

# Lead Watch

---

A Publication of the Coalition to Prevent Lead Poisoning  
Committed to Ending Childhood Lead Poisoning by 2010  
July, 2004

---

## Summit Exceeds Expectations



Leaders from every sector of the community stood before the Summit and made specific commitments to take action.

At left, Karyn Herman (Sector 3), Delaine Cook-Greene (CONEA), Joan Roby-Davison (Group 14621), and Patricia Jackson (SWAN) commit to “Encourage property owners to have their properties tested and take action to fix the problems... ensure the families and the children have the support they need to deal with the impact of lead ... involve the residents in our neighborhoods to ‘get the lead out..”

### Success By the Numbers

489 People Registered – the overwhelming majority were from our community. 68 individuals came from outside the greater Rochester metropolitan area and were primarily from other county health departments.

75 Walk-ins – many people learned about the Summit from the WXXI broadcast on June 9; others heard from friends and neighbors.

33 Scholarships – The Coalition promised that no one would be excluded because of inability to pay; partici-

pants needed only check a box to register at no or reduced cost.

92 Commitments – Throughout the day, participants were encouraged to fill out commitment forms; 92 were collected by the end of the day, and more continue to come in. (It’s not too late! If you have not yet sent in your commitment, please do so today!)

39 Community Leaders from all segments of the community stood up at the end of the day and made specific and actionable commitments.

### The Work is Not Over

The banners have now been put away and the speakers have gone home. But our work is only just beginning. The commitments that were made at the Summit will take us to our goal, but only if we ensure that words become deeds. The Coalition will follow up with each individual and organization to offer our assistance and encouragement as they implement the actions promised at the Summit.



## Special Thanks

Credit for the success of the Summit goes to many individuals and organizations. Special thanks to:

### Sponsors:

The Ad Council,  
Preferred Care,  
The University of Rochester  
Medical Center,  
United Way of Greater  
Rochester

### Underwriters:

Roberts Communications,  
WXXI-TV,  
Excellus Blue Cross Blue  
Shield,  
Finger Lakes Lead Poisoning  
Prevention Program and  
Treatment Center,  
Monroe County Health De-  
partment,  
National Center for Healthy  
Housing

### Summit Associates:

League of Women Voters,  
Rochester Metropolitan Area

### Planning Committee:

Kathy Lewis, Chair  
Pat Boprey  
Katrina Korfmacher  
Dawn Hyde  
Bryan Hetherington  
Valerie Johnson-Bentley  
Gail Newton  
Gary Walker  
Patricia Brantingham, staff



*LeadWatch is the CPLP newsletter, designed to share news and information about the prevention of childhood lead poisoning.*


## New Coalition Office

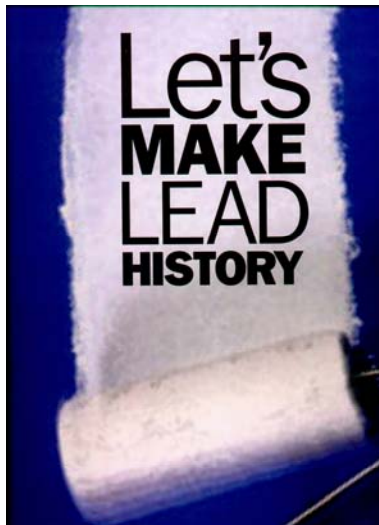
The Coalition is now renting offices in the United Way building at 75 College Avenue, Rochester, NY 14607.

New contact information:

Patricia Brantingham, Managing Director, 256-2260  
pbrantingham@leadsafeby2010.org

Hernan Escalante, Outreach Coordinator, 256-2292  
hescalante@leadsafeby2010.org


Fax: 271-8772 



## Outreach Coordinator Joins CPLP

Hernan Escalante has joined the Coalition in the new position of Outreach Coordinator. Hernan comes to us with nearly 10 years' experience as a community advocate, extensive knowledge of the Rochester community, and a commitment to make a difference. Hernan is bi-lingual

and has been working to translate Coalition publications into Spanish.

In his new role, Hernan will work closely with the Outreach Committee and the Membership Committee to inform and engage a broad range of community members in the effort to prevent childhood lead poisoning. 

## Coalition Seeks New Communications Director

The Coalition to Prevent Lead Poisoning is seeking qualified candidates for a part-time (20 hours/week) Communications Director. This position will be responsible for both internal and external communications, including effective two-way communication with the affected community.

Candidates should have experience and skill working with culturally and economically diverse groups and a bachelor's degree or equivalent experience in public relations, technical writing, or marketing communications.

The Communications Director will work through the ad agency for some work and produce some materials him/herself. Experience in both writing and graphics is desirable.

For details, contact Patricia Brantingham at 585-256-2260. 