

Lead Poisoning Prevention Week: Making an Impact!

Presented by:

National Center for Healthy Housing

National Safe and Healthy Housing Coalition

National Center for
HEALTHY HOUSING

@nchh #FindFixFund

bit.ly/FindFixLEAD


National Safe and Healthy
Housing Coalition

#SHHcoalition

Building Momentum with Social Networks

Social Media for Greater Impacts

National Center for
HEALTHY HOUSING

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Consultant, NSHHC – Grassroots and Media
Outreach Workgroup –Co-chair

Importance of Social Media in Social Advocacy



Encouraged

Social Media at EPA

EPA uses social media technologies and tools to share information for everyone to gain a better understanding of environmental conditions and solutions. We make every effort to observe requirements related to federal activities, such as transparency, public process, or privacy. EPA doesn't endorse any particular social media site or technique.

Encouraged



- › Blogs and Discussion Forums
- › Challenge.gov
- › Facebook
- › Flickr
- › Foursquare
- › Google+
- › Instagram
- › Medium
- › Pinterest
- › Podcasts
- › RSS Feeds
- › Storify
- › Thunderclap
- › Twitter
- › Widgets
- › Wikis
- › YouTube

Encouraged

Social Media Directory



At HUD, we strive to educate and keep the American people informed about the Department's mission to create strong, sustainable, inclusive communities and quality affordable homes for all, so we're continuously expanding our online effort.

Encouraged

HUD.GOV

U.S. Department of Housing and Urban Development

Secretary Julián Castro

Department

U.S. Department of Housing and Urban Development



El Departamento de Vivienda y Desarrollo Urbano de EE. UU.



Secretary Castro

Follow Secretary Julián Castro on **Facebook**, **Twitter** and **Instagram**



Initiatives

ConnectHome



Program Offices

Office of Community Planning and Development

Office of HIV/AIDS Housing



Office of Departmental Equal Employment Opportunity



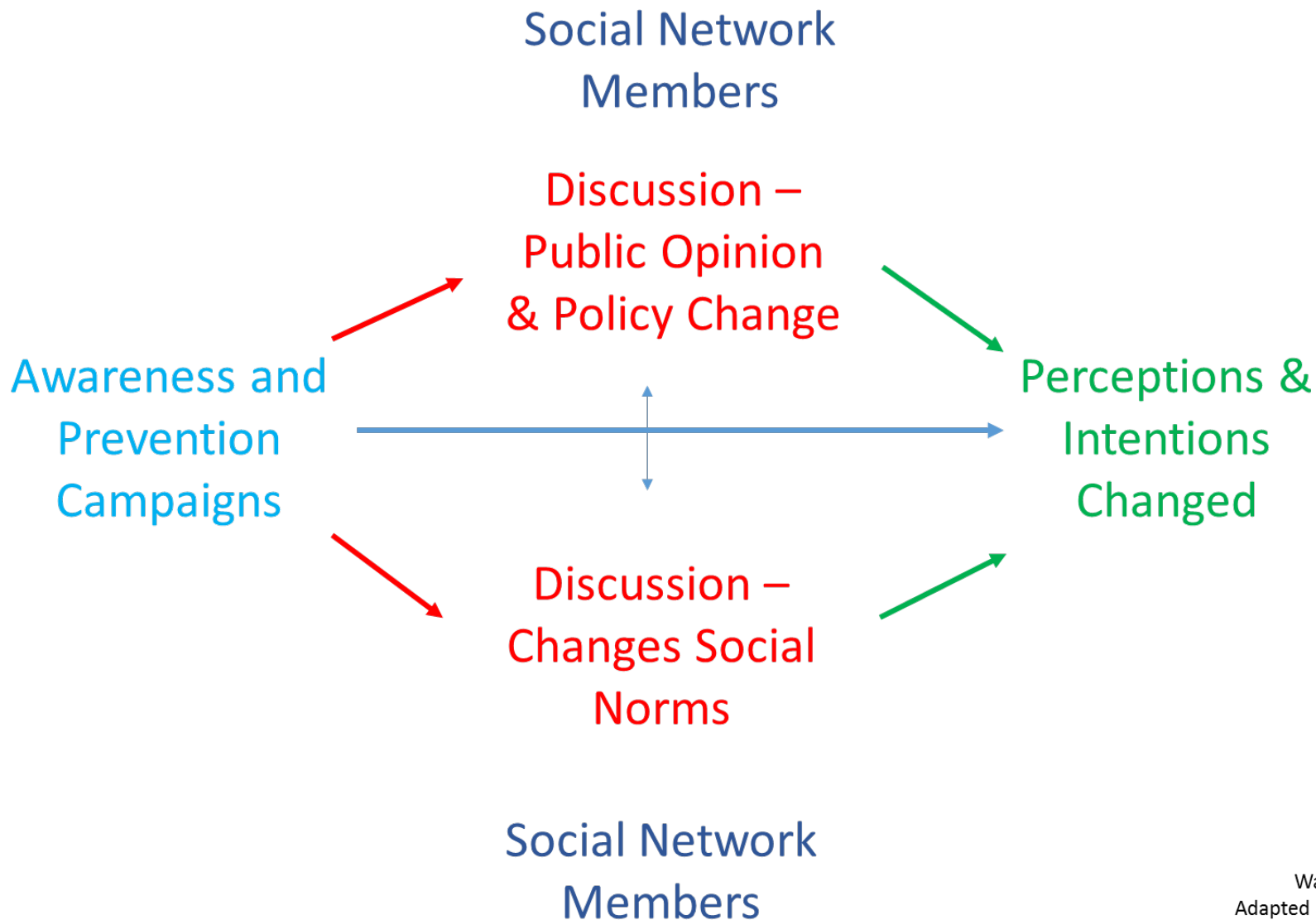
Office of Housing/Federal Housing Administration

