

IMPROVING KIDS' ENVIRONMENT



Lead Paint: Indiana's Poisoned Children: Using a New TV Documentary to Raise Awareness and Educate

Improving
Kids' 
Environment

Jodi Perras

2010 Healthy Homes & Childcare Conference

November 4, 2010



Outline

- Overview
- Using the Documentary to Educate & Raise Awareness
- Hosting a Community Screening
- Using the Video to Educate Others
- Questions & Discussion



Lead Paint: Indiana's Poisoned Children

- Produced by WFYI-TV in Indianapolis (PBS affiliate)
- Funding support from Indiana State Department of Health, Marion County Health Department and IKE
- Explores the phenomenon of lead paint contamination and the inadvertent poisoning of thousands of Hoosier children





Content

- Builds upon 17-minute training video (*Indiana: Lead Paint, Lead Poisoning*) produced in 2008
- Suitable for airing as 30-minute program on television stations
- Story of four Indiana families affected by lead poisoning
- Effects of lead poisoning
- How to prevent lead poisoning in your child





Video Preview





Using the Video in Your Community

- Ask local public broadcasting station to put it on the air
- Put on local cable - government channel or public access
- Host a community screening
- Use video to educate parents and others





Getting it on the Air

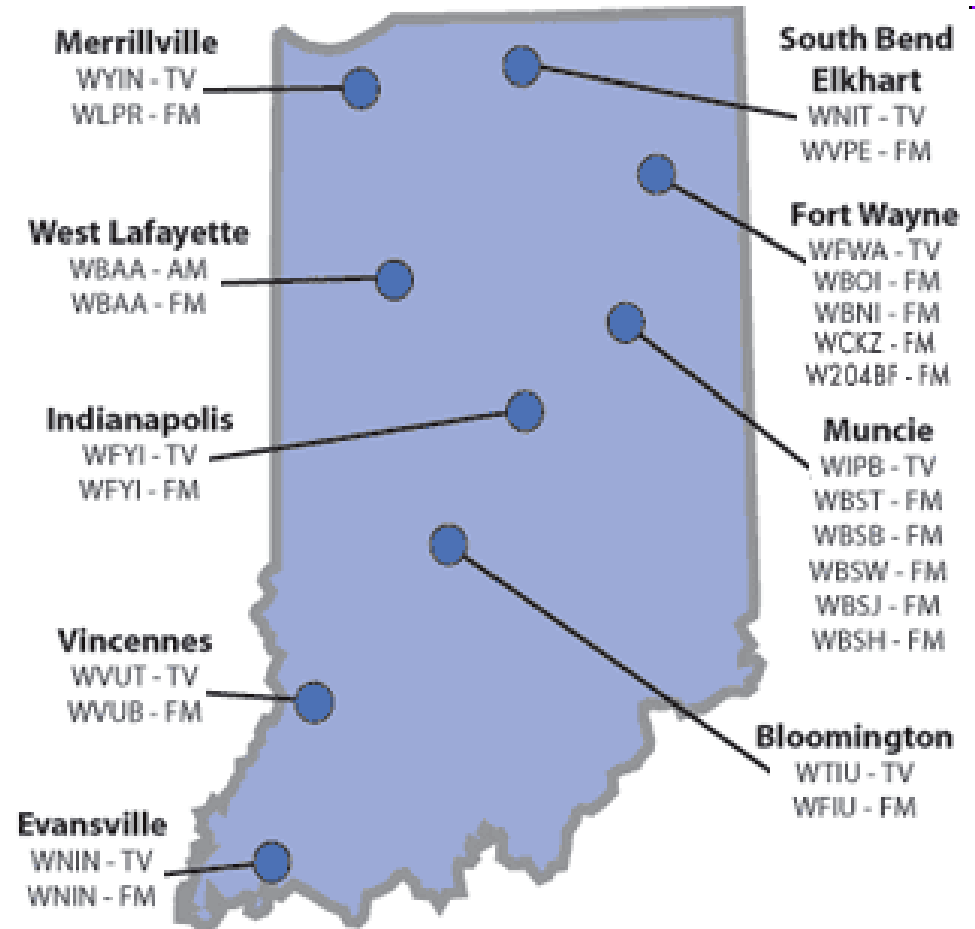
- By late November, WFYI will send a program advisory
 - Documentary offered through satellite feed to all Indiana public TV stations
- When you get home, call your local PBS station
 - Program manager or outreach manager
 - Ask about airing the documentary and hosting a community screening





