Lead Poisoning Prevention Week: Making an Impact!

Presented by:
National Center for Healthy Housing
National Safe and Healthy Housing Coalition

bit.ly/FindFixLEAD
Building Momentum with Social Networks

Social Media for Greater Impacts
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Importance of Social Media in Social Advocacy
CALL TO ACTION

Traditional Media & Networks

Social Networks
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
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.
WHAT IS A HASHTAG?

#FindFixFund
2015
Outcomes

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


@nchh #FindFixFund #SHHcoalition
Using social media

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

Ballukus 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.

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.

Analysis of social media

An analysis of social media activity in the period of 7 October to 6 November showed that the hashtag #ILPPW2015 had 331 mentions, #leadfreekids had 282 mentions and, #STOPLEADPAINT had 72 mentions. EPAaffiliates was the most active social media author, followed by UNEPRussian.
Community Forums
Video Streaming

YouTube

Facebook
Community Forums
Examples of Online Engagement
Nearly 4 Million Views in 2 Weeks

Last Week Tonight with John Oliver: Lead (HBO)

3,858,136 views

National Center for Healthy Housing
@nchh #FindFixFund

#SHHcoalition
Julian Castro @SecretaryCastro · Sep 13
Here's how HUD is protecting domestic violence survivors against housing discrimination → portal.hud.gov/hudportal/HUD? ...
 HUDgov

Julian Castro @SecretaryCastro · Sep 6
#ConnectHome has made internet access available to 1.5 million+ children in the past year → ConnectHome.hud.gov

Julian Castro @SecretaryCastro · Aug 3
Great meeting HUD grantees in Minneapolis who are providing health screenings to protect kids from lead poisoning.
#LPPW2016

#LEADFREEKIDS

#FindFixFund

#leadpoisoning
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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