



2026 Lead Poisoning Prevention Week Communication Plan

Overview



October 25-31, 2026 is National Lead Poisoning Prevention Week (NLPPW). This week is about calling attention to ways parents and communities can prevent childhood lead poisoning. Lead poisoning is preventable, yet hundreds of Maine kids are identified each year with lead in their bodies. There is no safe level of lead in the body. Lead poisoning can cause learning and behavior problems and may put kids at a disadvantage in school and later as working adults. For the national LPPW toolkit, visit:

<https://www.epa.gov/lead/national-lead-poisoning-prevention-week>

- [Flyer](#)
- [Banner](#)
- [Social Media Image](#)

Campaign Objectives

- Increase awareness of childhood lead poisoning sources and blood lead testing
- Encourage parents and providers to test children for lead poisoning at ages 1 and 2 years, it's the law
- Increase access to free lead dust test kits: <https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention/free-lead-test-kit>

Target Audiences

- Parents and guardians of young children
- Child care providers and childcare licensors ([check out page 9](#))
- Community based organizations
- Healthcare providers ([check out page 10](#))



Themes

- Get the facts: Learn about lead hazards
- Get your child tested: Ensure children are tested at 1 and 2
- Get your home tested: Use a free lead dust test kit
<https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention/free-lead-test-kit>

Social Media Messages

Feel free to post these or share from Maine CDC's Facebook and Twitter. Use the national hashtags #NLPPW2026, #LeadFreeKids, #LeadFreeME or create your own! [Download images from Maine CDC.](#)



Follow and share posts from national organizations such as on Twitter: @HUDgov, @HUDHealthyHomes, @EPA, @EPAespanol, @CDCgov on Facebook: HUD, EPA, EPAespanol, and CDC or on Instagram: @EPAGov

Leading Up to NLPPW

Primary Message: National Lead Poisoning Prevention Week is October 25-31, 2026. Follow @MaineCDC, @CDC, @HUD, and @EPA over the next few weeks to learn more about #NLPPW2026 and how we can work together to prevent lead poisoning. Get the facts about lead and lead exposure and understand why getting your children tested and your home tested is important to protect ourselves and our families from the effects of lead exposure. <https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention>



Other Options:

- #DYK lead exposure and lead poisoning are preventable? You can take simple actions to protect your children and prevent them from coming into contact with lead before they are harmed. <https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention>
- For more information about lead in Maine, how lead gets into the body and affects health, and what you can do to protect your family read the Childhood Lead Poisoning: What You Need to Know tipsheet. Now available in 10 languages. <https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention/resources-posters>

Monday

Theme: Why Should I be Concerned About Lead?

Primary Message: It's National Lead Poisoning Prevention Week. All week long, we are encouraging Mainers to learn the importance of lead testing and prevention. Get your home tested. Get your child tested. Get the facts! Learn how you can protect your family from lead exposure.

<https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention>

Other Options:

- It's National Lead Poisoning Prevention Week. Lead exposure affects human health, especially in children. There is NO safe level of lead exposure for children. Even low levels of lead may cause lifelong health problems. Test your home. Test your children
<https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention>
- Have you decided to do some work on your older home? Maybe you are repairing a window that sticks or painting a room for a new baby. If you paint or fix up your house, protect your family from lead paint dust. <https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention/home-property-owners>

Tuesday

Theme: How Do You Know if There is Lead in Your Home?

Primary Message: Lead paint dust can permanently harm your child. Always find out about lead paint in a home **before moving in**, so you know what steps to take to keep your family safe.

[Request your free dust test kit today.](#)

Other Options:



- Painting, sanding, or scraping can create unsafe lead dust in homes built before 1978. When hiring contractors, ask to see their RRP certificate. The certificate shows that they have been trained to protect your family from lead paint dust while they work.
<https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention/home-property-owners>
- #DYK many homes built before 1950 contain lead-based paint on both interior and exterior walls? When old lead paint breaks down, is damaged, or disturbed during home repairs, it creates lead dust – the most common cause of childhood lead poisoning. Learn more about testing your home for lead: <https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention/home-property-owners>

Wednesday

Theme: General Lead Poisoning Prevention

Primary Message: You can lower your child's risk of harm from lead paint **by being informed**. Order a [free lead dust test kit](#) for your home, and request a blood lead test from your child's doctor.

Other Options:

- Harmful exposure to lead paint dust - the most common cause of childhood lead poisoning - in young children is 100% preventable. Simple steps to keep kids lead-free: Wash hands before meals, naps, and bedtime. Don't let children eat food or use pacifiers that have fallen on the floor. Feed children at a clean table or in a highchair.
<https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention/parents>
- Are you planning to buy or rent a home built before 1978? Make sure you receive a copy of Protect Your Family from Lead in Your Home. <https://www.epa.gov/lead/protect-your-family-lead-your-home-real-estate-disclosure> (available in multiple languages)
- Parents and caregivers: If you work with or near lead-based products, you can bring lead dust home on your clothes and shoes. Learn more about how to keep your family from lead exposure. <https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention/jobs-hobbies>

Thursday

Theme: How Do I know if My Child Has Been Exposed to Lead?

