



News From

Maggie Brooks

Monroe County Executive

For Immediate Release

Thursday, April 17, 2008

BROOKS ANNOUNCES NEW LEAD POISONING PREVENTION CAMPAIGN

Monroe County Executive Maggie Brooks today launched a new lead poisoning prevention media campaign to build consumer awareness and demand for 'lead-safe work practices' in homes built before 1978. The television and radio commercials will air on local stations this spring, next fall, and in the spring of 2009. Residents may request a free DVD demonstrating the proper methods to work lead-safe.

"It is critical that we educate our community on the potential hazards of lead paint and ensure that Monroe County residents have the tools they need to protect their families from lead poisoning," said **Maggie Brooks**. *"This campaign focuses on 'lead safe work practices' in an effort protect residents who live in homes that may contain lead paint."*

Lead-safe work practices reduce airborne dust particles, which people can inhale, and isolate work areas so they can be properly cleaned after work is completed. These practices also prevent dry power sanding and scraping, and encourage people to "work wet" by spraying areas to be scraped and sanded with water while working on them. The water prevents dust particles from becoming airborne. Some contractors use specially equipped power tools connected to HEPA (High Efficiency Particulate Air Filter) vacuums. A DVD that shows homeowners how to work lead-safe and teaches what questions to ask prospective contractors is available free from Monroe County by calling the new Monroe County Lead-Safe Information Line at (585) 671-LEAD (671-5323).

"Homeowners can develop a false sense of security by thinking the job they are doing is too small to create any risk," said Health Director Dr. Andrew Doniger. *"But just a teaspoonful of lead paint dust can contaminate your entire house, putting the health of you, your family and even your pets, at risk. You must always work lead-safe."*

For additional information on how to control lead paint hazards in the home, contact the National Lead Clearinghouse at (800) 424-LEAD or visit:

www.MonroeCounty.gov/eh-leadpoisoning.php or www.epa.gov/lead/index.html.

Metrix Marketing produced the media campaign and DVD mailer to promote consumer demand for lead-safe work practices among do-it-yourself workers, subcontractors and contractors. The campaign features real Monroe County homeowners who have adopted lead-safe work practices and contractors who have been trained to work lead-safe. It is funded by a grant from the U.S. Department of Housing and Urban Development (HUD).

#

Media Inquiries, Contact:

Department of Communications at 753-1080