



# **Renovate Lead-Safe Media Kit**

*Help Followers, Viewers and  
Others Reduce Lead Exposure  
During Renovation, Repair and  
Painting Projects*



## Renovate Lead-Safe Media Kit

### Resources to Reduce Lead Exposure During Renovation, Repair and Painting Projects

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## Overview

Welcome to EPA's Renovate Lead-Safe Media Kit!

In this kit, you'll find important messaging to share with your audiences about preventing lead exposure when performing renovation, repair and painting (RRP) projects on their pre-1978 homes.

The federal government banned the residential use of lead-based paint in 1978, so homes built before then may have lead-based paint on interior and exterior surfaces. Dangerous lead dust can be created when these surfaces are disturbed or demolished during RRP projects, increasing the risk of lead exposure. Because of this risk, EPA recommends owners of pre-1978 homes hire lead-safe certified contractors who are trained in lead-safe work practices for home renovations. People who perform renovations themselves should take simple precautions and use do-it-yourself (DIY) lead-safe work practices to keep themselves and others safe from potential lead exposure.

Join us in promoting the hiring of lead-safe certified contractors and, when not hiring a contractor, using DIY lead-safe work practices for home renovation projects. Spreading the word about these actions will help keep your audience and their families safe from lead exposure during their RRP projects!

While the RRP Rule requires that contractors performing RRP projects in pre-1978 homes, preschools or child care centers must be certified and trained in lead-safe work practices, generally speaking, it does not apply to homeowners doing RRP projects in their own home. However, the rule does apply to homeowners if they rent all or part of their home, operate a child care center in their home or if they buy, renovate and sell homes for profit.

This media kit includes introductory texts, sample social media posts, video scripts, frequently asked questions and more. You can tailor these materials to better connect with your audience, but be sure to keep the facts front and center. Thank you for your partnership in raising awareness about the importance of staying safe during RRP projects in pre-1978 homes. If you have any questions, feel free to reach out to the National Lead Information Center at 1-800-424-LEAD (5323) or visit [epa.gov/lead/rrp-diyers](https://epa.gov/lead/rrp-diyers).



## Introductory Text for Your Followers

*Use this introductory text to explain the health risks of lead exposure and provide ways to stay lead-safe while renovating. Feel free to customize the text to fit your voice and share it in an email, newsletter, blog, website, social media post or anywhere else you interact with your followers, viewers and others.*

Did you know lead can be found in all parts of our environment – the air, the soil, the water, and even inside our homes?

Lead is particularly dangerous to young children. Their growing bodies absorb more lead than adults, and their brains and nervous systems are more sensitive to the damaging effects of lead. Babies and young children also exhibit unique behaviors that increase their risk of lead exposure. For example, they spend more time close to the ground and often put their hands and other objects in their mouths.

While renovation projects can be fun and rewarding, they can also expose you and your family to lead if your home was built before 1978. Lead-based paint was banned for residential use in 1978, so homes built before then may have some lead-based paint. Any renovation, repair or painting (RRP) project in your pre-1978 home can easily create dangerous lead dust.

To keep you and your family safe from lead exposure during home renovation projects, EPA recommends hiring a lead-safe certified contractor to perform the work. You can [locate contractors certified in your area here](#). If you decide to do the work yourself, you should use [DIY lead-safe work practices](#) to keep you and your family safe from lead exposure:

- Determine if lead-based paint is present
- Set up safely
- Protect yourself
- Minimize dust
- Leave your work area clean
- Control your waste
- Clean one more time

Lead-safe work practices are simple, quick and necessary to protect your family – especially children – from lead. To help you follow lead-safe work practices during your next DIY project, EPA also has a [Renovate Lead-Safe Fact Sheet](#) and [answers to frequently asked questions](#) available at [epa.gov/lead/renovate-lead-safe-media-kit](https://epa.gov/lead/renovate-lead-safe-media-kit).

Have fun and stay safe while you renovate!