Primary Message: A small amount of lead dust can do big damage to your child. A simple blood lead test can detect lead poisoning. Act early and get your child tested at ages 1 and 2. Talk to your doctor or health care provider for more information. <https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention/parents>



Other Options:

- Don't test your luck. Test your child. Each year, about 300 children in Maine have high levels of lead in their bodies. Protect the little ones in your home; get your child tested for lead poisoning. Maine law now requires all children be tested at ages 1 and 2 years. <https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention/parents>
- {your organization} encourages you to follow requirements to screen all children for lead poisoning at ages 1 and 2 years. <https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention/parents>

Friday

Theme: How can I make sure my child has a lead-safe home?

Primary Message: There are steps you can take at home to protect your child from lead paint dust.

Being informed is the first step. [Order your free dust test kit today.](#)

Other Options

- Take off shoes when entering the house to prevent bringing lead-contaminated soil in from outside and help prevent childhood lead poisoning. <https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention/parents>
- Did you know children's hands and toys can pick up household dust contaminated by lead? Wet-mop floors and wet-wipe surfaces often to reduce the risk of lead exposure. <https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention/parents>
- Lead exposure is dangerous during early childhood development, particularly when children are crawling. Keep your family safe by learning more about ways to prevent lead exposure in your home. <https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention/parents>
- You know how young children crawl and play on the floor? Ever seen your small child pull up on a windowsill to play or peek outside? Everyday use of painted floors, windows, and stairs in houses and apartments built before 1978 can create lead dust, the most common cause of childhood lead poisoning. Here are some simple steps to keep kids lead-free: Put furniture in front of windowsills with peeling, chipping or flaking paint so your child can't get to them. Mop floors and wipe windows with soap and water. Leave shoes at the door. Wash toys in soap and water. <https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention/parents>

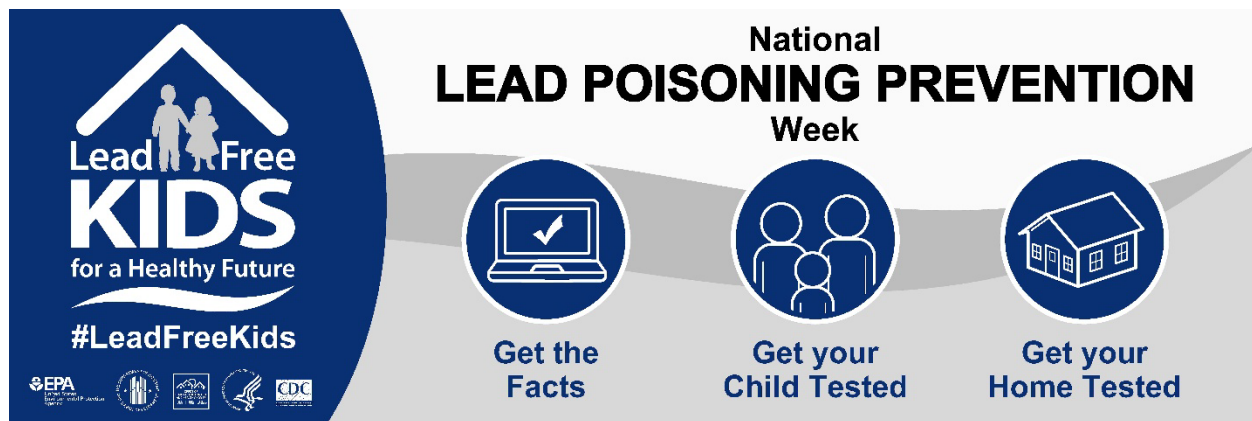


Promotional Materials for LPPF

e-blast

October 25-31 is National Lead Poisoning Prevention Week and we are spreading the word about how to protect children from lead. There is no safe level of lead in the body, yet children continue to be exposed to lead in paint, dust, soil, and water in and around the home. For that reason, we are working with other partners across the state to call on {Audience i.e. child care providers, parents, healthcare providers, parents} to help us make progress to end childhood lead poisoning.

Get Involved! Follow the campaign on social media by using the hashtags #LeadFreeKids, #LeadFreeME and #NLPPW2026. maine.gov/healthyhomes





Customizable Press Release

October {##}, 2026

For more information, please contact: {INFO}

{Organization} Raises Awareness about Lead Poisoning Prevention **National Lead Poisoning Prevention Week, October 25-31, 2026**

{Town} – {Your organization} is pleased to announce the kickoff of National Lead Poisoning Prevention Week (NLPPW), October 25-31, 2026. Every year, NLPPW highlights the importance of testing children and homes for lead and the many ways parents can reduce children’s exposure to lead in their environment.

