Lead-Safe Milwaukee Public Awareness Campaign



Sarah DeRoo City of Milwaukee Health Department



Milwaukee **Water Works**

Safe, Abundant Drinking Water.

Sandra Rusch Walton City of Milwaukee Department of Public Works

December 9, 2016

Campaign Objectives

- 1. Build upon City efforts to continue reduction in childhood lead poisoning rates
 - 90.3% decline in prevalence at >10 ug/dL since 1997
 - 69.7% decline in prevalence at >5 ug/dL since 2003
 - 66% increase in blood lead testing since 1997
 - 17,555 housing units made lead-paint safe since 1997
- 2. Increase awareness and understanding of lead hazards
- 3. Promote prevention steps to reducing lead exposure
- 4. Increase screening for childhood lead exposure



Campaign Identity



SAFE PAINT SAFE WATER SAFE KIDS



Campaign Messages

Being lead-safe at home is about three healthy habits



- Safe Paint: Safely clean up & maintain lead-based paint hazards indoors and outdoors
- **2. Safe Water:** Run your water when it's been sitting in your pipes
- 3. Safe Kids: Three tests before age 3



Campaign Tactics

- LeadSafeMKE.com informational site
- Outdoor and online advertising
- Print informational materials
 *All materials to be developed in English & Spanish



Older homes in Milwaukee have lead in the water pipes and in the paint on windowsills. While lead can be dangerous for kids and pregnant women, you can easily protect yourself and your family.





Campaign Timeline

- Materials currently in development
- January 2017 roll-out
- Continued outreach and phases can be added







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