# RENOVATE LEAD-SAFE

Protect yourself and your family from lead exposure by being aware of potential hazards during home renovation projects.



If your home was built before 1978, a home renovation project can easily create dangerous lead dust. This is one of the most common ways children are exposed to lead. Even low levels of lead in children's blood have been shown to affect a child's intellect, concentration, and academic achievement.

EPA encourages anyone pursuing renovations in a pre-1978 home to use a lead-safe certified contractor. However, if you plan to do-it-yourself (DIY), there are simple, important steps you should take to keep yourself and others safe during and after the renovation.

*\*U.S. Department of Housing and Urban Development, Office of Lead Hazard Control and Healthy Homes. (2021, October). American Healthy Homes Survey II Lead Findings.*

## Considering a home renovation project?

This chart can help you stay lead-safe while you renovate:



## Steps to Lead-Safe Work



This document presents an overview of lead-safe work practices. For detailed information about lead-safe work practices, please visit [epa.gov/lead/rrp-diylers](https://www.epa.gov/lead/rrp-diylers).



## Sample Public Service Announcements

*You can use these 15-, 30- and 60-second public service announcement scripts to promote the availability of lead-safe certified contractors and DIY lead-safe work practices.*

**If you are hiring a contractor for a home renovation project, make sure that contractor is lead-safe certified. You can use the scripts below to help encourage the use of lead-safe certified contractors.**

### 15 Second PSA

Stay safe while you renovate! Even small home renovation projects can cause big problems with lead-based paint exposure if your home was built before 1978. Visit [EPA-dot-gov-slash-l-e-a-d](https://www.epa.gov/lead) to learn how to find a lead-safe certified contractor.

### 30 Second PSA

Check your home's date before you renovate! If your home was built before 1978, even small home renovation projects can cause big problems with lead-based paint exposure. Activities like sanding, scraping and replacing windows can create dangerous lead dust and chips, so it's best to leave that work to a professional. Go to [EPA-dot-gov-slash-l-e-a-d](https://www.epa.gov/lead) to learn how to hire a lead-safe certified contractor before you start your next project!

### 60 Second PSA

Check your home's date before you renovate! If your home was built before 1978, even small home renovation projects can cause big problems with lead-based paint exposure. Activities like sanding, scraping and replacing windows can create dangerous lead dust and chips—even if lead-based paint has been covered by layers of newer paint.

Lead professionals can help you stay safe during renovations. A certified lead inspector can check if there's lead in your work area. If lead is found or suspected, a professional contractor certified in lead-safe work practices can do the renovation work safely for you. You can also choose to hire a lead abatement professional to remove the lead hazards before starting your project.

Whatever you choose, EPA has resources to help you keep your family safe from lead exposure during your next home renovation project. Head to [EPA-dot-gov-slash-l-e-a-d](https://www.epa.gov/lead) to learn more about lead-safe work practices for DIYers and how to hire a lead-safe certified contractor.

**If you decide to do a home renovation project yourself without a lead-safe certified contractor, you should follow DIY lead-safe work practices. You can use the scripts below to help encourage other DIYers to use lead-safe work practices.**

### **15 Second PSA**

When I started renovating my [kitchen/bathroom/garage/etc.], I [knew/found out] my home was built before 1978 – which means my renovation project could have exposed my family to harmful lead-based paint! Thankfully, I learned about DIY lead-safe work practices, and you should too. Visit [EPA-dot-gov-slash-l-e-a-d](http://EPA-dot-gov-slash-l-e-a-d) for more info.

### **30 Second PSA**

Stay safe while you renovate! When I started a renovation project on my [kitchen/bathroom/garage/etc.], I [knew/found out] my home was built before 1978 and may contain lead-based paint. Working on surfaces that were painted with lead-based paint—even if it's been covered by layers of newer paint—can put you and your family at risk. A lead-safe certified contractor can do the work safely for you, but if you're like me and decide to DIY, make sure to visit [EPA-dot-gov-slash-l-e-a-d](http://EPA-dot-gov-slash-l-e-a-d) to learn about lead-safe work practices for DIYers before your next project.

