts in this area.)

To increase awareness of childhood lead poisoning prevention, the (insert health dept name here), along with CDC, the U.S. Environmental Protection Agency, and the U.S. Department of Housing and Urban Development, is participating in National Lead Poisoning Prevention Week (NLPPW) October 23-29.

This year's NLPPW theme, "Lead-Free Kids for a Healthy Future," underscores the importance of testing your home, testing your child, learning about drinking water, and learning how to prevent lead poisoning’s serious health effects.

In observance of NLPPW, events such as state proclamations, free screenings, lead-awareness community events, and educational campaigns will be conducted nationwide.

* Add details about local NLPPW activities.
* Insert another quote from your organization if desired.

Parents can reduce a child’s exposure to lead in many ways. Here are some simple things you can do to help protect your family:

1. Get Your Home Tested. Before you buy an older home, ask for a lead inspection.
2. Get Your Child Tested. Even if your young children seem healthy, ask your doctor to test them for lead.
3. Learn About Drinking Water. Water pipes in some older homes may contain lead solder where lead may leach out into the water. Learn more about lead in drinking water [here](http://www.cdc.gov/nceh/lead/leadinwater/default.htm).
4. Understand the Facts!Your local health department can provide you with helpful information about preventing childhood lead poisoning. Contact them at (insert phone number) or (website address).

For more information, contact (insert your organization contact information here) or call 1-800-424-LEAD.

**Media Contacts**

Local Health Department

Phone number

E-mail address