

7-11-73
HILL AND KNOWLTON, INC. *he has received a reply.*
Public Relations Counsel
150 EAST FORTY-SECOND STREET
NEW YORK, N. Y. 10017
212-697-5600
PER

JAMES D. CALLAGHAN
Senior Vice President

DIVISION OF ENVIRONMENTAL
AND CONSUMER AFFAIRS

April 20, 1973

Mr. John P. Lynch
American Academy of Pediatrics
1801 Hinman Avenue
Evanston, Illinois 60204

Dear John:

As I explained in our phone conversation, I noticed your news release on the initiation of a public awareness campaign to end the problem of lead-based paint poisoning that involves the Academy, the APHA and the NEHA.

The Lead Industries Association, which is a client of my company, is most interested in determining if there is a feasible way for the Association to cooperate in this program. The LIA has been active for a number of years in providing information on this problem and in supporting legislation on the national, state and local levels that can be helpful in bringing it under control.

One major project that was undertaken involved distribution of the booklet "Facts About Lead and Pediatrics" to physicians, public health officials, social workers, city officials and others who need to be both aware and knowledgeable about the problem. We have distributed more than 100,000 copies of the enclosed booklet.

We are wondering if such a publication might be of value in your campaign. The booklet currently is being studied for revisions and this could be hurried along if you think such a tool would be helpful in your efforts. Another possibility would be production of a smaller publication that would focus on the seven steps to prevention listed on page 3. This of course would be written in layman's style.

These are several thoughts that we have and perhaps your knowledge of the campaign, its goals and various projects suggest some other areas of cooperation. We are open to any ideas that you might have.

Feel free to call me about this at any time.

Sincerely,

James D. Callaghan
James D. Callaghan

JDC:mm1
Enc.