

# LEAD EDUCATION & OUTREACH SUBMISSION CHECKLIST

## ONLINE OR PRINT INITIATIVE



**PLEASE READ:** Municipalities may submit for an educational or outreach initiative of this action for 5 points. For events targeted at high-risk populations, they may also submit as many as two events directed at two different high-risk populations for an additional 5 points each (10 additional points total). All activities for your municipal community educational program should take place within 18 months of the June submission deadline.

**PLEASE READ: Online and print initiatives that qualify for points include:**

- ✓ Well-researched column in the regularly published municipal newsletter (print or online) with in-depth guidance (such as identifying sources of lead exposure at home, prevention tips and strategies, and relevant news and research)
- ✓ Routinely updated webpage on the municipal website containing in-depth guidance with explanation of strategy for informing and attracting residents to visit the site (simply maintaining a static webpage is not sufficient)
- ✓ Webinar, podcast or video topic with expert speaker(s) and educational content
- ✓ Active social media campaign using a regularly maintained Facebook, Instagram or Twitter account for the green team or municipality, containing in-depth guidance, involving a minimum of 10 posts, spread over a minimum of 3 months
- ✓ Distribution of brochure/materials with in-depth guidance distributed at a minimum of 3 community events.

**PLEASE READ: OTHER CONSIDERATIONS:**

- ✓ If the municipality is applying for additional points, *in addition* to filling in this worksheet, attach a brief report explaining how the particular high-risk group targeted by this outreach initiative was selected.
- ✓ Meaningful education must be included in online outreach efforts. Simply promoting events or programs does not count.
- ✓ All community educational programs must have significant municipal involvement. This includes direct support by municipal staff, green team, or governing body in organizing the programs.
- ✓ **The same specific activities cannot be submitted for points under two actions at the same time.** While some elements of submissions for the following actions may overlap, each must have a significant and unique component in order to be approved and received points for both actions. Submissions that are *limited* to the following initiatives will not earn for points for this action:
  - Outreach initiatives that promote free blood screening to children and/or are directed at healthcare providers specifically (instead, apply under the [Lead Screening Campaign action](#))
  - Outreach initiatives solely focused on eliminating lead from drinking water (instead, apply under the Removing Lead in Drinking Water action)

**DESCRIPTION OF THE INITIATIVE - Please write directly in the boxes below.**

<b>Type of initiative</b> (e.g., podcast, webinar, newspaper column, social media campaign)	Local Closed Circuit TV 35
<b>Subject matter covered</b>	Lead Education and Outreach – Exposure, Sources, and Health Impacts

<b>Date released</b>	Initially Filmed / Released – Aug., 2020 Replayed frequently 30 since initial release (most recent runtime: May 17 <sup>th</sup> , 2022 at 2:30pm)
<b>Location where material can be found</b> (e.g., a link to social media posts or webpage, mailed to residents' homes, copies at library or clerk's office, etc.)	<a href="https://www.youtube.com/watch?v=YRy3mMkaioq">https://www.youtube.com/watch?v=YRy3mMkaioq</a>
<b># People reached</b> (This could be the # of people to which a mailing was sent, the open rate of an email, the reach or # of likes of a social media post, etc.)	Entire Township – Local closed circuit Television operated by Township
If applying for additional points, <b>state which high-risk population or neighborhood was selected and explain how this initiative was specifically targeted</b> to that group (e.g., held in appropriate language or in a neighborhood venue).	High-risk populations who may use indoor cosmetics or specific homeopathic medicines as they relate to cultural or personal practices.
If also applying for an initiative targeting a <i>second</i> high-risk population or neighborhood answer provide the same information as above for that specific initiative.	NJ State law mandates all children be tested for an elevated blood lead level at 1 year of age.
List at least <b>two positive outcomes</b> associated with the initiative.	Harmful health impacts to lead were identified through the discussion.  Unique lead exposure was identified through discussions in relation to cultural practices.
List at least <b>one thing the team would change</b> about the content, planning or implementation of the initiative for similar initiatives in the future.	The team is considering broader outreach in various languages specific to lead outreach and exposure utilizing the Greenable Woodridge show and closed circuit local television channel 35