

mjo 671

LEAD PREVENTION INITIATIVE

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BACKGROUND

- Childhood lead exposure is a serious health risk for children
- It can harm brain development and the nervous system
- Young children are more vulnerable to exposure
- Effects can last long term
- A blood lead test is the only way to detect it



A photograph of the Chatham County Courthouse, a large brick building with a prominent clock tower and a pedimented entrance. An American flag flies on a tall pole in front of the building. The sky is blue with scattered white clouds. The image is partially obscured by a large blue rounded rectangle on the right side, which contains the title and list.

BACKGROUND

- Chatham County offers a free prevention program
- Lead testing is often free or low-cost for families
- Past efforts focused on flyers, posters, & provider materials
- Public awareness is still low
- More direct outreach to families & rural communities is needed

PURPOSE *and* FOCUS

- Focus on helping parents of young children understand lead risks
- Increase awareness of testing and prevention resources
- Reduce barriers such as access, cost concerns, and transportation
- Use clear messaging that encourages families to take action
- Benefits children, parents, rural communities, and overall public health

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- Free/low-cost program
- Strong credibility from the Health Department
- Reaches urban, suburban, & rural communities
- Parents are aware & receptive to prevention

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- Low program awareness (67% unaware)
- Language + unclear messaging barriers
- Access issues (transportation, time, confusion)
- Limited resources/budget

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- Strong parental protection instinct
- High interest in mobile testing
- Improve visibility through better messaging
- Leverage trusted sources (doctors)

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- Limited healthcare access for some families
- Low awareness of lead prevention program
- Varied exposure sources make messaging harder
- Time + logistical barriers

TARGET AUDIENCE

- Primary: Parents/caregivers of children under 2 (highest risk)
- Chosen due to serious health effects + strong parent motivation
- Secondary: Pregnant/future parents for early awareness and prevention



OBJECTIVES *and* GOALS

Behavior Objective

- Increase lead testing among young children in Chatham County
- Goal: +20–25% increase using both local clinics and the mobile testing unit

Knowledge Objective

- Increase awareness of the Lead Prevention Program
- Make testing easy to understand
- Goal: awareness from ~33% → 60%

Belief Objective

- Reinforce that testing is simple, safe, and important
- Goal: +20% increase in perceived risk + need for testing

FORMATIVE RESEARCH



- Used a mixed-methods approach: surveys + in-depth interviews
- Collected 39 survey responses from local residents
- Conducted 12 one-on-one interviews
- Recruited through daycare networks and Facebook groups
- Explored knowledge, attitudes, barriers, and comm preferences
- Findings directly informed the campaign strategy, messaging, and outreach tactics

BENEFITS

PROTECTING THEIR CHILD

EARLY DETECTION

CONVENIENCE

BARRIERS

AWARENESS

ACCESS

CLEAR INFORMATION



COMPETITION

- Parents who don't take action
- Assume its unnecessary/delay testing
- Assume their child is not at risk
- Some rely on information from others
- Social media, friends/family, and others may rely on routine doctor visits

POSITIONING STATEMENT





WE WANT THE PARENTS OF YOUNG CHILDREN IN CHATHAM COUNTY TO SEE LEAD TESTING AS EASY & CONVENIENT THROUGH CCPHD & MORE IMPORTANT & BENEFICIAL THAN NOT TESTING.



