



**Lead paint poisoning affects over one million children today.**

Learning disabilities, hearing loss, speech delays, violent behavior and, in rare cases, seizures and even death: these are just some of the effects lead paint poisoning has on young children. If your home was built before 1978, lead paint on your walls, doors, windows and sills may be dangerous. And it's not just large paint chips that can cause damage. In fact, three granules of lead dust are enough to poison your child. Let's make all kids lead-free kids. To learn more about the simple steps you can take to safeguard your family, log on to [LEADFREEKIDS.org](http://LEADFREEKIDS.org) or call 800-424-LEAD.



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Merkley+PARTNERS

Milk Bottle (English/Magazine) 4c

**ADC\_CLP\_P08335\_A**

**Client:** AD COUNCIL **Product:** Lead Poisoning

**Live:** 7 x 10 **Trim:** ... **Bleed:** ...

**Pub:** ... **IssueDate:** ... **AdSize:** ... **Color:** ... **Media:** Magazine **LineScreen:** ...

**AD:** Sakib Afridi **CW:** Chris Landi **PROD:** ...

**MECH:** Carole Shaw **TRAF:** Lynn Mathis **ACCT:** Diane Hernandez **ACCT2:** Kent Breard

Merkley + Partners : 200 Varick St. New York, NY 10014 : Phone 212-805-7500 : Fax 212-805-7452 (Studio)

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HEADLINE: 12.5 • COPY: 9



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Merkley+PARTNERS

Lead Paint "Cereal Bowl" (Magazine) 4c

ADC\_CLP\_P08336

Client: .....Product: .....

Live: ----Trim: = Bleed: = Gutter: \*

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AD: .....CW: .....PROD: \*

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 SuperStudio:Logos:Ad Council:Coalition to End Childhood Poisoning:CECLP B&W no background.tif

**Merkley**\*PARTNERS

Lead Paint "Sippy Cup" (English/ Magazine) 4c

ADC\_CLP\_P08337

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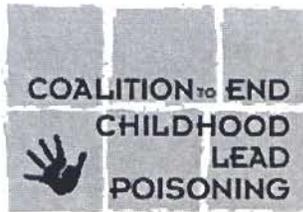
MECH: bd TRAF: Lynn Mathis ACCT1: Diane Hernandez ACCT2: Kent Breard

STUDIO1: Bill Dolan STUDIO2: MH  
 Merkle + Partners: 200 Varick St. New York, NY 10014; Phone 212-805-7500; Fax 212-805-7452 (Studio)

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## National Campaign Launches to Protect Children and Families from Lead Poisoning

***New national survey shows lead poisoning in homes is not top concern among parents***

***New York, NY, April 20, 2010 /PRNewswire/*** — According to a national online survey released today by the Ad Council, only a third of parents in the United States are very concerned that lead poses a health risk to their children. However, lead poisoning affects more than one million children in the United States. If not detected early, children with high levels of lead in their bodies can suffer from damage to the brain and nervous system, behavior and learning problems (such as hyperactivity), slowed growth, hearing problems and aggressive behavior.

In an effort to raise awareness of the consequences of lead poisoning among parents and pregnant women who live in homes built before 1978, the Coalition to End Childhood Lead Poisoning, U.S. Environmental Protection Agency (EPA), and U.S. Department of Housing and Urban Development (HUD) are joining the Ad Council today to launch a national multimedia public service advertising (PSA) campaign.

"Lead poisoning is a costly, tragic and irreversible environmental disease that robs children of their ability to reach their full potential - yet it is entirely preventable," said Ruth Ann Norton, Executive Director of the Coalition to End Childhood Lead Poisoning. "That is why we

### TV PSAs

Select video from drop-down menu below

#### Milk Bottle



Embed this Video

### Radio PSAs

Hearing Loss: 60

Rage: 30

Violent Behavior :50/:10 (localizable)

### Magazine PSAs

Click thumbnail to enlarge Photo

teamed with our partners at the EPA, HUD and the Ad Council to launch this national lead poisoning prevention and awareness campaign. Together, we can make lead history."

The most common pathway for lead poisoning is caused by deteriorating lead-based paint (on older windows, doors and trim, or walls) or through improper renovation, repair and painting activities that cause paint to chip, peel, or flake. Children are frequently poisoned by ingesting lead dust that has accumulated on their hands, fingers, toys, or clothing from lead hazard sources like floors and windowsills.

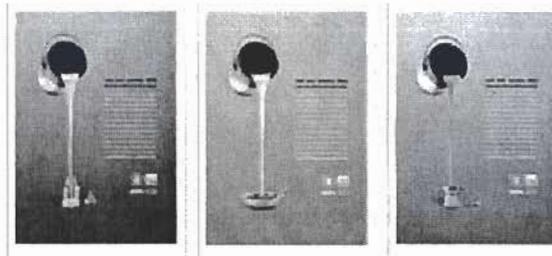
"Dust from paint containing lead is especially toxic to young children," said Steve Owens, EPA Assistant Administrator for Prevention, Pesticides and Toxic Substances. "Parents can protect their children from exposure to toxic lead paint dust by hiring a lead-safe trained contractor if they live in an older home and plan to renovate or repair."