National Center for
HEALTHY HOUSING

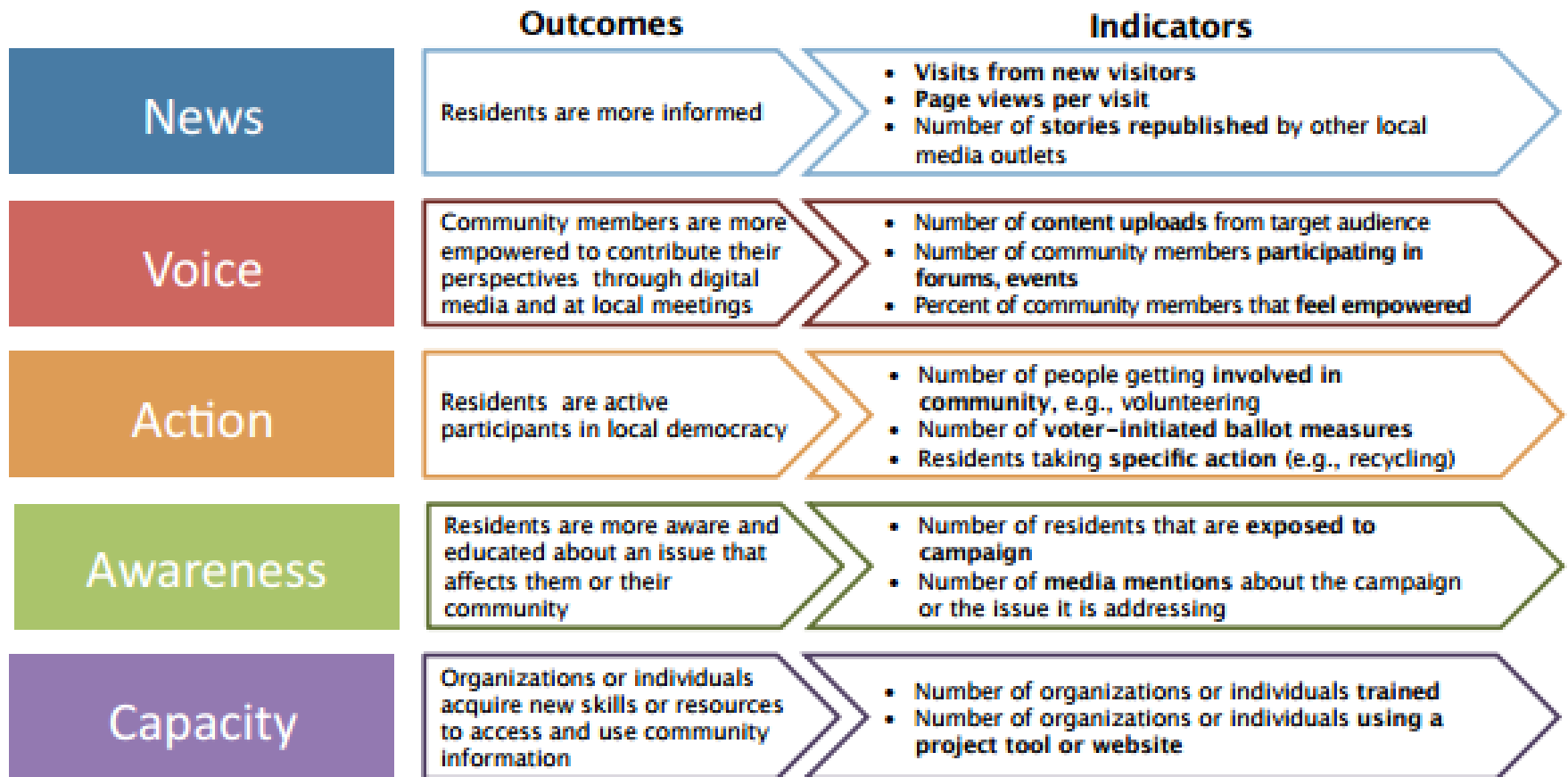
@nchh #FindFixFund


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Wakefield et al (2010)
Adapted from: Yanovitsky & Stryker
Communication Research



Knight Foundation – IMPACT: A Practical Guide to Evaluating Community Information Projects

Lead Poisoning Prevention Week – 2016

October 23–29, 2016

National Lead Poisoning Prevention Week

The National Lead Poisoning Prevention Week theme, "Lead-Free Kids for a Healthy Future," focuses on the many ways parents can reduce a child's exposure to lead and prevent its serious health effects. EPA, along with the U.S. Department of Housing and Urban Development (HUD) and Centers for Disease Control (CDC), promote educational activities during the week, and this year we've added a focus on lead in drinking water.



Had an event? Tell us more!

[Share information about your event with others worldwide by registering your activity.](#) [Exit](#)

HASHTAGS

#FINDFIXFUND

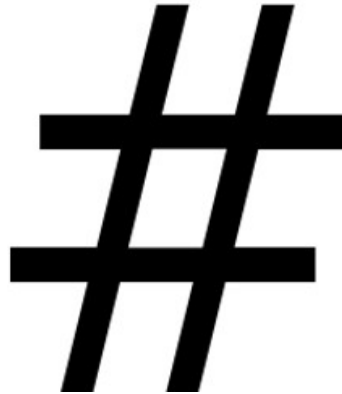
#LEADFREEKIDS

#LEADPOISONING

#LPPW2016

#FindFixFund

WHAT IS A HASHTAG?



2015 Outcomes

3rd Annual International Lead Poisoning Prevention Week (ILPPW) 25-31 October 2015

WHO/FWC/PHE/ILPPW 2015



International Lead Poisoning Prevention Week 2015

The third International Lead Poisoning Prevention Week (ILPPW) took place on 25-31 October 2015.