PRODUCT

Core Product

- Safety and peace of mind
- Early detection reduces harm

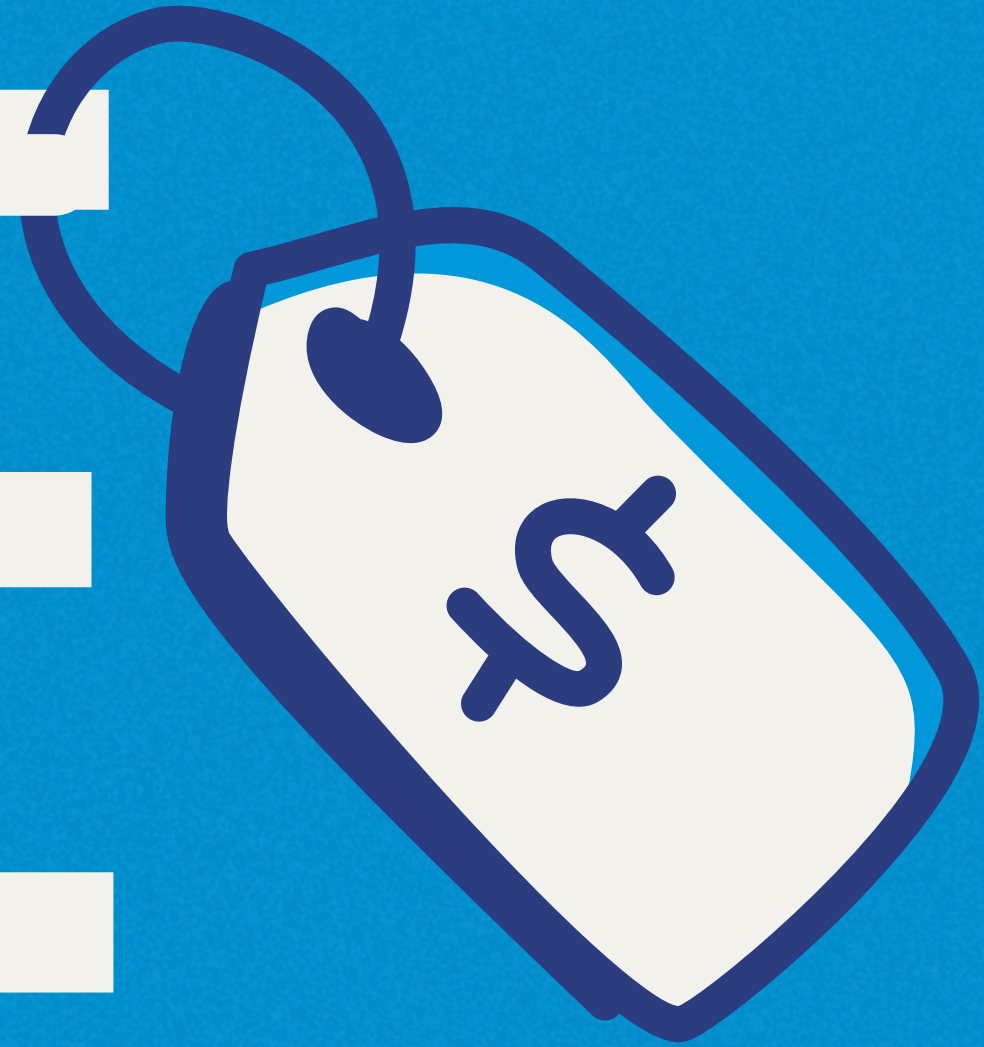
Actual Product

- Lead testing at CCPHD and clinics

Augmented Product

- Mobile testing truck in community locations
- Promotion of mobile services