The new PSA campaign primarily aims to reach parents and caregivers of children age six and under, and pregnant women, who are at the greatest risk for lead poisoning. The objective is to educate parents about the dangers of lead poisoning so they can take immediate action to safeguard their children.

"To grow up healthy, children need to live in healthy homes, and getting homes tested for lead is an essential part of that process," said Ron Sims, HUD Deputy Secretary. "There are approximately 38 million U.S. homes that still contain lead-based paint, so it's important to know the age of your home and get it tested if it was built before 1978."

The Ad Council's national survey released today found that when parents were asked what they were concerned about, only less than ten percent mentioned that lead poses a risk to their children's health. The majority of respondents rated cleaners and solvents, electrical outlets and prescription medicines as the home hazards they are most concerned about, while lead poisoning ranked second to last. Furthermore, among those respondents who used contractors to do renovations, only 38 percent were confident that they used a lead-safe contractor.

"Our research revealed that childhood lead poisoning is not a top concern among parents,"



## TV Screengrabs

Click thumbnail to enlarge Photo  
Right-click the enlarged Photo for 'SAVE' options



## Website Screenshots

Click thumbnail to enlarge Photo  
Right-click the enlarged Photo for 'SAVE' options



## Related Links

[www.LeadFreeKids.org](http://www.LeadFreeKids.org)  
[www.LeadFreeKids.org/espanol](http://www.LeadFreeKids.org/espanol)  
[www.lead-safe.org](http://www.lead-safe.org)  
[www.EPA.gov](http://www.EPA.gov)  
[www.HUD.gov](http://www.HUD.gov)  
[www.adcouncil.org](http://www.adcouncil.org)

said Peggy Conlon, president and CEO of the Ad Council. "Our partnership with the Coalition to End Childhood Lead Poisoning, EPA, and HUD will educate parents about the dangers and empower them to take simple steps to protect their children from lead poisoning."

Created *pro bono* by New York-based ad agency Merkley+Partners, the campaign includes television, radio, print, outdoor and Web advertising, which is available in English and Spanish.

"Merkley+Partners is proud to play a role in bringing awareness to the issue of lead poisoning. We believe the campaign is arresting, conveys a sense of urgency and will motivate parents and caregivers to act quickly to ensure their young children are safe," said Diane Hernandez, Group Account Director of Merkley+Partners.

The PSAs direct parents to visit a new comprehensive web site, [www.leadfreekids.org](http://www.leadfreekids.org) or call a toll-free number (1-800-424-LEAD), to learn more about where lead can be found in their home, how to protect their children from exposure to lead and to know what to do if they or a member of their family is exposed to lead. The site, which is also available in Spanish at [www.leadfreekids.org/espanol](http://www.leadfreekids.org/espanol), encourages parents and other adults to download free toolkits in an effort to help eliminate childhood lead poisoning.

The new PSAs are being distributed to more than 33,000 media outlets nationwide this week. Per the Ad Council model, the PSAs will run and air in advertising time and space that is donated by the media.

The online survey was commissioned by the Ad Council and the Coalition to End Childhood Lead Poisoning and conducted in partnership with Lightspeed Research from April 2 to April 12, 2010. The sample consisted of 701 adults 18+ who are parents of children 0-6 or currently pregnant and live in homes built before 1980. There was also an oversample of approximately 469 parents in the ten markets where lead poisoning prevalence is the highest: New York, Los Angeles, Chicago, Philadelphia, Detroit, Baltimore, Washington DC, Milwaukee, Atlanta and Portland.

## Widget

COALITION TO END CHILDHOOD LEAD POISONING  
Lead Poisoning

Ask your doctor to test your young children for lead even if they seem healthy.

[View All 31 Tips >>](#)

## Related Documents

Merkley+Partners Credits  
Lead Poisoning Prevention Fact Sheet

## Social Media

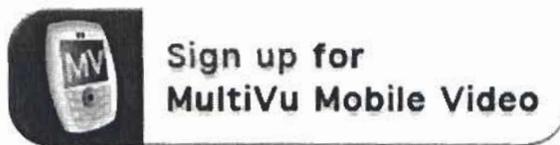
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Link to this MNR

<http://multivu.prnewswire.com/mnr/adCouncil/4351>

## Mobile Video



**MultiVu**  
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**The Coalition to End Childhood Lead Poisoning**

The Coalition to End Childhood Lead Poisoning designs, develops and promotes programs, policies and direct services to eradicate childhood lead poisoning and create green and healthy homes for all children. For more information about the Coalition to End Childhood Lead Poisoning, visit [www.lead-safe.org](http://www.lead-safe.org).

**U.S. Environmental Protection Agency**

EPA leads the nation's environmental science, research, education and assessment efforts. The mission of the Environmental Protection Agency is to protect human health and the environment. Since 1970, EPA has been working for a cleaner, healthier environment for the American people. For more information about EPA, visit [www.epa.gov](http://www.epa.gov).