### **60 Second PSA**

Stay safe while you renovate! When I started a renovation project on my [kitchen/bathroom/garage/etc.], I [knew/found out] my home was built before 1978 and may contain lead-based paint. Working on surfaces that were painted with lead-based paint—even if it's been covered by layers of newer paint—can put you and your family at risk.

I wanted to keep myself and my family safe, so I set up safely, used personal protective equipment, misted my work area to minimize lead dust, cleaned as I went, controlled my waste and deep-cleaned at the end. You should be careful too! If you're planning a DIY renovation project on your pre-1978 home, head to [EPA-dot-gov-slash-l-e-a-d](http://EPA-dot-gov-slash-l-e-a-d) to learn more about how to renovate in a lead-safe way.





## FAQs for DIYers

Use the Frequently Asked Questions (FAQs) below to answer common questions about lead-safe work practices for home renovation projects. If you have an FAQ page on your website, you can use this content to supplement your information with important lead-safe messages. If you still have questions or want more information to share, read through EPA's [Lead-Safe Renovations for DIYers](#) page and/or call the National Lead Information Center at 1-800-424-LEAD (5323).

### Q: Does EPA's RRP rule apply to DIYers?

**A:** EPA's RRP rule states that any contractor or maintenance staff—including plumbers, electricians and painters—who disturbs more than six square feet of paint, replaces windows, or does demolition work in pre-1978 homes, preschools or child care centers must be certified and trained in lead-safe work practices.

Generally speaking, the RRP rule does not apply to homeowners doing RRP projects in their own home. However, it does apply to homeowners if they rent all or part of their home, operate a child care center in their home or if they buy, renovate and sell homes for profit (i.e., a house flipper).

### Q: What are lead-safe work practices?

**A:** Lead-safe work practices are techniques used to prevent lead exposure during renovation, repair and painting activities. When used correctly, they make the work area safer for workers and the home safer for residents when the renovation is complete.

If you hire a lead-safe certified contractor, they have been trained to keep you and your family lead-safe during and after the renovation. If you are planning a DIY renovation, be sure to use simple and effective DIY lead-safe work practices, which include setting up safely, protecting yourself, minimizing the dust, leaving your work area clean, controlling the waste and cleaning a final time after the work is complete.

[Locate lead-safe certified contractors here](#) and learn more about lead-safe work practices for DIYers on EPA's [Lead-Safe Renovations for DIYers](#) page.

### Q: I'm not remodeling, I'm just doing a small project. Do I need to worry about lead-based paint and lead dust?

**A:** Yes. Renovation and repair activities in pre-1978 homes that disturb lead-based paint can create dangerous lead dust even if the paint is covered by layers of newer paint. These activities include remodeling, maintenance, electrical work, plumbing, painting preparation, carpentry, window replacement, sanding, scraping and demolition.



If you have or think you may have lead-based paint in your home, it is best to hire a lead-safe certified contractor to perform any renovation work since these contractors have been trained and certified in lead-safe work practices. To learn more about lead-safe work practices for DIYers, visit [epa.gov/lead/rrp-diyers](https://www.epa.gov/lead/rrp-diyers) and to find a lead-safe certified contractor in your area, visit [epa.gov/lead/findacontractor](https://www.epa.gov/lead/findacontractor).

### **Q: Is it safe for kids and pets to be in or near the work area?**

**A:** No. Be sure to keep kids, pets and anyone not working out of the work area during a renovation. Even low levels of lead in children can result in long-lasting health effects like lower IQ, slowed or stunted growth and hearing problems. Block off or seal rooms or areas where work is being done with plastic sheeting to contain any dust that is generated. You may need a separate place for pets because they can be harmed by lead and can spread lead dust into other areas of the home.

