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Lead-in-Paint Film Hailed as Excellent Tool for Educational Program

Washington, D.C., Oct. 6—A new educational film described by the National Paint and Coatings Association as a vital addition to its collection of materials and programs for educating the public on lead-in-paint poisoning has been released for use by its producers.

The film is "Lead Poisoning Could Strike Your Child," produced by Allied International Films, Ltd., Crystal Lake, Ill., with the cooperation of the NPCA, principally Stella L. Miller of the NPCA staff. It has been in use in recent days on a limited basis and already has been acclaimed by public health officials as a valuable educational tool. It is now available from the producer, or arrangements can be made for its showing by contacting Mrs. Miller at NPCA headquarters.

The 27½-minute movie on 16mm color film traces the lead poisoning problems of an inner-city family and the help they received. Viewers are taught to beware of old paint; how to recognize lead poisoning symptoms; preventive measures they can take to eliminate the hazardous areas; and the treatment available when lead poisoning is detected or suspected.

Copies of the film may be purchased from Allied International Films, Ltd., 6609 Crystal Springs Rd., P.O. Box K, Crystal Lake, Ill. 60014, at \$185 per print.

The release of "Lead Poisoning Could Strike Your Child" follows several NPCA activities designed to educate the public about lead poisoning. An NPCA lead paint poisoning prevention pamphlet, "Dear Mom and Dad—Lead Poisoning Is a Very Serious Sickness," was released to public health pamphlet is particularly for inner-city

residents, and contains photographs depicting hazardous areas and lead poisoning symptoms. It has been printed in English and Spanish. Copies may be obtained from the Public Relations Division at NPCA headquarters at a cost of \$2 per hundred copies, plus postage.

NPCA Public Relations Director Jerry Colness reports that the Public Relations Committee is making "a sincere effort . . . to provide useful public information tools to the people who work with inner-city problems."

"The paint industry wants to help solve these problems," Colness says.

M. F. De Munn, president of Allied International Films, reports that the new film required more than a year in researching and production. He says five of the nation's leading pediatric experts in the field of lead poisoning made up the medical advisory team which was responsible for the research and for script writing and technical supervision. Industry provided technical assistance and paint removal for building rehabilitation problems.

A professional cast was used—a typical mother, father and three small children who live in an old apartment with peeling and flaking paint. Filming was in the heart of an inner-city area, thus relating to the situation faced by many families living in housing situations.

Schultz To Head PPG Projection Products

Pittsburgh, Oct. 3—PPG Industries has announced the appointment of H. Edwin Schultz as president of Projection Products, Inc., Newton, N.C., a wholly owned subsidiary.