

# Sample Social Media Package

## National Lead Poisoning Prevention Week

October  
20–26,  
2024

This year, National Lead Poisoning Prevention Week (NLPPW) is **October 20–26, 2024!** The **Centers for Disease Control and Prevention (CDC)**, the **U.S. Environmental Protection Agency (EPA)**, and the **U.S. Department of Housing and Urban Development (HUD)** partner each year to raise awareness about lead exposure and lead poisoning during **National Lead Poisoning Prevention Week**. We invite you to join us by using this package to develop original social media posts, videos, and more to engage individuals and communities with lead poisoning prevention.

We encourage you to follow, interact, and share the content from our accounts.

- X: [@CDCgov](#), [@CDCEnvironment](#), [@EPA](#), [@EPACChemSafety](#), [@HUDgov](#) and [@HUDhealthyhomes](#)
- Instagram: [@CDCgov](#), [@EPAgov](#), [@HUDgov](#)
- Facebook: [CDC](#), [EPA](#), [HUD](#)
- *Información en español:* [@CDCespanol](#), [@EPAespanol](#), [@HUDespanol](#) y en Facebook: [@CDCespanol](#), [@EPAespanol](#), [@HUDespanol](#)

### Join us on Social Media

For #NLPPW2024, CDC, EPA and HUD will follow a social media posting schedule organized by the week's themes. We encourage you to join us each day using the ideas outlined in the following sections or the sample social media posts.

Monday Oct. 21	Tuesday Oct. 22	Wednesday Oct. 23	Thursday Oct. 24	Friday Oct. 25
Bright futures begin lead-free	Get the facts	Get your child tested	Get your home tested	Actions to prevent lead exposure



# Key Messages to Share

## Monday: Bright futures begin lead-free

This year's theme highlights how we all want bright futures for our children and communities. We must act early to give them bright, lead-free futures. Here are some ideas to kick off #NLPPW2024 on your channels.

- Share the #NLPPW2024 theme: **Bright futures begin lead-free!** We all want bright futures for our children and communities. Join CDC, EPA, and HUD in the movement for lead-free futures.
- Join the conversation by using the **#NLPPW2024** and **#LeadFreeKids** hashtags.
- Share the #NLPPW2024 key messages: **get the facts**, **get your child tested**, and **get your home tested**.
- Use one of the social media images or web banners below in your posts or use them to create your graphics.
- Distribute information about the events and activities happening during #NLPPW2024.

## Tuesday: Get the facts

Protecting people from lead means empowering them with important information about their health. Below are some ideas on how to help them get the facts to learn about lead exposure and the hazards of lead.

- Share how **many pre-1978 homes contain lead-based paint**, usually under layers of newer paint.
- Emphasize that deteriorating (i.e., peeling, chipping, chalking, cracking, damaged, or damp) lead-based paint is a hazard and needs immediate attention to be repaired and cleaned up safely. If the paint is in good shape, then exposure to lead-based paint is usually not a problem.
- Provide information about the **health effects of lead exposure**.
- Talk about those who are more vulnerable to lead exposure, including children younger than age 6 and pregnant people.
- Share community-based, state, and national resources to help people find more information about lead.

## Wednesday: Get your child tested

A blood lead test is the best way to find out if a child has lead poisoning. Encourage parents and caregivers to talk to their child's healthcare provider to get their child tested, especially if the child may have been exposed to lead, by sharing the messages below.

- Highlight that no safe blood lead level in children has been identified. Even low levels of lead in the blood can have lifelong health impacts.
- Share where community members can get a blood lead test in their area. This may be a healthcare provider, local health department, or other facility.
- Emphasize that **blood lead tests are required for all children enrolled in Medicaid at 12 and 24 months**. Testing all children who are at higher risk at these ages is recommended.
- Share **testing recommendation guidelines for newly arrived refugee children**, who may be at a higher risk for lead exposure.

## Thursday: Get your home tested

Minimize your risk of lead exposure by hiring a certified professional to get your home tested for lead if it was built before 1978. Help people learn how to address lead in their homes by posting some of the information below.

- What the difference is between a **lead-based paint inspection and a risk assessment**.
- How to locate a certified **lead-based paint inspector or risk assessor** in the homeowner's area (*you can also check if your **state has an EPA-authorized program***).
- How to contact local water authorities for lead testing information and **identifying lead in water**.
- How to connect with state and local programs that assist homeowners or landlords with getting a lead-based paint inspection or risk assessment.
- How to find a **lead-safe certified contractor** for your next renovation project if your home was built before 1978.
- Use EPA's **Renovate Lead-Safe Media Kit** to promote the availability of lead-safe certified contractors and DIY lead-safe work practices.

## Friday: Actions to prevent lead exposure

The good news is lead exposure and lead poisoning are preventable with simple actions to protect children and our communities. There are several actions you can take now to reduce exposure to lead and benefit the overall health of your loved ones and communities.

