

Lead-Safe Milwaukee Public Awareness Campaign



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December 9, 2016



Milwaukee
Water Works

Safe, Abundant Drinking Water.

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



**Lead-Safe
Milwaukee**

SAFE PAINT SAFE WATER SAFE KIDS

Campaign Messages

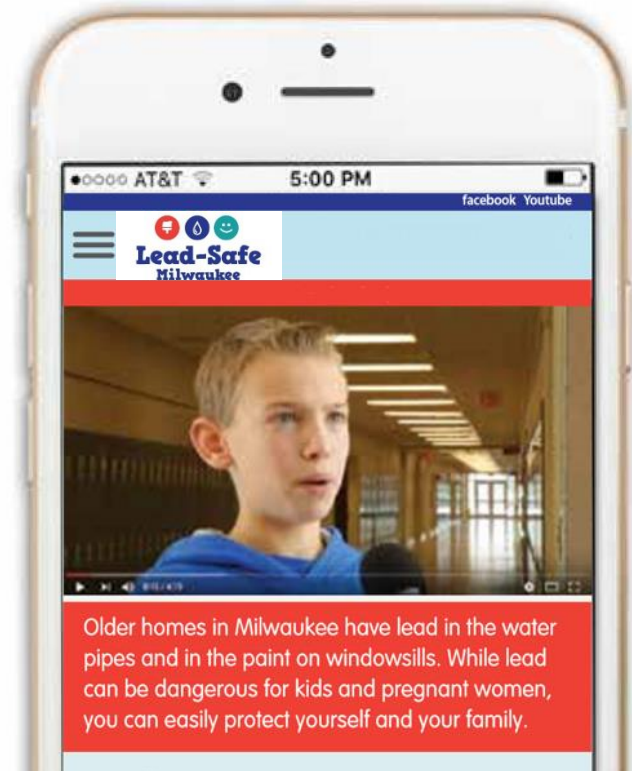
Being lead-safe at home is about three healthy habits



- 1. 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



Campaign Timeline

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





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