



## HOST ORGANIZATION

Programs for Parents (PfP) is a non-profit organization that aims to ensure that children get the best possible start in life. Since its founding in 1984, it has served the families of Essex County by:

- Connecting families with affordable childcare
- Equipping caregivers with the means to provide high-quality care

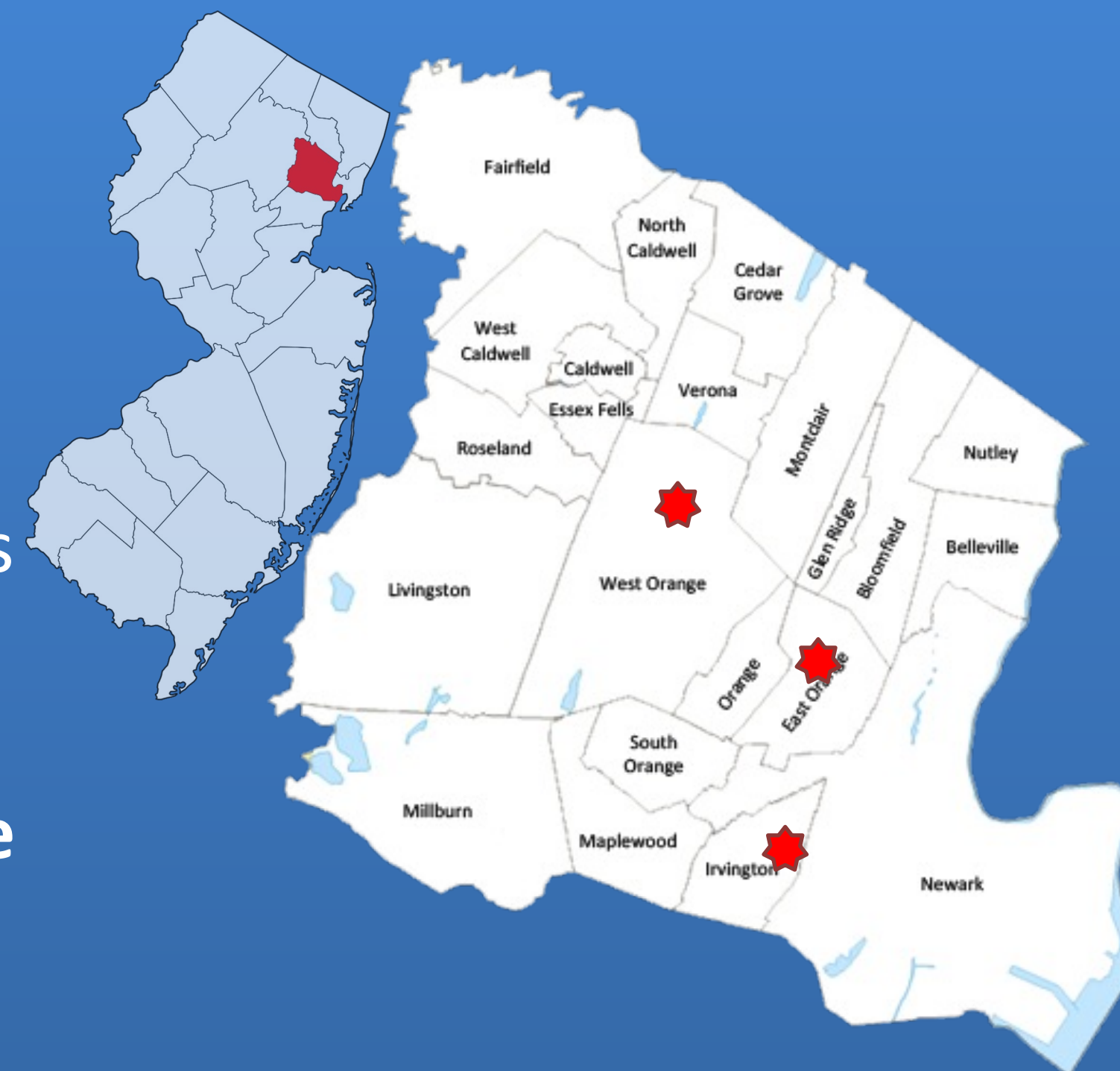
## LEAD POISONING

Lead, a heavy metal, is most toxic to children under six years old.

Effects of blood lead levels even below federal action level (3.5 mcg/dL):

- Behavior and learning problems
- Lower IQ
- Hyperactivity
- Slowed growth
- Hearing problems
- Anemia

In 2019, Essex County had three municipalities with the greatest percent of children with elevated blood lead levels (EBLL)  $\geq 5$  mcg/dL, New Jersey's threshold for action: **East Orange** (6.6%), **Irvington** (5.9%), and **West Orange** (4.3%).



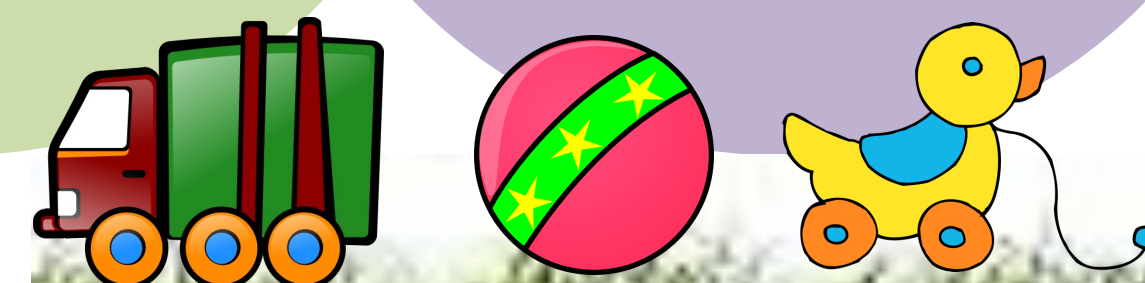
In Essex County, lead could come from these sources:

Internal plumbing containing lead solder and the few remaining lead service lines

Dust from demolition of pre-1978 homes, which can settle in bare patches of soil and clothing

Toys, pottery, and other items containing lead paint, often from other countries

Homes with peeling paint built before 1978



## OUR PROJECT

Aims to increase access for parents and childcare centers/providers to lead resources at all stages of intervention. No level of lead in the blood is safe, and prevention is the primary form of intervention, no matter the severity.

Organizations involved with prevention

Screening

Newark Department of Health & Community Wellness (NDHCW)

Home inspection/testing

NDHCW, Newark Water Coalition (NWC), Newark Department of Water and Sewer, La Casa de Don Pedro, Habitat for Humanity of Newark, and United Community Corporation

Lead abatement/remediation

NDHCW, La Casa de Don Pedro, Habitat for Humanity of Newark, and United Community Corporation

Obstacles to prevention

Proposal

Challenges

Solutions

Long-term goals

- Lack of knowledge or skepticism
- Language and cultural barriers
- Long and confusing process
- Inaccurate and insufficient measures of children with EBLLs

- Organize focus groups of parents to assess their needs
- Distribute and explain resource information
- Design a campaign targeted to parents, family childcare providers, childcare centers

- Forming partnerships with organizations
- Designing the project
- Determining the best way to approach and educate families and childcare centers/providers

- Maintain contact records
- Incorporate data and community opinions
- Build with other organizations
- Leverage social media as a means of communication for campaign

- Use focus groups or surveys to track progress
- Invite partner organizations as speakers
- Continue to provide families with available resources
- Increase awareness throughout Essex County about the importance of lead prevention

## ACKNOWLEDGMENTS

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