### **Q: Do I need to worry about lead-based paint if I do not live in a pre-1978 home?**

**A:** It is unlikely you need to be concerned about lead-based paint if your home was built in 1978 or later. However, in some instances, lead-based paint may have been purchased before it was banned and used years later. Prior to any home renovation, repair or painting activities, verify the year your home was built. If you are unsure about the age of your home or the presence of lead-based paint, it is best to hire a certified lead inspector to check for lead-based paint in the work area of your home. If lead-based paint is present, consider hiring a lead-safe certified contractor to perform the renovation work. You can find a lead-safe certified contractor near you by visiting [epa.gov/lead/findacontractor](https://www.epa.gov/lead/findacontractor).

### **Q: How do I find out which year my home was built?**

**A:** If you own your home, consult your ownership documents. You can also check your county recorder's office for property records or tax assessments or hire a building inspector to assess your house and give an age estimation.

### **Q: How can I know if my older home has lead-based paint?**

**A:** A certified lead inspector can conduct an inspection and tell you whether your home, or a portion of your home, has lead-based paint and, if so, where it is located. A professional lead risk assessor can assess if your home has any lead hazards from lead in paint, dust or soil and what actions you can take to address those hazards. For help finding a certified lead risk assessor or inspector, call the National Lead Information Center at 1-800-424-LEAD (5323).

### **Q: How much does a lead-based paint inspection or lead-based paint risk assessment cost?**

**A:** The cost for a lead-based inspection and/or a lead-based paint risk assessment varies depending on your location. To get a quote, search for a certified lead-based paint inspector or risk assessor at [epa.gov/lead/findaprofessional](https://www.epa.gov/lead/findaprofessional).



## Video Creation Ideas

Use the following ideas to produce original videos encourage hiring lead-safe certified contractors and using DIY lead-safe work practices for home renovation projects. Don't forget to discuss why lead exposure is dangerous and how to protect yourself and your family.

Use one of these ideas outlined below.

### 1. Film yourself walking through an older home while explaining the importance of hiring lead-safe certified contractors for renovation, repair and painting projects on pre-1978 homes.

Here are talking points to consider:

- The federal government banned consumer use of lead-based paint in 1978. Homes built before then may have lead-based paint, so consider hiring a lead-safe certified contractor to do renovation, repair and painting projects. Find one in your area by visiting [epa.gov/lead/findacontractor](https://epa.gov/lead/findacontractor).
- Common home renovation activities like demolition, sanding, drilling, cutting, opening walls, replacing windows, and other renovation activities create dust that could contain lead and put you and your family at risk for lead exposure. However, you can stay safe during your home renovation by hiring a lead-safe certified contractor who knows how to minimize and control the dust. You can find one by visiting [epa.gov/lead/findacontractor](https://epa.gov/lead/findacontractor).
- Since my home was built before 1978 and has lead-based paint, I found a lead-safe certified contractor through EPA's website to do my home renovation. This contractor is certified in lead-safe work practices that reduce the amount of dust created by renovation activities and will minimize exposure to lead.



**2. Show the steps to a lead-safe DIY home renovation, making sure to demonstrate each action.**

Your introduction could sound like this: “I’m renovating my [kitchen/bathroom/living room/house], and since I know my home was built before 1978 and may contain lead-based paint. I’m keeping my family safe from lead by following these DIY lead-safe work practices:”

Step	Action
Set up safely	Carefully tape off your work area and cover objects you can’t remove with plastic sheeting. This keeps dust in and family and non-workers out.
Protect yourself	Wear protective clothing like disposable coveralls, shoe covers and an N-100 certified respirator mask to avoid inhaling, ingesting or carrying lead dust out of the work area.
Minimize dust	Use the right equipment to minimize dust while you work. Plastic sheeting, masking tape, heavy-duty plastic bags and a misting bottle will help you collect and dispose of all dust.
Leave your work area clean	Clean up as you go, vacuum with a HEPA vacuum cleaner frequently and clean your tools daily. Your work area should be left clean at the end of every day.
Control your waste	Bag waste, seal it and take the waste to a licensed solid waste landfill.
Clean one more time	Before letting family and friends back into the work area, clean all surfaces with damp disposable cloths. Consider having the area tested for lead dust hazards by a certified firm.