“Blood lead testing is the only way to identify if a child has lead poisoning and is the first step to ensuring lead-poisoned children receive public health services to mitigate their exposure to lead. While we are encouraged that parents and providers are working together to increase blood lead testing of 1- and 2-year-olds, there is still work to be done to make sure all children are tested. {Your organization} is reminding both parents and providers to make sure young children are tested for lead,” said {Name and title of staff person}.

As of June 2019, Maine law requires that all children have their blood tested for lead poisoning at 1 and 2 years of age. In {high-risk area or Maine}, the percentage of 1-year-olds tested increased from {XX% or about half} to {XX%} in 2024. The percentage of 2-year-olds tested increased as well, however disparities remain between the age groups even though the new law requires testing for children in both age groups. In 2024, only {XX%} of 2-year-olds {in high-risk area or Maine} were tested for lead poisoning.

Dust from old lead-based paint, often found in homes built before 1950, is the major source of childhood lead poisoning in Maine. Children, especially those under age three, often put their hands and toys in their mouths and play where lead dust can be found. This makes it very easy for lead dust to get into and damage their growing bodies. Childhood lead poisoning is preventable; yet, nearly 300 Maine children were newly identified with lead poisoning in 2024. Even relatively low levels of lead exposure can impair a child’s cognitive development.

“{Quote about what your organization is doing this week to bring attention to the issue, educate families, etc. Example: Frequent hand washing is key to preventing the spread of Flu – it is also one of



the top tips for preventing childhood lead poisoning, along with getting your child tested and testing your home for lead dust,}" said {Name and title of staff person}.

Families can follow these tips for keeping children safe from lead at home:

- **Get your child tested.** Ask your doctor to test your child for lead at their 1-year well child visit and again at their 2-year visit.
- **Get your home tested:** Order a free lead dust test kit:
<https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention/free-lead-test-kit>
- **Renovate your home in a lead-safe way.** Never dry scrape or sand chipping or peeling paint. Learn how to renovate, repair and paint safely before beginning any home improvement projects.
- **Wash your child's hands often**, especially before eating and sleeping. Wash floors, windowsills and children's toys once a week.
- **Keep children away from chipping and peeling paint** and areas of your home where you are doing renovations or home repairs.

To learn more visit [maine.gov/healthyhomes](https://www.maine.gov/healthyhomes)

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Child Care Providers and Licensor Resources

Resources

- Example Lead in Paint Policy
<https://drive.google.com/file/d/1Ebqv6cz9OiVI65EVfdA-VcEPJSAWh8zt/view>
- Example Lead in Paint Worksheet
<https://drive.google.com/file/d/16AWSEh1GK1IjB-MKG6RtZ-aT2IIsrgYi/view>
- [EPA Brochure: Lead Safety in Child Cares](#)
- Coming Soon! Lead poisoning prevention training for child care providers on Maine's Professional Development Network training platform

Email to Child Care Providers

Subject: Lead Poisoning Prevention Week: Protect children from lead with 3 simple steps

Dear Child Care Provider,

Lead poisoning can harm children's brains and cause lasting problems with learning, behavior, and development. There is no known safe level of lead in a child's blood.

Help protect children in your care with **three** steps:

1. Find your building's age. Buildings built before 1978 may contain lead-based paint. Check property records or ask your landlord.
2. Check for chipping or peeling paint. Look inside and outside, especially around windows and doors. Keep children away from damaged paint, and don't scrape or sand it yourself.
3. Hire lead-safe professionals. Before repairs or renovations disturb paint in a pre-1978 building, hire an RRP Lead-Safe Certified firm and ask to see its certification.

Questions? Contact the Maine CDC's Childhood Lead Poisoning Prevention Program via email Erin.Guay@maine.gov

Thank you for helping keep children safe!

[Child Care Licensing Team]



Healthcare Provider Resources

Electronic Health Record Message Options

- A small amount of lead dust can do big damage to your child. A simple blood lead test can detect lead poisoning. Act early and get your child tested at ages 1 and 2. Talk to your doctor or health care provider for more information. <https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention/parents>
- Don't test your luck. Test your child. Each year, about 300 children in Maine have high levels of lead in their bodies. Protect the little ones in your home; get your child tested for lead poisoning. Maine law now requires all children be tested at ages 1 and 2 years. <https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention/parents>
- {your organization} encourages you to follow requirements to screen all children for lead poisoning at ages 1 and 2 years. <https://www.maine.gov/dhhs/mecdc/healthy-living/health-and-safety/lead-poisoning-prevention/parents>

Waiting Room Poster

Available in Arabic, English, French, Portuguese, Somali, Spanish



Have your kids been tested for lead poisoning?

Ask their doctor. Protect your family.

[maine.gov/healthyhomes](https://www.maine.gov/healthyhomes)

