



MEMO

To: Public Health and Health Care Partners
From: New Jersey Department of Health (NJDOH)
Date: October 24, 2016
Subject: NJDOH Lead Public Awareness Campaign

New Jersey Department of Health Kicks Off #kNOwLEAD Campaign

To mark National Lead Poisoning Prevention Week (October 23-29), the Department is kicking off a statewide #kNOwLEAD public education campaign to increase awareness of all lead hazards for children, educate parents about the risks of lead exposure in children and encourage them to get their children tested at ages 1 and 2 years.

The Department is asking our partners to join us in raising awareness of the dangers of lead exposure. Search #kNOwLEAD on Twitter and Facebook, and look for photos of Health Commissioner Cathleen Bennett, state leaders and local health partners who are joining us on social media to help spread the word that there is no safe level of lead in children. You can help by liking the Department on Facebook, following us on Twitter and sharing your own photos using #kNOwLEAD.

In addition to social media, the campaign also features [a new childhood lead webpage](#) (www.nj.gov/health/childhoodlead), downloadable [posters](#) on our website, video messages in [English](#) from Commissioner Bennett and in [Spanish](#) from Deputy Commissioner Dr. Arturo Brito, newspaper op-eds, bus advertisements in Hudson County and corner store advertising in the eight counties where children are at high risk of lead exposure: Cumberland, Essex, Hudson, Union, Mercer, Middlesex, Ocean and Passaic.

As part of the effort, Commissioner Bennett, Dr. Brito and other Department leaders are traveling around the state speaking to public health and healthcare partners at events such as the annual WIC conference to discuss the campaign and ask for all our stakeholders to work with us in promoting awareness by sharing our posters, sharing our social media messages and spreading our #kNOwLEAD information.

In addition to our awareness campaign, the New Jersey Department of Community Affairs [announced](#) on Friday that eight nonprofit organizations have been selected as part of a \$10 million pilot program to identify and remediate lead-based paint hazards in low- and moderate-income households, particularly where children and pregnant women risk permanent harm to their health. The pilot program will target areas of the state with the highest level of need including Camden, East Orange, Elizabeth, Irvington, Jersey City, Newark, Passaic, Paterson, Plainfield and Trenton. The nonprofits receiving funding are: PACO, Inc.; La Casa de Don Pedro; ISLES; PRAB, Inc.; PROCEED; Community Affairs and Resource Center; Greater Bergen Community Action; and the Saint Joseph's Carpenter Society.

While over the years we have made great strides in reducing children's exposure to lead, there is still no safe level of lead in children and we want to prevent all exposure. Working together, we can ensure that parents know the sources of lead and how children can be exposed, know when to get children tested and know where to get more information.