For more information about lead-safe renovations, visit EPA’s Lead-Safe Renovations for DIYers page at [epa.gov/lead/rrp-diyers](http://epa.gov/lead/rrp-diyers).



### 3. Film yourself describing the dangers associated with lead exposure and how people can stay lead-safe during home renovation projects.

Here are some facts to share about lead exposure:

- Household dust created by home renovation projects is one of the most common sources of lead exposure in children. Even at low levels, lead exposure in children can cause:
  - Behavior and learning problems
  - Lower IQ
  - Increased hyperactivity
  - Slowed and stunted growth
  - Hearing problems
  - Anemia
- Lead is particularly dangerous to children because their growing bodies absorb more lead than adults do, and their brains and nervous systems are more sensitive to the damaging effects of lead.
- No safe blood lead level has been identified for children and even very low levels of lead in the blood can have lifelong health impacts.
- A blood lead test is the easiest way to know if your child has been exposed to lead. Blood lead tests are required for all Medicaid-eligible children at 12 and 24 months. Testing all children under the age of 6 who are at higher risk for lead exposure is recommended.

*For more information about the health effects of lead exposure, visit the EPA lead website at [epa.gov/lead/learn-about-lead#effects](https://www.epa.gov/lead/learn-about-lead#effects) or call 1-800-424-LEAD (5323).*



## Sample Social Media Posts

Use the following Facebook posts, Instagram captions and tweets to spread the word about the availability of lead-safe certified contractors and DIY lead-safe work practices for renovation projects on pre-1978 homes. When creating posts to highlight RRP projects and pre-1978 DIY home renovations, you can use the hashtags #LeadFree, #LeadSafe and #LeadFreeKids to join the conversation on reducing lead exposure.

### Here are some ideas to get you started:

- Create a live video discussing the dangers of lead exposure and how to protect yourself and your family.
- Write a post about finding and hiring a lead-safe certified contractor for renovation work in pre-1978 homes.
- Post a thread walking followers through the steps to lead-safe home renovations.
- Share a post about how your home was built before 1978, which means your home may have lead-based paint.
- Use the hashtags #LeadFree, #LeadSafe and/or #LeadFreeKids.

### Sample Instagram Captions

This year, I'm renovating my [kitchen/bathroom/living room/house]! Since I live in a pre-1978 home that likely has lead-based paint, I'm going to hire a lead-safe certified contractor to do the renovation. This way, I'm keeping my family #LeadSafe. 🧑🏻🔧❤️ Find a lead-safe certified contractor near you by visiting [epa.gov/lead/findacontractor](https://epa.gov/lead/findacontractor).

I'm using a lead-safe certified contractor to perform renovation work on my home, are you? 🏠🧑🏻🔧 If you're not, find one by visiting [epa.gov/lead/findacontractor](https://epa.gov/lead/findacontractor).

I'm staying #LeadSafe by hiring a certified contractor to renovate my [kitchen/bathroom/living room/house]. If you're looking to do a home renovation this year, I strongly encourage you to do the same. ⚠️🧑🏻🔧 You can find a lead-safe certified contractor by visiting [epa.gov/lead/findacontractor](https://epa.gov/lead/findacontractor).

I'm renovating my [kitchen/bathroom/living room/house] and since I know my home was built before 1978, I'm keeping my family #LeadSafe by setting up safely, controlling the dust, and cleaning up completely. 🗣️🧑🏻🔧 You can find more information on lead-safe renovations at [epa.gov/lead/rrp-diayers](https://epa.gov/lead/rrp-diayers).