**U.S. Department of Housing and Urban Development**

HUD is the nation's housing agency committed to sustaining homeownership; creating affordable housing opportunities for low-income Americans; and supporting the homeless, elderly, people with disabilities and people living with AIDS. The Department also promotes economic and community development and enforces the nation's fair housing laws. More information about HUD and its programs is available on the Internet at [www.hud.gov](http://www.hud.gov) and [espanol.hud.gov](http://espanol.hud.gov).

**The Advertising Council**

The Ad Council ([www.adcouncil.org](http://www.adcouncil.org)) is a private, non-profit organization that marshals talent from the advertising and communications industries, the facilities of the media, and the resources of the business and non-profit communities to produce, distribute and promote public service campaigns on behalf of non-profit organizations and government agencies in issue areas such as improving the quality of life for children, preventive health, education, community well-being, environmental preservation and strengthening families.

**Merkley+Partners**

Merkley+Partners is a full service marketing and advertising agency providing strategic direction to clients and creating print, broadcast, digital, social, viral, brand identity and CRM programs. Merkley clients include Mercedes-Benz, AXA Equitable, Arby's, Pinnacle Foods LLC and Schering-Plough. The agency was founded in 1993 and is a wholly-owned subsidiary of

Omnicom Group Inc., a leading worldwide communications company.

**Media Contacts:**

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HUD Press Office

Shantae Goodloe

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Ad Council Press Office

news@adcouncil.org



## Lead in Paint, Dust, and Soil

You are here: [EPA Home](#) [Chemical Safety & Pollution Prevention](#) [Pollution Prevention & Toxics](#) [Lead in Paint, Dust, and Soil](#)

<http://www.epa.gov/lead/>  
Last updated on Thursday, April 29, 2010

### Let's Make All Kids Lead-Free Kids

Learning disabilities, hearing loss, and violent behavior are some of the effects lead paint can have on young children. If your home was built before 1978, lead paint on your walls, doors, windows and sills may be dangerous.

Call 800-424-5323 (LEAD) or [read more](#).

Lead paint poisoning affects over one million children today.

CC

### Why Do You Need to Be Concerned About Lead?

Lead is a toxic metal that was used for many years in products found in and around our homes. Lead also can be emitted into the air from motor vehicles and industrial sources, and lead can enter drinking water from plumbing materials. Lead may cause a range of health effects, from behavioral problems and learning disabilities, to seizures and death. Children six years old and under are most at risk.

### Most Common Sources of Lead Poisoning:

- Deteriorating lead-based paint
- Lead contaminated dust
- Lead contaminated residential soil

### On this Web site:

#### [Basic Information](#) [Información Básica](#)

- [Facts about lead](#)
- [Health effects of lead](#)
- [Where lead is found](#)
- [Where lead is likely to be a hazard](#)
- [How to check your family and home for lead](#)
- [What you can do to protect your family](#)
- [Are you planning to buy or rent a home built before 1978?](#)
- [Renovating, repairing or painting a home, child care facility or school with lead-based paint](#)
- [Other EPA pamphlets on lead](#)

[Where You Live](#) - Get contacts for lead information in each EPA regional office.

[Renovation, Repair and Painting](#) - Learn about EPA's lead-safety rules and lead-safe work practices.

[Lead Professionals](#) - Read about EPA requirements for lead-based paint abatement for known hazards, inspection, and risk assessment.

[Grants](#) - Read about EPA's grant programs to fund lead poisoning prevention activities in local communities and across the nation.

[Lead in the News](#) - Read about recalls, lead in toys and children's jewelry and more.

[Rules and Regulations](#) - Read about EPA regulations and policy guidance on lead abatement, cleanup, risk assessment, and remodeling and renovations.

[Resource Center](#) - Access links to additional information sources on lead from other EPA offices and organizations involved in efforts to reduce lead exposure.

[Lead Hotline](#)

### Lead-Safe Renovation, Repairs and Painting Contractors Must Be Lead-Safe Certified



- How to become Lead-Safe Certified
- Accredited training providers near you
- Certified firms near you
- Find out about EPA-recognized test kits
- Find out if your state is operating the certification program instead of EPA
- Answers to your questions, submit questions

### Compliance for Contractors, New Rules

April 23, 2010 -- EPA is moving expeditiously to process firm certification applications received by April 22, 2010. EPA is providing guidance to facilitate compliance and ease the transition period following the RRP rule's effective date. For more information, please see an Agency memo on implementation (2 pp, 762K, about PDF) and a set of frequent questions. (3 pp, 27K, about PDF).

EPA also announced several new actions to prevent lead paint poisoning. [Read the press release.](#)

### Lead Poisoning Awareness Campaign

April 20, 2010 -- EPA joined with the Coalition to End Childhood Lead Poisoning, the U.S. Department of Housing and Urban Development and the Ad Council to sponsor a public service announcement advertising campaign to raise awareness of the dangers of lead poisoning to children. The ads, in English and Spanish, urge viewers to visit the campaign Website and hotline 1-800-424-LEAD to learn more. [Read the press release.](#)