PRICE



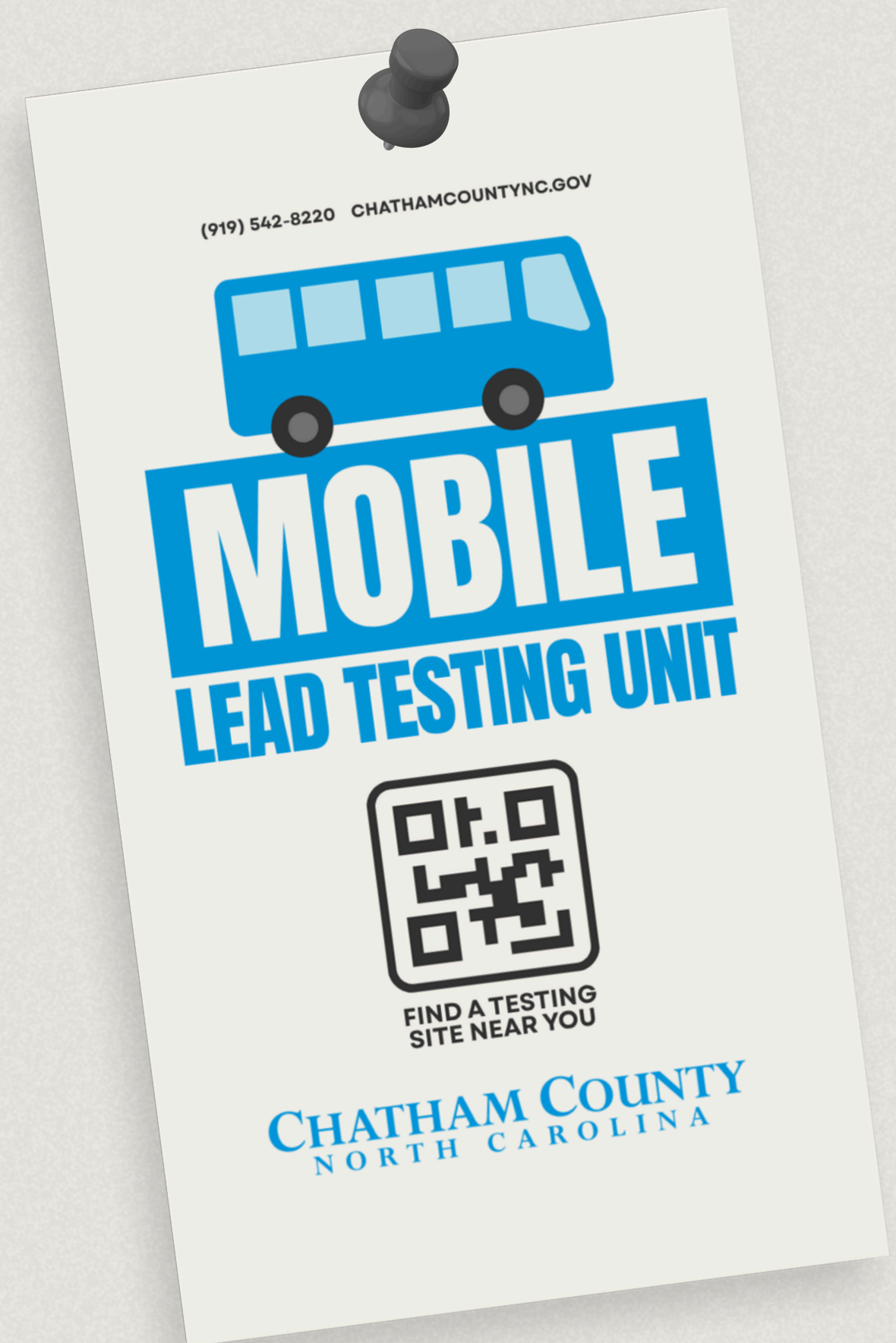
- Monetary: possible indirect costs (transport, time off work)
- Non-monetary benefits: peace of mind, protecting child's health
- Non-monetary costs: time, minor discomfort

PLACE

Place flyers in high-traffic locations:

- Schools,
- Pediatrician offices,
- Libraries,
- Grocery stores,
- Churches

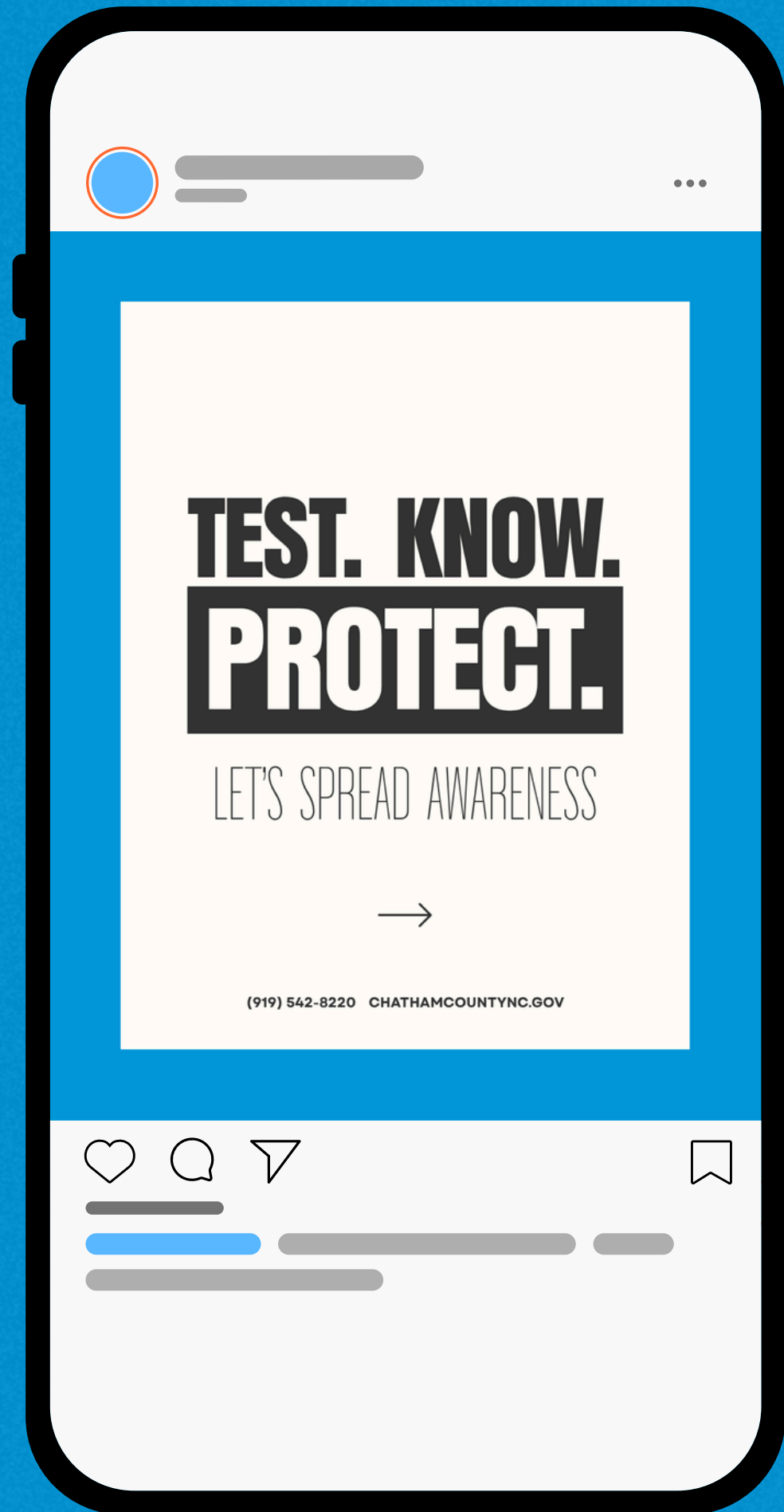
Keep messaging simple and easy to read



PLACE