- Draw attention to how **lead has been used for a long time in various products** found in and around our homes.
- Inform people on steps they can take to **reduce lead in drinking water**.
- Share information about testing soil for lead or planning a **Soil Screening, Health and Outreach Partnership (soilSHOP) event**.
- **Review simple actions** community members like parents, grandparents, and other caregivers can take to reduce exposure to lead.
- Discuss **lead exposure sources specific to your community** and related actions to prevent lead exposure from those sources.
- Talk about how you or your organization are reducing your family's or your community's lead exposure.

# Sample Social Media Posts

## Spread the Word About Lead with our Sample Social Media Posts

We encourage you to share one of the following posts for each day on X, Facebook, LinkedIn, or elsewhere! Feel free to pick those that work best for you or your organization.

Theme	Sample Posts
<b>Bright futures begin lead-free</b>	<p>Bright futures begin lead-free. ✨ Together, let's create safer communities for our children. Learn how to join @CDCgov, @EPA, and @HUDgov for National Lead Poisoning Prevention Week, Oct. 20–26, 2024! 🇺🇸</p> <p><a href="http://www.epa.gov/lead/nlppw">www.epa.gov/lead/nlppw</a></p> <p>#NLPPW2024 #LeadFreeKids</p>
	<p>Learn more about healthy homes during National Lead Poisoning Prevention Week, Oct. 20–26, 2024! 🏠</p> <p><a href="http://www.hud.gov/program_offices/healthy_homes/NLPPW">www.hud.gov/program_offices/healthy_homes/NLPPW</a></p> <p>@CDCgov @EPA @HUDgov #NLPPW2024 #LeadFreeKids</p>
	<p><i>Create your post with your NLPPW activity by filling in the highlighted sections below!</i></p> <p>Bright futures begin lead-free. ✨ That's why we're organizing [<i>insert activity name</i>] on [<i>day</i>], [<i>date</i>] from [<i>time</i>] to protect our children and community by [<i>insert activity description</i>]. Register by visiting [<i>insert link</i>].</p> <p>#NLPPW2024 #LeadFreeKids</p>
<b>Get the facts</b>	<p>Get the facts about lead and lead poisoning. 📄 The National Lead Information Center provides information about lead, lead hazards, and preventing lead exposure. ☎️</p> <p>1-800-424-LEAD [5323].</p> <p><a href="http://www.epa.gov/lead/forms/lead-hotline-national-lead-information-center">www.epa.gov/lead/forms/lead-hotline-national-lead-information-center</a></p> <p>#NLPPW2024 #LeadFreeKids</p>
	<p>Get the facts about lead from @EPA's Protect Your Family pamphlet to protect you and your loved ones from lead exposure. 👨👩👧👦 Available in 12 languages. 🗣️</p> <p><a href="http://www.epa.gov/lead/protect-your-family-lead-your-home-real-estate-disclosure">www.epa.gov/lead/protect-your-family-lead-your-home-real-estate-disclosure</a></p> <p>#NLPPW2024 #LeadFreeKids</p>
	<p>Even low levels of lead in the blood can have lifelong health impacts. 📄 Get the facts about lead so your child can have a bright, lead-free future. 🧑🏻</p> <p><a href="http://www.cdc.gov/lead-prevention/communication-resources/all-children-can-be-exposed-to-lead.html">www.cdc.gov/lead-prevention/communication-resources/all-children-can-be-exposed-to-lead.html</a></p> <p>#NLPPW2024 #LeadFreeKids</p>

