



Healthy Homes  
Healthy Children

# Lead Update

## Innovative Communication Strategies for Primary Prevention

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HEALTH is working towards the goal of eliminating childhood lead poisoning in Rhode Island by 2010. Therefore, primary prevention has become a key component of the RI Childhood Lead Poisoning Prevention Program (RICLPPP), supplementing our focus on screening and case management. A principal focus of our primary prevention efforts is the *prenatal* prevention of lead poisoning.

Our primary message is that expectant families should try to make their home as safe as possible before the baby is born. This means that whether they own or rent their home, they should make sure that there are no lead hazards, such as chipping or peeling paint, and if necessary hire a Lead Hazard Reduction Contractor or Lead-Safe Renovator/Remodeler who is certified to do the work safely. (Visit [www.health.state.ri.us/lead/environmental/homesafe.htm](http://www.health.state.ri.us/lead/environmental/homesafe.htm) to view a list of licensed professionals). In addition, we stress that pregnant women should NOT do this work themselves and should be very careful to stay out of the work area.

RICLPPP is using multiple delivery methods for these messages. Obstetricians have delivered over 800 prenatal packets to their prenatal clients at area hospitals and Providence Community Health Centers. RICLPPP has also been working with Neighborhood Health Plan of RI, Blue Cross and Blue Shield of RI, and United Health Care to ensure that consistent messages are being sent to their pregnant clients. In addition, we initiated a partnership with WIC to incorporate prenatal lead poisoning prevention messages into prenatal education at WIC sites.

For Lead Poisoning Prevention Month 2004, the focus will be on prenatal prevention, with various events intended to highlight this important issue which is relatively new to the public and professionals alike. Events will include an OB/GYN Grand Rounds at Women & Infants Hospital, the We Care Lead Fair, a Lead Month Luncheon & Awards Event, and site visits by Lead Program staff to OB/GYN offices.

**Continuing Towards Primary Prevention:  
The "Keep Your Baby Lead-Safe" Project Updates**

The *Keep Your Baby Lead Safe Program* ("KYBLS") was developed by RICLPPP to educate and support moms-to-be during their pregnancy through home visits with the Family Outreach Program. Originally piloted in Providence in October 2002, "KYBLS" has recently moved its services to Woonsocket and Pawtucket. The project is currently a collaboration between RICLPPP, the Family Outreach Program (FOP), the Department of Administration's Energy Office, Blackstone Valley Community Action Project, and the Woonsocket and Pawtucket Lead Hazard Reduction Programs.

Currently, to be eligible for "KYBLS," women must be both pregnant and living in Woonsocket or Pawtucket. Whether the home is rented or owned is *not* an eligibility factor for receiving "KYBLS" services. Clients receive lead education, home visits, and referrals to the Lead Hazard Reduction Program in their community.

"KYBLS" currently generates referrals from: Thundermist Health Center of Woonsocket; the WIC agency at Thundermist Health Center (Woonsocket); Family Care Center (Pawtucket), and Blackstone Valley Community Health Center (Pawtucket) through completion of the "KYBLS" referral form. Potential participants are contacted in 1-2 weeks to schedule a convenient times for a nurse from the FOP to perform the initial and subsequent home visits. For further information regarding the "KYBLS" program, or for copies of referral forms, please contact Jillian Barber, Project Coordinator, at 222-5932.

**Attention: OB/GYN Nurse/Office Managers**

In April 2004 the Lead Program will begin making visits to all OB/GYN offices in Rhode Island. We will bring you a packet of information focusing on prenatal lead poisoning prevention, and will be happy to answer any questions you may have. We will make every effort to call your office before the visit to let you know when we will be coming.

**RICLPPP's Surveillance System to be called "LESS"  
(Lead Elimination Surveillance System)**

After much discussion, RICLPPP has decided that the comprehensive childhood lead poisoning surveillance system, which stores lead screening and case management data from RICLPPP, will be called the *Lead Elimination Surveillance System*, or the "LESS" database for short. The name could not be more appropriate given the State's commitment to eliminating childhood lead poisoning by 2010. The "LESS" data system is a web-based application uniquely designed to collect client information, demographics, and blood test results as a core component of information on any child screened for lead poisoning. In addition, the database maintains an address history, which serves as a link between the Client Information, Property Owner History, and Environmental Data.

**Yes, the Lead Program has a NEW LOGO!!** (See page 1). It is intended to reflect our shift in focus towards primary prevention and an integrated "healthy homes" approach.