

Sample Social Media Package

National Lead Poisoning Prevention Week

October
19–25,
2025

This year, National Lead Poisoning Prevention Week (NLPPW) is **October 19–25, 2025!** **CDC**, **EPA**, and **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**, and **@HUDgov**
- Instagram: **@CDCgov**, **@EPAgov**, **@HUDgov**
- Facebook: **CDC**, **EPA**, **HUD**
- *Información en español en X: @CDCespanol, @EPAespanol, @HUDespanol y en Facebook: @CDCespanol, @EPAespanol, @HUDespanol*

Join us on Social Media

For #NLPPW2025, 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	Tuesday	Wednesday	Thursday	Friday
Healthy Communities Start With Lead-Safe Homes	Get the Facts	Get Your Child Tested	Get Your Home Tested	Actions to Prevent Lead Exposure



Key Messages to Share

Monday: Healthy Communities Start With Lead-Safe Homes

This year's theme highlights that every American should have a safe and healthy home. We must act early to protect the health of children and families. Here are some ideas to kick off **#NLPPW2025** on your channels.

- Share the **#NLPPW2025** theme: **Healthy Communities Start with Lead-Safe Homes!** Join CDC, EPA, and HUD to protect children and families.
- Join the conversation by using the **#NLPPW2025** and **#LeadFreeKids** hashtags.
- Share the **#NLPPW2025** 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.
- Encourage your local community development, health or environment agency to prepare for applying for a 2026 HUD Lead Hazard Reduction grant (Community Development Block Grant funds can be used as match for the lead grants).
- Distribute information about the events and activities happening during **#NLPPW2025**.

Tuesday: Get the Facts

Lead poisoning is still a threat to children's health. Help families by sharing important information for 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 that **many pre-1978 homes contain lead-based paint**, usually under layers of newer paint.
- Emphasize that deteriorating (i.e., peeling, chipping, chalking, cracking, or damaged) lead-based paint is a hazard and needs immediate attention to be repaired and cleaned up safely. Reassure families that intact paint generally doesn't pose exposure risks.
- Provide information about the **health effects of lead exposure**.
- Highlight the most common sources of lead exposure, including lead in paint, dust, soil, and from the workplace or hobby activities.
- Share community-based, state, and national resources to help people find more information about lead in their area.

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. Share the messages below.

- Highlight that even low levels of lead in the blood can negatively impact a child's health and should be viewed as a concern.
- 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.
- Talk about those who are more vulnerable to lead exposure, especially children younger than age 6 and pregnant women.

Thursday: Get Your Home Tested

There's only one way to know if there's lead in your home—by getting it 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 you can 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.
- 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.
- Use **HUD's Lead Safe Housing Rule Toolkit** to learn how you are protected by rules that apply to almost all ownership, rentals and sales of pre-1978 housing to keep children and occupants safe, regardless of federal assistance.
- How you can find a **HUD Lead Hazard Reduction and Healthy Homes grant program** to help test and address lead hazards in owner occupied and rental homes.

Friday: Actions to Prevent Lead Exposure

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

- 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.
- Encourage a well-balanced diet of fruits, vegetables, grains, dairy and protein-rich foods. Foods that are higher in calcium, iron and vitamin C can help reduce the body's absorption of lead. Children with healthy diets absorb less lead.

Sample Social Media Posts

Spread the Word About Lead-Safe Homes

We encourage you to share one of the following posts for each day! Feel free to customize to work best for you or your organization.

Theme	Sample Posts
Healthy Communities Start With Lead-Safe Homes	Lead poisoning is still a threat to children's health. 🧒 Join @CDCgov, @EPA, and @HUDgov this National Lead Poisoning Prevention Week, Oct. 19–25, 2025, to protect children and families. ❤️ www.epa.gov/lead/nlppw #NLPPW2025 #LeadFreeKids
	Let's make lead poisoning a thing of the past! Learn more about healthy homes during National Lead Poisoning Prevention Week, Oct. 19–25, 2025! 🏠 www.hud.gov/program_offices/healthy_homes @CDCgov @EPA @HUDgov #NLPPW2025 #LeadFreeKids
	<i>Create your post with your NLPPW activity by filling in the highlighted sections below!</i> Every American deserves a healthy and lead-safe home. 🏠 That's why we're organizing [insert activity name] on [day], [date] from [time] to protect children and families by [insert activity description]. Register by visiting [insert link]. #NLPPW2025 #LeadFreeKids
Get the Facts	Lead is toxic – especially to young children. 🧒 Lead exposure can happen through paint chips, dust, water or even on clothes or pets. Get the facts and stay lead-safe! 🏠 www.epa.gov/lead/protect #NLPPW2025 #LeadFreeKids
	Healthy homes mean healthy families. 🏠 Get the facts from the National Lead Information Center about lead, lead hazards, and preventing lead exposure. ☎ 1-800-424-LEAD [5323] (TTY 711). www.epa.gov/lead/forms/lead-hotline-national-lead-information-center #NLPPW2025 #LeadFreeKids
	Let's make lead poisoning a thing of the past! 🚫 Get the facts about lead to protect your family from potential lead exposure. 🧒 www.epa.gov/getleadsafe #NLPPW2025 #LeadFreeKids