Events took place in 87 cities in 39 countries - ranging from art competitions, statements of support and public demonstrations, to policy debates, workshops and scientific conferences. These events were organized by non-governmental organizations, academic institutions, government ministries and paint manufacturers. Events took place in schools, universities, shopping centres, community centres and on the street. Social media were widely used to spread the message.

This week of action is an initiative of the Global Alliance to Eliminate Lead Paint and events were supported by partners in the Alliance including the US Environmental Protection Agency (EPA), US Centers for Disease Control and Prevention (CDC), IPEN, the United Nations Environment Programme (UNEP) and the World Health Organization (WHO). Funding support for the global campaign from the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety, is gratefully acknowledged.

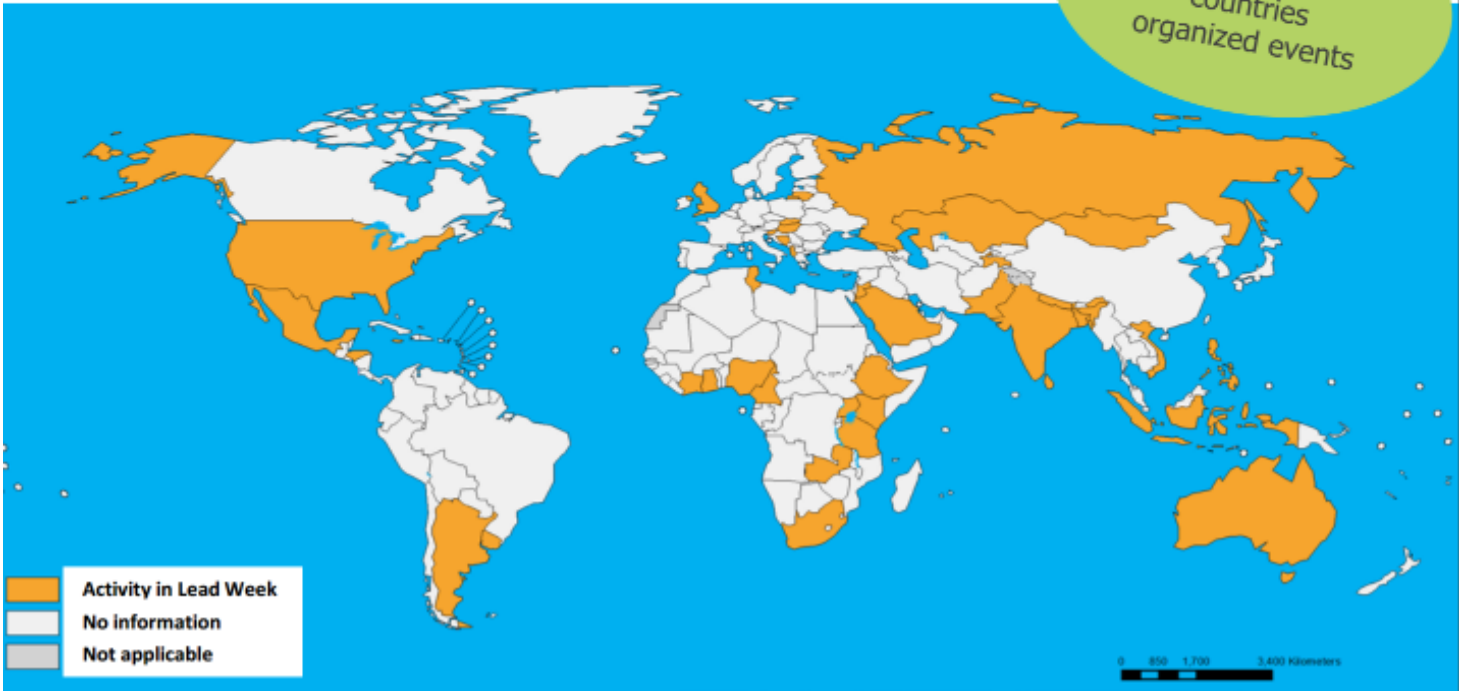
Join the next campaign on 23-29 October 2016



Why have an ILPPW?