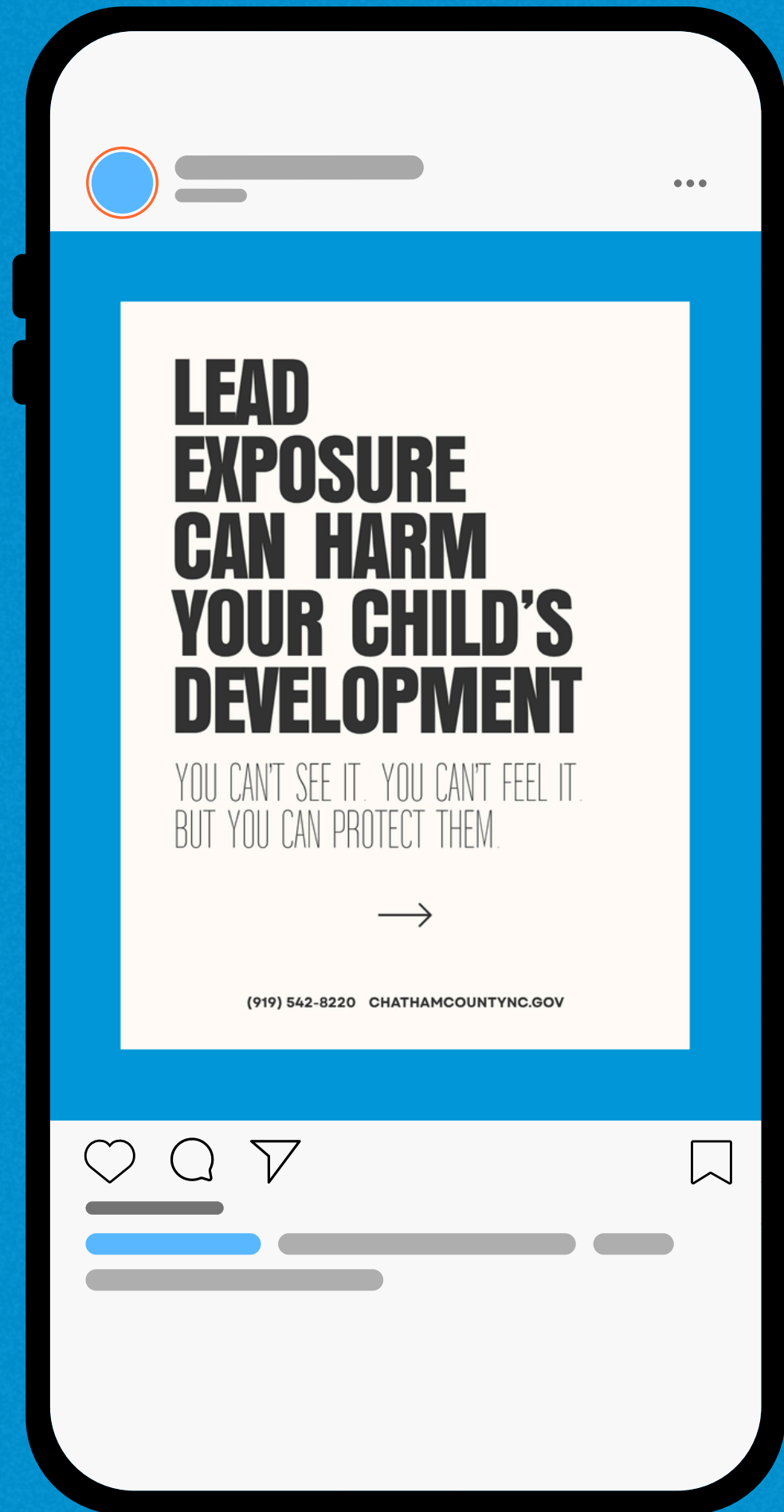
- Bring testing directly to the community
- Reduces barriers like transportation
- Acts as both a service and promotion tool