## Sample Twitter Posts

My home was built before 1978, when lead-based paint was still being used to paint homes, so I'm hiring a #LeadSafe certified contractor to do my home renovation. ⚠️ What about you? Find a certified contractor near you by visiting [epa.gov/lead/findacontractor](https://epa.gov/lead/findacontractor).

I don't want to expose my children 🧒🧒 or pets 🐱🐱 to lead during my home renovation, so I'm hiring a #LeadSafe certified contractor to do the work. What about you? Find a lead-safe certified contractor near you 🔍 by visiting [epa.gov/lead/findacontractor](https://epa.gov/lead/findacontractor).

I'm a homeowner doing my own renovation work, so I can easily create dangerous lead dust in my pre-1978 home. 🏠 That's why I'm setting up safely, controlling the dust, and cleaning up completely. Learn more about #LeadSafe #DIY home renovations at [epa.gov/lead/rrp-diyers](https://epa.gov/lead/rrp-diyers).

I'm not sure if my pre-1978 home contains lead-based paint, so I'm having my home inspected before doing any renovation work. 🔍 What about you? Find a certified lead professional near you by visiting [epa.gov/lead/findaprofessional](https://epa.gov/lead/findaprofessional).

## Sample Facebook Posts

My home was built before the federal government banned consumer uses of lead-based paint in 1978, so I'm hiring a #LeadSafe certified contractor to do my home renovation. I know even a small amount of lead can cause long-lasting health effects in my children. 🧒🧒 If your home was built before 1978 and you're performing any home renovation work, consider hiring a lead-safe certified contractor. 🙋 You can find one in your area by visiting [epa.gov/lead/findacontractor](https://epa.gov/lead/findacontractor).

This year, I'm planning to do a home renovation. Since I live in a home built before 1978, I'm hiring a certified lead risk assessor so I'll know if there are lead hazards in my home and what I can do to address those hazards. 🙋 I know even a small amount of lead can cause long-lasting health effects, so I'm taking precautions to stay #LeadSafe during my home renovation ⚠️ You can find a certified lead professional by visiting [epa.gov/lead/findaprofessional](https://epa.gov/lead/findaprofessional).

This year, I'm renovating my [kitchen/bathroom/living room/house]! 🏠 Since I live in an older home that has lead-based paint, I'm going to hire a lead-safe certified contractor to do my renovation. These are professionals who are certified in lead-safe work practices that will minimize my family's exposure to lead. 🧒🧒 Find a #LeadSafe certified contractor near you by visiting [epa.gov/lead/findacontractor](https://epa.gov/lead/findacontractor).