Indiana Public Broadcasting Stations

- **Bloomington**
- **Evansville**
- **Fort Wayne**
- **Indianapolis**
- **Merrillville**
- **Muncie**
- **South Bend/Elkhart**
- **Vincennes**





Other Options

- Louisville area: Kentucky Educational Television (KET-TV)
- Local public access or government access cable channel
 - WFYI can provide documentary on DVD or tape format, whatever the local station prefers
- Host a screening for your customers or a neighborhood
- Distribute DVDs to your clients/customers
 - Available through IKE or WFYI





Hosting a Community Screening

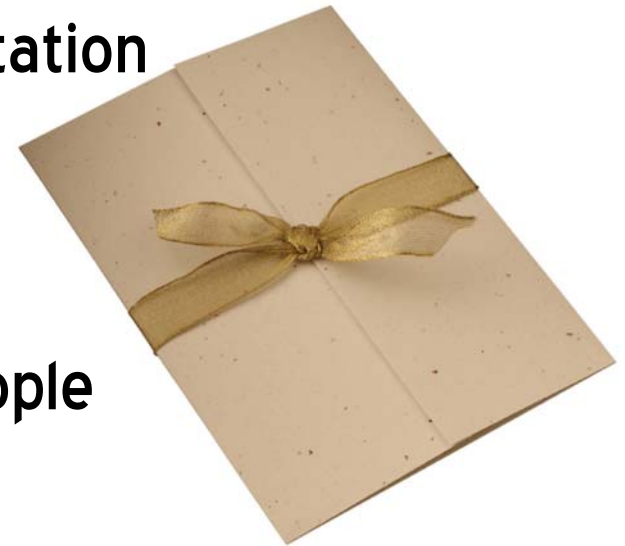
- A community screening can bring together housing professionals, child advocates, educators and policymakers
- Get a conversation started about lead poisoning in your community
- Help build a coalition to address problems with lead in your community





How To Do It

- Set a date, time and location
 - 5:30 p.m. on weekday often works well
 - PBS stations often have a community screening room
- Will you or a sponsor provide food and drink?
- Develop invitation with help of PBS station
- Develop list of invitees
- Send invitations via mail or email
- Follow up with phone calls to key people





Typical Agenda

- Gather and mingle over refreshments
- Brief intro and screening
- Remarks by local officials and advocates working on lead poisoning
- Offer information, resources and solutions
 - Local statistics and problems
 - IKE Model Healthy Homes Code
 - Pamphlets on preventing lead poisoning
 - Information on EPA Renovation, Repair & Painting Rule