The International Lead Poisoning Prevention Week (ILPPW) aims to raise awareness of the need for action to address the human health effects of exposure to lead, especially in relation to children. During the week, a range of activities take place around the world, organized by various groups including government departments, academia and civil society. A particular focus of the campaign week is to urge further action by governments, industry and consumers to eliminate lead paint, and to highlight the efforts of countries and partners to prevent childhood lead poisoning.

87 cities in 39 countries organized events



http://www.who.int/ipcs/lead_campaign/Report_ILPPW2015_25Jan16.pdf?ua=1

Using social media

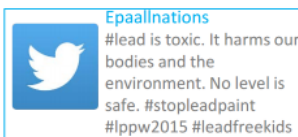
Social media including Twitter, Facebook and Instagram were actively used during ILPPW.



Facebook post by the Green & Healthy Homes Initiative in the USA (above).

Eco Ethics Kenya initiated a Read-Lead social media campaign to sensitize the public on the effects of lead exposure and to appeal to market leaders in the paint industry to uphold best practices in lead-free production and supply chains.

In Wales and the Midlands in the UK, social media campaigns raised awareness about lead in drinking water as many homes still have lead service pipes.



Twitter message from US EPA (above).

BaliFokus in Indonesia used Twitter to spread the message about avoiding lead paint in houses. They also conducted a lead poisoning awareness survey.

An interactive "Twitter Town-hall" session was organized in the USA by the EPA, Department of Housing and Urban Development, and Centers for Disease Control and Prevention, where Twitter users from all over the world could ask questions to experts using the hashtag #LeadChat2015.



Facebook message on the risks of lead exposure posted by the National Environment Management Authority in Uganda (above).



The Childhood Lead Poisoning Prevention Program in Michigan, USA, warns about the potential dangers of face paint (above).

The Department of Health in Ohio, USA, featured a Facebook campaign that focused on home renovators, painters, and do-it-yourself type projects.

Other topics discussed via social media included the health effects of lead poisoning, the importance of childhood lead screening and home inspections for older houses.

The three official campaign hashtags were:
#LEADFREEKIDS
#LPPW2015
#STOPLEADPAINT

Analysis of social media

An analysis of social media activity in the period of 7 October to 6 November showed that the hashtag #LPPW2015 had 331 mentions, #leadfreekids had 282 mentions and, #STOPLEADPAINT had 72 mentions. EPAallnations was the most active social media author, followed by UNEPRussian.

Community Forums



Video Streaming



Community Forums



Examples of Online Engagement

Nearly 4 Million Views in 2 Weeks





Julián Castro @SecretaryCastro · Sep 13

Here's how HUD is protecting domestic violence survivors against housing discrimination →

portal.hud.gov/hudportal/HUD? ...

HUDgov



Julián Castro @SecretaryCastro · Sep 6

#ConnectHome has made internet access available to 1.5 million+ children in the past year → ConnectHome.hud.gov



Julián Castro @SecretaryCastro · Sep 1

Pleased to hear how community advocates and leaders are working to implement Burlington's housing action plan.

HUDgov, Sen. Patrick Leahy and Miro Weinberger



Julián Castro @SecretaryCastro · Aug 3

Great meeting HUD grantees in Minneapolis who are providing health screenings to protect kids from lead poisoning.



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TWITTER

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@EPA

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@CDCEnvironment

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@WHO

@NCHH

HASHTAGS

#LPPW2016

#LEADFREEKIDS

#FindFixFund

#leadpoisoning

#FindFixFund

FACEBOOK

#FindFixFund

EPA

HUD

CDC

NCHH

SOCIAL MEDIA FOR SOCIAL ADVOCACY

- Social media is important for social advocacy purposes.
- The changes and trends in technology influence our message and reach.
- Social media and social networks are used to effectively advance program goals and provide data for evaluation.

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