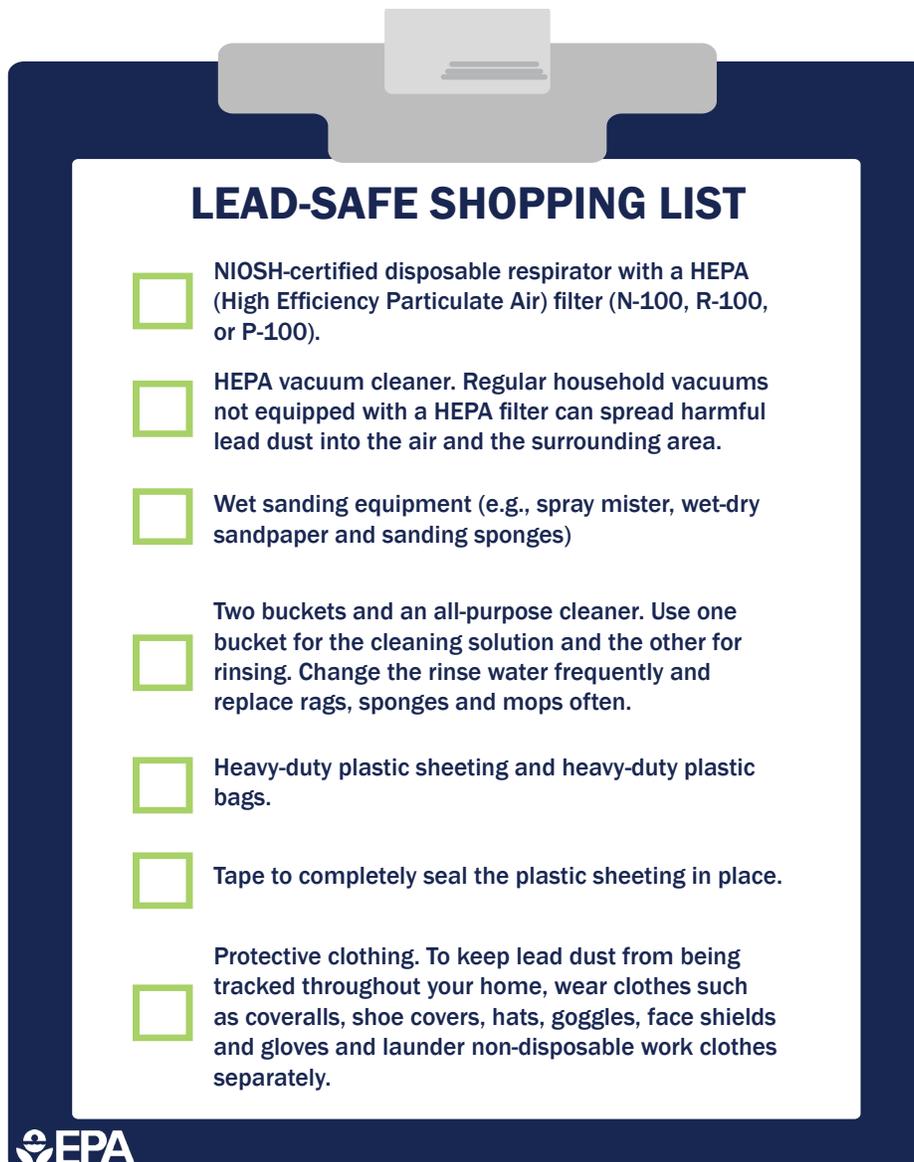
I own a home that was built before 1978 and I'm doing my own [kitchen/bathroom/living room/etc.] renovation. I know even a small amount of lead dust from the renovation can harm my family. 🧒🧒 I'm keeping us safe by using #LeadSafe work practices for all my #DIY home renovation projects. I'll be setting up safely, controlling the dust, and cleaning up completely. 🛠️ Learn more by visiting [epa.gov/lead/rrp-diyers](https://epa.gov/lead/rrp-diyers).



## Lead-Safe Shopping List

Encourage followers, viewers and others to follow lead-safe work practices by promoting and using the right equipment for DIY home renovation projects. You can find more information about the items on the shopping list at [epa.gov/lead/rrp-diwers](https://www.epa.gov/lead/rrp-diwers). Download the image below and include it in your posts and on your webpage.

The following items are available through hardware, paint, garden supply stores or other specialty suppliers:



### LEAD-SAFE SHOPPING LIST

- NIOSH-certified disposable respirator with a HEPA (High Efficiency Particulate Air) filter (N-100, R-100, or P-100).
- HEPA vacuum cleaner. Regular household vacuums not equipped with a HEPA filter can spread harmful lead dust into the air and the surrounding area.
- Wet sanding equipment (e.g., spray mister, wet-dry sandpaper and sanding sponges)
- Two buckets and an all-purpose cleaner. Use one bucket for the cleaning solution and the other for rinsing. Change the rinse water frequently and replace rags, sponges and mops often.
- Heavy-duty plastic sheeting and heavy-duty plastic bags.
- Tape to completely seal the plastic sheeting in place.
- Protective clothing. To keep lead dust from being tracked throughout your home, wear clothes such as coveralls, shoe covers, hats, goggles, face shields and gloves and launder non-disposable work clothes separately.





For more information, contact the National Information Center (NLIC)  
at 1-800-424-LEAD (5323). Or visit [epa.gov/lead](https://epa.gov/lead).

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