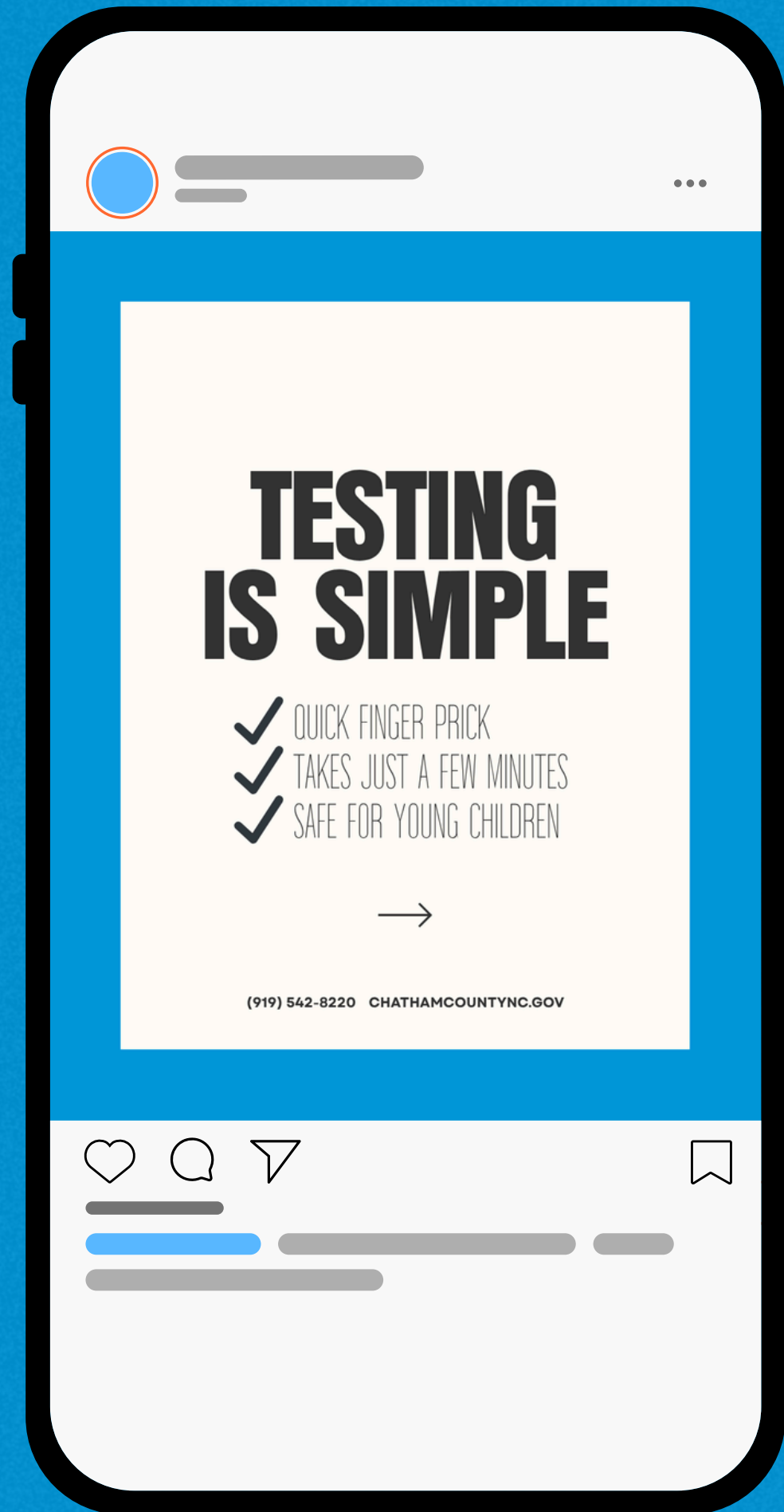
PROMOTION

- Share posts through CCPHD & partners
- Use short, clear, informative messaging
- Focus on awareness + action