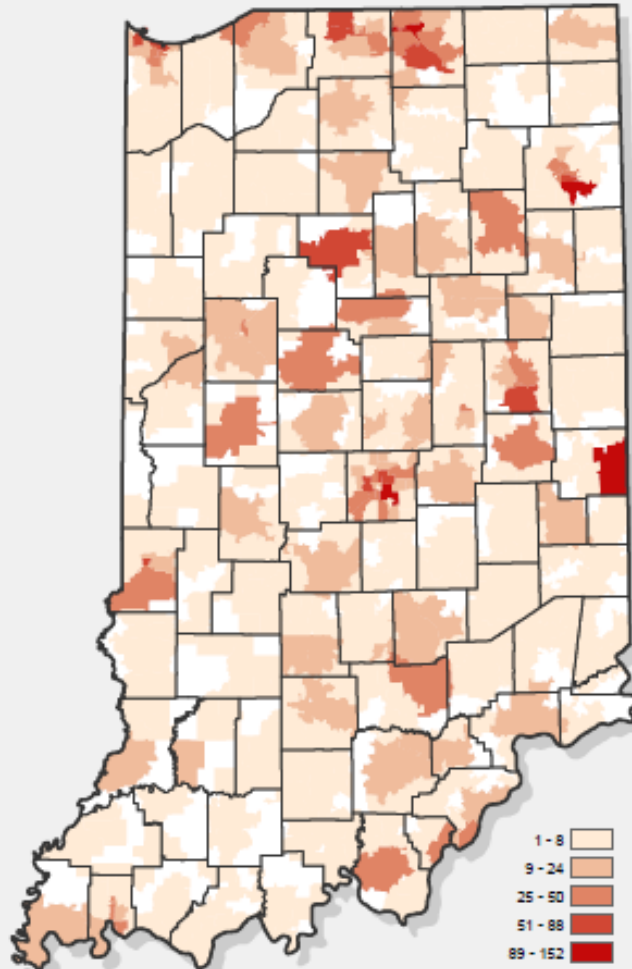
Local Statistics

County	2008-09	2008-09	Total Risk	Percent of Risk
	Total	Total	Assessments Entered in iLead	Assessments in Rental Properties
	<i>Owner Occupied</i>	<i>Private Rental</i>		
ADAMS	3	13	16	81%
ALLEN	15	99	114	87%
ELKHART	29	71	100	71%
LAKE	22	95	117	81%
LAPORTE	1	7	8	88%
MADISON	0	10	10	100%
MARION	82	740	822	90%
ST. JOSEPH	78	260	338	77%
TIPPECANOE	7	17	24	71%
VANDEBURGH	6	25	31	81%
WAYNE	7	17	24	71%
Totals (All Counties)	314	1419	1733	82%

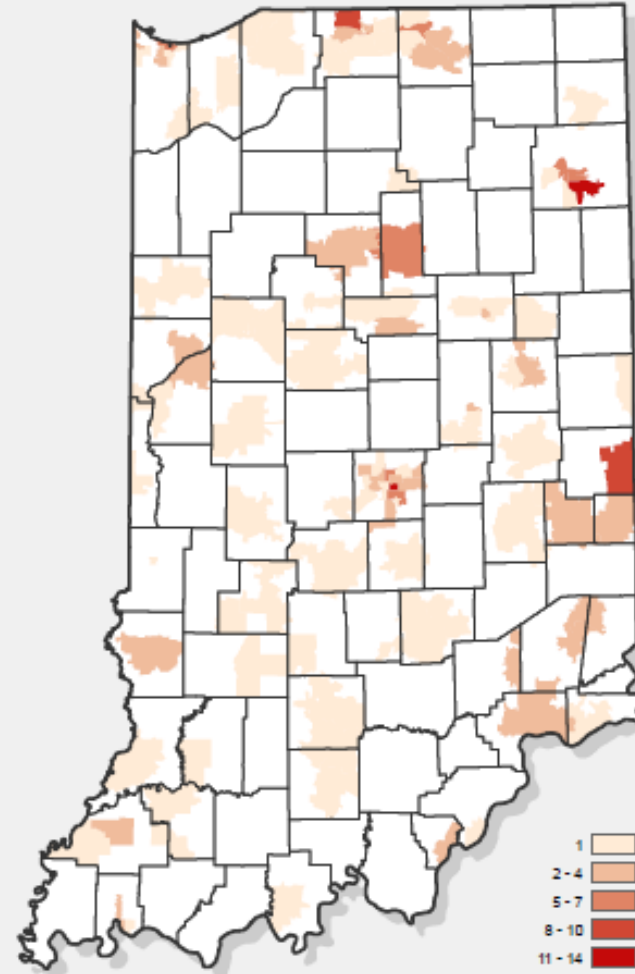
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Total 2009 Tests with 5.0 to 9.9 BLL by Zip Code



Total 2009 Tests with ≥ 10.0 BLL by Zip Code



ERIC PHAS, 8/20/11



Other Sources of Local Statistics

- Medical provider report card on lead screening of Medicaid children: Laura Gano, ISDH
- Lead poisoning risk factors in your community (ISDH or IKE):
 - Number of Medicaid-eligible children
 - Age of housing stock
 - Number of minority children



Who to Invite

- Housing professionals
- Educators (Superintendents, Principals & School Nurses)
- Health professionals
- Elected officials: Mayors, City Councils and Legislators
- Childcare providers
- Parent organizations & child advocates
- Religious leaders
- IKE and ISDH Lead & Healthy Homes Program





Follow-up Activities

- Keep contact information for those who attended
- Continue to provide information on lead poisoning in your community
- Seek their support for stronger local housing laws
- Follow up on any requests for information
- Be available to take the documentary to other community meetings and events





Using Video to Educate

- Childcare providers could host a screening for parents, especially in older neighborhoods
- Offer to screen at local libraries or schools
- Provide additional resources so people know how to protect children from lead





Thank You...

- Let us know how you are using the video in your community
- Jodi Perras, IKE Executive Director
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