

September 25, 1973

MEMORANDUM TO: Philip E. Robinson
Lead Industries Association

SUBJECT: Releases on Lead

Attached are two news releases from the government that deal with lead.

The Johnny Horizon Program, which is mainly sponsored by the Department of the Interior, recommends the use of unleaded gasoline in its list of things to improve the environment.

The other release deals with a new HEW booklet on lead paint poisoning. We are ordering copies of this.

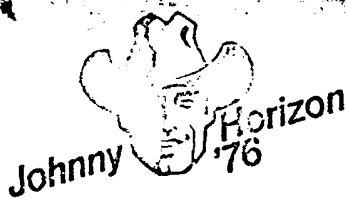

James D. Callaghan

JDC/ff

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cc: J. Cole ✓
J. Smith

LIA-76465



Johnny Horizon News Bureau

WASHINGTON, D.C. 20240 (202) 343-6101

Issued Week of September 17, 1973

Let's Clean Up America
For Our 200th Birthday

Information Sheet 1

Small Steps In The Right Direction

(Some Things You Can Do To Improve The Environment)

- Keep the land clean and free from litter.
- Use scrap paper. It has two sides, you know.
- Donate old magazines, books, and clothing to groups like the Salvation Army or Goodwill Industries . . . someone needs them.
- Make and use litterbags.
- Organize a cleanup campaign for your neighborhood, school, park or recreation areas . . . anywhere it's needed.
- Write your Congressman. Make your feelings known on bills affecting the environment.
- Invite a qualified speaker to address your group on environmental concerns.
- Use local recycling centers. If there are none in your community, work for their establishment.
- Support sound environmental education courses in your schools.
- Use unleaded gas when possible and have an emission control device installed on your car.
- Grow a plant . . . plant a tree. Green plants improve the air you breathe.
- Use public transportation. Ride a bicycle or walk to school or work. Why ride when you can walk?
- Respect and preserve wildlife habitats.
- Leave parks and camping grounds in the condition you would like to find them.
- Use pesticides wisely . . . and according to directions. Keep out of reach of children and pets.
- Put up a purple martin house in your yard to help control insects.
- Display Johnny Horizon posters and decals as reminders to help "Clean Up America For Our 200th Birthday."
- Know local agencies involved with environmental quality control. Report violations.
- Make local news media aware of your interest in adequate coverage of environmental news.
- Support legislation to protect endangered wildlife species.

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Johnny Horizon News Bureau

WASHINGTON, D.C. 20240 (202) 343-6101

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Let's Clean Up America
For Our 200th Birthday

Information Sheet 2

Small Steps In The Right Direction

(More Things You Can Do To Improve The Environment)

- As a consumer, use your purchasing power wisely.
- Help conserve natural resources . . . use no more than your share. Protest waste wherever you find it.
- Encourage the establishment of bicycle lanes and trails.
- Your decision to buy so-called convenience goods or items with built-in obsolescence is a decision to accept continued over use of natural resources and the resulting pollution.
- Don't burn leaves - use them for a compost pile or as mulch for your garden.
- Don't leave lights burning in unoccupied rooms.
- Reduce your share of refuse. Flatten boxes, cans, and containers. Take what you can to recycling centers.
- Save grass clippings. They add nutrition to the soil and help hold moisture.
- Turn out yard lights in the daytime.
- Don't leave your car engine idling unless absolutely necessary.
- Cigarette smoking is dangerous to your health . . . and a source of pollution.
- Use rainwater for your household plants.
- Don't leave the water running while brushing your teeth or washing dishes.
- Every car should have a litterbag. Prevent roadside litter.
- Plant trees and flowers to beautify your neighborhood.
- Don't accept paper bags for items small enough to fit in your purse or pocket.
- Stop overheating your home in winter. Turn the thermostat down and wear warmer clothing.
- Repair all leaky faucets. No natural resource is unlimited.
- Help preserve vanishing wildlife . . . do not buy clothing or accessories made from skins of endangered species.
- Learn all you can about ecology and the environment. Your city, county, or school library should have a good supply of information.
- Considering a new car? Don't pay for more weight or horsepower than you really need. A 5,000 lb. car uses twice as much fuel as one weighing 2,000 lbs.

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HIGHLIGHTS OF NEW FEDERAL CONSUMER PUBLICATIONS

September 25, 1973
FOR IMMEDIATE RELEASE

GSA 1087

PARENTS! ARE YOUR WALLS POISONING YOUR CHILDREN?

ATTENTION PARENTS: If you live in an older building, the paint on your walls, ceilings and woodwork could be poisoning your children.

The Department of Health, Education and Welfare (HEW) issues this warning in a new booklet which discusses lead paint poisoning and the precautions parents should take to protect their youngsters. Copies of the six-page illustrated booklet, Parents! Are Your Walls Poisoning Your Children?, may be ordered for 20¢ each from Consumer Information, Pueblo, Colorado 81009.

The booklet points out that older buildings often have layer upon layer of poisonous lead paint on ceilings, walls and woodwork. Young children, especially those from one to three years old, are often attracted to the taste of the lead paint chips and have a knack for finding them anywhere--on peeling walls, floors and window sills.

Children who eat large amounts of lead paint could suffer brain damage, mental retardation and even death, according to HEW. If your children have been eating paint chips, take them to a doctor, clinic or hospital for a lead test, even if they do not appear to be sick. In the initial stages of lead poisoning, children may not look or act as though they are ill. The lead test is quick and simple and the only way to determine poisoning.

Since you may not see your children eating paint chips or chewing on painted woodwork, the HEW booklet lists symptoms to watch for:

- . crankiness, temper tantrums
- . stomach aches and throwing up
- . headaches
- . poor appetites

(MORE)

Consumer Product Information Center
GENERAL SERVICES ADMINISTRATION

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. drowsiness, too tired to play.

Children may have these symptoms because of other illnesses. However, if the problems persist for more than a week and no other reason can be found for them, HEW advises you to have the children tested for lead poisoning.

The best protection against accidental poisoning is removal of all lead paint. The HEW booklet offers the following suggestions:

. Get a wire brush and paint scraper and remove all loose paint from walls, ceilings, woodwork and anywhere else paint is peeling.

. Sweep up the paint chips, put them in a paper bag or wrap them in newspaper, and put the package in an outside trash can.

. Do the same thing for porch railings and woodwork. Outdoor paint usually contains more lead than indoor paint.

. Sweep every day to keep children's play areas clear of loose bits of paint and plaster.

Parents! Are Your Walls Poisoning Your Children? (20¢) is one of more than 200 publications listed in the Fall edition of the Consumer Information Index. Published quarterly by the General Services Administration's Consumer Product Information Center, the Index is available free from Consumer Information, Pueblo, Colorado 81009 and at Federal Information Centers throughout the country.

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