

Sponsor Community Lead Poisoning Prevention and Detection Programs

Cleveland PCA Backs "Lead Poisoning Awareness Week"

2 000 Children Tested For Lead Poisoning

More than 2 000 children between 1 and 6 years old were tested for lead poisoning during the city of Cleveland's Lead Poisoning Awareness Week, August 13 through 18.

The massive testing effort highlighted the on-going Childhood Lead Poisoning Control Program conducted by Cleveland's Department of Public Health which normally tests a few hundred children per week. Actively participating and promoting the Awareness Week, along with the Department was the Cleveland Paint & Coatings Association, the Cleveland Chapter of The American Red Cross, Cleveland's School Board of

Education, and the Cleveland Association of McDonald's Operators.

Five mobile vans were dispatched to each of the city's 33 wards over the 6-day period to test children from 1-6 for lead poisoning. Samples of each child's blood, obtained from the free finger-prick test, were sent to a laboratory for analysis. The test results will be reported to parents by postcards.

Children found to have high amounts of lead in their blood system will be given a follow-up test, home counseling on lead poisoning prevention will also be provided to parents of these children. A portable lead detector will be brought into these homes to determine the lead content in paint on peeling walls and when applicable apartment landlords

will be advised or needed to bring in improvements.

A donation for a free McDonald's hamburger provided by Cleveland's Paint and Coatings Association and Association of McDonald's Operators was given to each child tested. The city's Board of Education provided school parking lots for testing sites and the local Red Cross Chapter offered volunteer Girl Scout troops and summer youth groups donated baby-sitting services for parents bringing children to be tested.

James C. Bryant, Jr., Manager of Public Relations for Girdner Currier Division of SCM Corporation in Cleveland and an active organizer of the week-long program through the local coatings association, commented on industry's participation. Perhaps the most significant gain from this program for the local paint industry was not the public exposure but credibility with health groups to the extent that they know the industry recognizes the problem and is willing to do something about it.

Roland Participates in Two-Part Radio Series

In conjunction with Cleveland's Lead Poisoning Awareness Week, a two-part radio program series on lead poisoning was aired August 12 and 26 on station WWWE.

Part I described the lead poisoning problem in Cleveland, stating that 20% of the children at the first testing—predominantly inner city White, Black and Spanish infants—have elevated blood lead levels. Landlords and residents, it was also reported, were being cooperative in making the needed repairs to interiors with old peeling paint on walls and fixtures.

Robert A. Roane, NPCA Executive Vice President, participated in Part II of the radio public service series along with two men from Cleveland's Lead Poisoning Control Program, Gordon L. Proffitt and Arthur E. Bullard, and a mother of a child who had a high level of lead in his blood.

Part II, aired August 26 at 8:30 p.m. was entitled "Lead Poisoning: Its Dangers to Children Everywhere." The panel discussion, moderated by Ron Scott, focused upon the steps being taken by industry, communities and individuals to remedy the lead poisoning problem.



One of 2000 Cleveland children which were given lead poisoning detection tests.



(l-r) Mayor Ron J. Paul, John McNamara, President of Cleveland Paint & Coatings Association, and Richard Gooding from the Association of McDonald's Operators, beside one of the five mobile vans (rented by Cleveland PCA) in which children throughout the city were tested for lead poisoning during Cleveland's "Lead Poisoning Awareness Week."



NPCA Assistant Director of Communications Beth Mathes (foreground) discusses lead poisoning with a group of Washington, D.C. parents.

Washington, D.C. Site of NPCA Pilot Program

Washington, D.C. has been the site of a lead poisoning prevention pilot program. This program has been conducted by the NPCA staff to test public reaction to NPCA lead poisoning materials. It was also developed to demonstrate the types of contacts that can be developed within an urban area to spread the word about lead poisoning.

Association staff members found local school officials highly receptive to Lead Poisoning Could Strike Your Child. A showing of the film to the curriculum Committee on Safety for D.C. Public Schools resulted in the purchase of several films by the school district. The film was introduced to District physical education teachers who teach the health and safety curriculum at a city-wide physical education teachers' meeting. As a result of this exposure to the film, teachers began requesting the film to show to their classes before the film purchases were even completed.

Another outlet for this type of information was discovered when a film showing was requested by a guidance counselor at a District elementary school. A weekly Parents Discussion Group Meeting was organized around the lead poisoning prevention theme. The lead film was shown and a NPCA staff member was present to answer parents' questions.

Local centers of the YMCA and YWCA turned out to be excellent venues for a lead poisoning prevention campaign. Nationally, YM and YW groups are showing increased interest in developing programs directed toward inner city family problems and family recreation. A ready-made audience of people of all ages is available through these service organizations.

A number of film showings were arranged at local Y centers. The lead poisoning message was reinforced by the distribution of the booklet Dear



Young boy, attending meeting on lead poisoning prevention with his mother, watches NPCA film.

Mom and Dad - lead poisoning is a very serious illness.

Mrs. Joan Carroll, Director of Summer Programs at the Washington, D.C. Y Center described her use of the film in this way: "We have shown the NPCA lead poisoning film to several audiences especially children between 11 and 12 who are often left alone at home with younger brothers and sisters and also to mothers of young children. We have found the film along with the brochure to be effective educational tools which alert many of our inner city resident audiences for the first time to the dangers of lead paint and peeling paint."

Portland PCA and Flecto Co. of Oakland, Calif. Show NPCA Lead Film To Community

The Portland Paint and Coatings Association has used NPCA's film "Lead Poisoning Could Strike Your Child" to gain community action and awareness on the lead poisoning problem. The Multnomah County, Oregon Department of Medical Services has been showing the film to teachers and teachers aides in conjunction with their scale cell anemia program.

The Flecto Company of Oakland, California has also distributed the film in its community. The following quotes are examples of the enthusiasm expressed to Flecto by viewers.

"Our American Legion Luncheon Club really appreciated the film on paint chip poisoning. We have doctors, attorneys, judges and others who appreciate the fine public service your company has done in the excellent portrayal of a dangerous situation."

"Your film on lead poisoning is a vivid illustration of this problem. It gave the opportunity to discuss with the seniors the new knowledge of lead poisoning and what is being done about it."



Oregon teachers and teachers' aides viewing NPCA's film "Lead Poisoning Could Strike Your Child"

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0007-SWP-036801

0007-SWP-000118116