Theme	Sample Posts
Get the Facts	If you work around lead, don't take it home! 🧑‍🔧 Wash hands at the end of your shift & change out of work clothes before going home. www.cdc.gov/niosh/docs/2024-101/default.html #NLPPW2025 #LeadFreeKids
Get Your Child Tested	No safe blood lead level has been identified for children. 💧 A simple blood test can detect lead. 🔍 Act early: talk to your child's healthcare provider about possibly getting them tested. www.cdc.gov/lead-prevention/testing/#cdc_testing_type_test-types-of-tests #NLPPW2025 #LeadFreeKids
	A blood lead test is the best way to find out if a child has lead poisoning. 💧 Reach out to your child's healthcare provider today to safeguard against exposure. Knowledge is key! 🔑 www.cdc.gov/lead-prevention/about/ #NLPPW2025 #LeadFreeKids
	Even low levels of lead in the blood can have lifelong health impacts. 📞 Ask your healthcare provider about getting your child tested for lead. ✅ www.cdc.gov/lead-prevention/testing/ #NLPPW2025 #LeadFreeKids
	Hey parents! If your child is age 1–5 years, consider getting them tested for lead if they live in a home built before 1978. 🏠 www.cdc.gov/lead-prevention/communication-resources/know-the-facts.html #NLPPW2025 #LeadFreeKids
Get Your Home Tested	Was your home built before 1978? 🏠 If so, it may have lead-based paint. Get your home tested to know for sure. ✅ www.epa.gov/lead/protect-your-family-sources-lead#older #NLPPW2025 #LeadFreeKids
	Sellers, landlords, real estate agents and property managers must disclose known lead-based paint or hazards before signing a lease or sales contract on a pre-1978 home. 🏠 Get the facts on real estate disclosures. 🔍 www.epa.gov/lead/disclosure #NLPPW2025 #LeadFreeKids

Theme	Sample Posts
Get Your Home Tested	Planning a renovation, repair or painting project? 🛠️ If your home was built before 1978, lead-based paint may be present. Get your home tested by an EPA-certified contractor. https://cdxapps.epa.gov/leadpro #NLPPW2025 #LeadFreeKids
	About half of the homes in the United States built before 1978 have lead-based paint. 🏠 Every American deserves a healthy and lead-safe home, get your home tested! www.epa.gov/lead/how-make-your-home-lead-safe #NLPPW2025 #LeadFreeKids
Actions to Prevent Lead Exposure	Lead poisoning is preventable! 💪 Learn simple actions you can take to protect your loved ones against potential lead exposure. ❤️ www.epa.gov/lead/actions #NLPPW2025 #LeadFreeKids
	Wipe & remove shoes before entering your home! 👟 When lead-based paint deteriorates inside or outside the home, lead can end up in household dust and soil. 🌱 Learn more actions to protect against lead exposure. www.epa.gov/lead/protect-your-family-sources-lead#soil #NLPPW2025 #LeadFreeKids
	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. 🔍 www.cpsc.gov/Recalls #NLPPW2025 #LeadFreeKids
	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. 💧 www.epa.gov/ground-water-and-drinking-water/basic-information-about-lead-drinking-water#reducehome #NLPPW2025 #LeadFreeKids

Social Media Images

Share Posts with our Social Media Images

Join us online by downloading and using the following images on your organization's website, blog, newsletter, and social media accounts to show your commitment to #LeadFreeKids.

Sample Caption: Healthy communities start with lead-safe homes. 🏠 Join @CDCgov, @EPA, and @HUDgov this National Lead Poisoning Prevention Week, Oct. 19–25, 2025, to protect children and families. ❤️ www.epa.gov/lead/nlppw

Tag with **#NLPPW2025** and **#LeadFreeKids**



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