Theme	Sample Posts
<b>Get the facts</b>	<p>Renters and home buyers! 🏠 You have the right to know whether lead-based paint hazards are present before signing a lease or contract. Learn more information on real estate disclosures. 🔍</p> <p><a href="http://www.epa.gov/lead/real-estate-disclosures-about-potential-lead-hazards">www.epa.gov/lead/real-estate-disclosures-about-potential-lead-hazards</a></p> <p>#NLPPW2024 #LeadFreeKids</p>
<b>Get your child tested</b>	<p>A blood lead test is the best way to find out if a child has lead poisoning. 🩸 Schedule one today for your little ones younger than 6 to safeguard against exposure. Knowledge is key! 🔑</p> <p><a href="http://www.cdc.gov/lead-prevention/about/">www.cdc.gov/lead-prevention/about/</a></p> <p>#NLPPW2024 #LeadFreeKids</p>
	<p>Attention parents! 👨‍👩‍👧‍👦 Ask your healthcare provider about getting your child tested for lead. 🧑‍⚕️ Act early for a bright, lead-free future. ⌚</p> <p><a href="http://www.cdc.gov/lead-prevention/testing/">www.cdc.gov/lead-prevention/testing/</a></p> <p>#NLPPW2024 #LeadFreeKids</p>
	<p>Hey parents! If your child is age 1–5 years, consider getting them tested for lead if they</p> <ul style="list-style-type: none"> <li>• Live in a home built before 1978 🏠</li> <li>• Receive Medicaid services 🏠</li> <li>• Are an immigrant, refugee, or adopted from another country 🇺🇸</li> </ul> <p><a href="http://www.cdc.gov/lead-prevention/communication-resources/know-the-facts.html">www.cdc.gov/lead-prevention/communication-resources/know-the-facts.html</a></p> <p>#NLPPW2024 #LeadFreeKids</p>
	<p>No safe blood lead level has been identified for children. 🩸 A simple blood test can detect lead. 🔍 Act early, get your child tested!</p> <p><a href="http://www.cdc.gov/lead-prevention/testing/#cdc_testing_type_test-types-of-tests">www.cdc.gov/lead-prevention/testing/#cdc_testing_type_test-types-of-tests</a></p> <p>#NLPPW2024 #LeadFreeKids</p>
<b>Get your home tested</b>	<p>Was your home built before 1978? 🏠 If so, it may have lead-based paint. Get your home tested to know for sure. ✅</p> <p><a href="http://www.epa.gov/lead/protect-your-family-sources-lead#older">www.epa.gov/lead/protect-your-family-sources-lead#older</a></p> <p>#NLPPW2024 #LeadFreeKids</p>
	<p>There's only one way to know if there's lead in your home—by getting it tested! 🏠 Talk to your local or state health department about testing for lead in paint, dust, and soil. 🔍</p> <p><a href="http://www.epa.gov/lead/questions-and-answers-homeowners-and-renters-about-understanding-lead-inspections-risk">www.epa.gov/lead/questions-and-answers-homeowners-and-renters-about-understanding-lead-inspections-risk</a></p> <p>#NLPPW2024 #LeadFreeKids</p>

Theme	Sample Posts
<b>Get your home tested</b>	<p>Not sure whether your home has lead-based paint? 🏠 Get your home tested for lead by a professional! Find one near you by visiting 📍 <a href="http://www.epa.gov/lead/findaprofessional">www.epa.gov/lead/findaprofessional</a>.</p> <p>#NLPPW2024 #LeadFreeKids</p>
	<p>Every child deserves a bright future and a healthy home. ❤️ If your home was built before 1978, get your home tested to find out if lead-based paint is present. ✅</p> <p><a href="http://www.epa.gov/lead/how-make-your-home-lead-safe">www.epa.gov/lead/how-make-your-home-lead-safe</a></p> <p>#NLPPW2024 #LeadFreeKids</p>
<b>Actions to prevent lead exposure</b>	<p>Lead poisoning is preventable! 🙌 Learn simple actions you can take to protect your loved ones against potential lead exposure. ❤️</p> <p><a href="http://www.epa.gov/lead/actions-reduce-potential-lead-exposure">www.epa.gov/lead/actions-reduce-potential-lead-exposure</a></p> <p>#NLPPW2024 #LeadFreeKids</p>
	<p>Worried about lead in your child's toys? 🧸 Check out the Consumer Product Safety Commission's website to see recent recalls. Search "lead" to get started. 🔍</p> <p><a href="http://www.cpsc.gov/Recalls">www.cpsc.gov/Recalls</a></p> <p>#NLPPW2024 #LeadFreeKids</p>
	<p>Before drinking tap water, flush your home's pipes by running the tap, taking a shower, or doing laundry or a load of dishes. 🚰 Learn more about reducing lead in water. 💧</p> <p><a href="http://www.epa.gov/ground-water-and-drinking-water/basic-information-about-lead-drinking-water#reducehome">www.epa.gov/ground-water-and-drinking-water/basic-information-about-lead-drinking-water#reducehome</a></p> <p>#NLPPW2024 #LeadFreeKids</p>
	<p>Wipe &amp; remove shoes before entering your home! 👞 When lead-based paint deteriorates, either inside or outside the home, lead can end up in household dust and soil. 🌱 Learn more actions to protect against lead exposure.</p> <p><a href="http://www.epa.gov/lead/protect-your-family-sources-lead#soil">www.epa.gov/lead/protect-your-family-sources-lead#soil</a></p> <p>#NLPPW2024 #LeadFreeKids</p>

# Social Media Images

## Share Posts with our Social Media Images

Join us on social by downloading and using the following images on your organization's website, blog, newsletter, Instagram, X, Facebook, and LinkedIn!

### Editable PowerPoint file for Translation



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You can also use these posts below on your personal Instagram and LinkedIn accounts to show your commitment to #LeadFreeKids.

### Instagram Story



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Tag with #NLPPW2024 and #LeadFreeKids

### LinkedIn Post



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Sample Caption: Bright futures begin lead-free. ✨ Together, let's create safer communities for our children. Learn more about how to join in on the action with U.S. EPA, CDC, and HUD for National Lead Poisoning Prevention Week, Oct. 20–26, 2024!

[www.epa.gov/lead/nlppw](http://www.epa.gov/lead/nlppw)