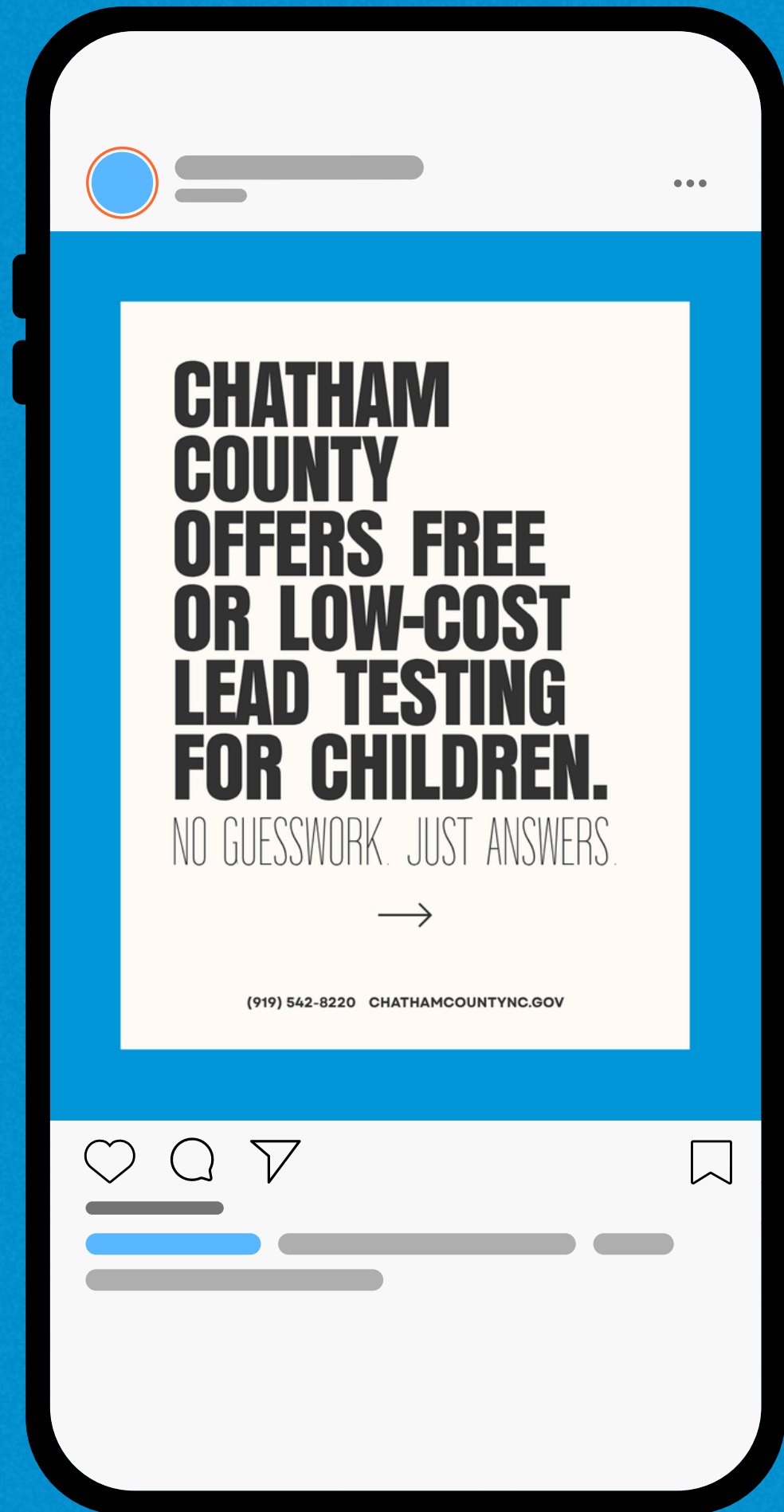
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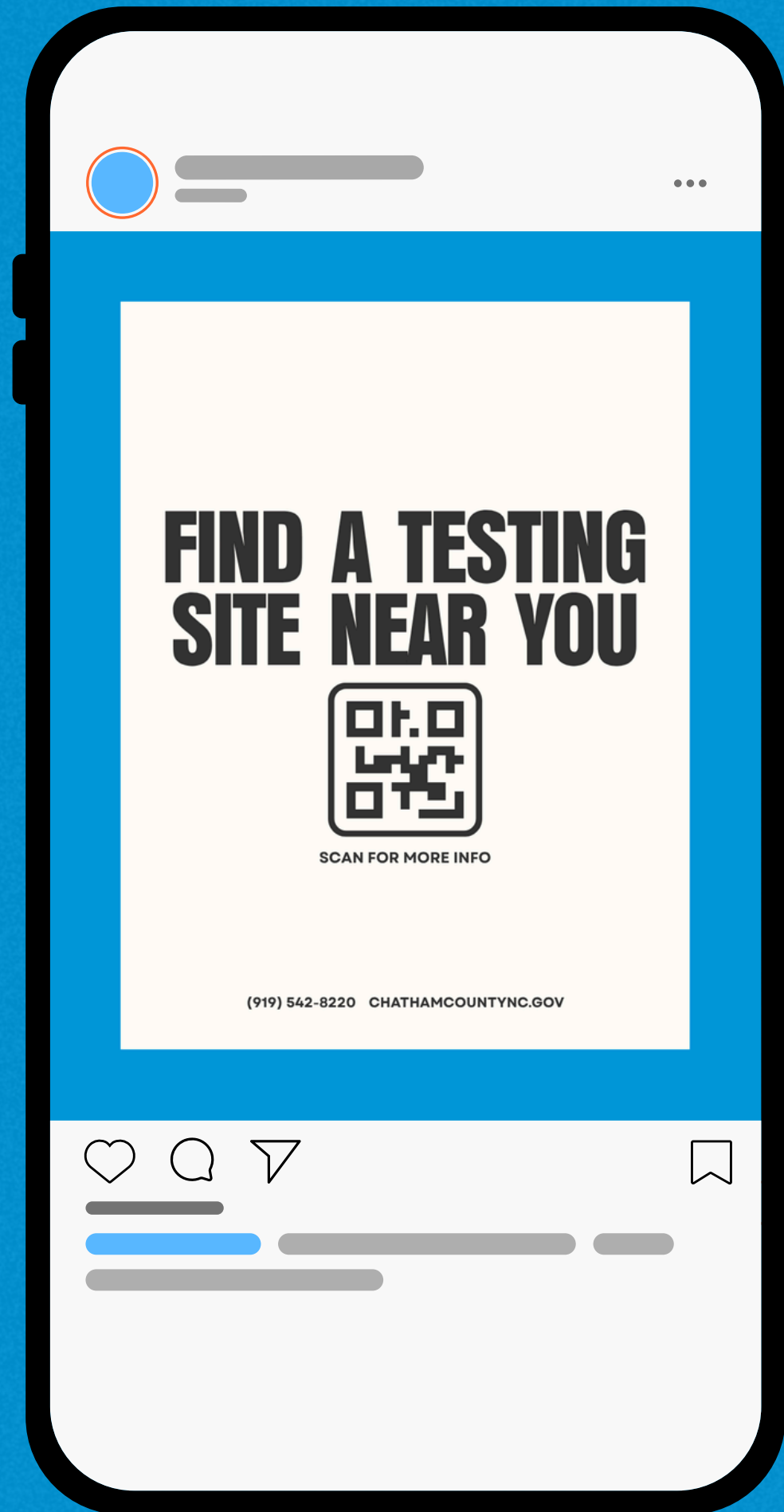
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EVALUATION MEASUREMENT

- Surveys (6 & 12 months): awareness, attitudes, behavior
- Program data: number of children tested
- Digital analytics: website + social engagement
- On-site feedback: participant experience + barriers

EVALUATION *process*

- Survey data: reach + exposure to campaign
- Digital metrics: likes, shares, comments, reach
- Event attendance: mobile testing participation
- On-site feedback: engagement + barriers



EVALUATION OUTCOME

- Surveys: changes in awareness + knowledge
- Surveys: shifts in beliefs about testing
- Self-reports: if parents got children tested
- Program data: actual testing numbers
- Compare to baseline to measure impact

BUDGET

Category	Item	Cost
Program	Program Manager	\$15,000
Product	Mobile Unit Rental	\$10,000
	Lead Testing Supplies	\$3,500
	Educational Materials	\$800
Price	No direct cost to families	—
Place	Website Development/Maintenance	\$1,500
Promotion	Community Outreach	\$1,500
Evaluation	Follow-Up Research	\$4,000
	TOTAL	\$36,300

A stylized illustration on a blue background. On the left is a large, dark blue alarm clock. To its right is a white document with a wavy bottom edge, featuring three horizontal dark blue lines representing text and a large dark blue checkmark in the bottom right corner.

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IMPLEMENTATION PLAN

May 2026-April 2027

- Phase 1: preparation, equip mobile vehicle, initial education/outreach efforts
- Phase 2: hard launch campaign, conduct mobile lead testing
- Phase 3: ongoing to prep for process and outcome evaluation

Most successful w/ help of community volunteers and CCLPP Staff, including one social media lead and one campaign lead

THANK YOU

Questions?