

# TRAIN THE TRAINER

**MAKE NUTRITION & LEAD  
TASK FORCE**

# MIKE NUTRITION & LEAD TASK FORCE

- What is lead and why is it a health concern?
- Exposure to lead through paint, water, soil & the environment
  - How to identify it
  - What you can do about it
  - How you should talk about it
- Nutrition's role in slowing lead absorption
- Outreach best practices

# WHAT IS LEAD?



Why was it used?

- Versatile
- Durable
- Has been used in paint, building materials, gasoline
- However, it's dangerous



**1** Homes built before 1978 (when lead-based paints were banned) probably contain lead-based paint.



When the paint peels and cracks, it makes lead dust. Children can be poisoned when they swallow or breathe in lead dust.



**3** Lead can be found in some products such as toys and toy jewelry.



**4** Lead is sometimes in candies imported from other countries or traditional home remedies.



**2** Certain water pipes may contain lead.



**5** Certain jobs and hobbies involve working with lead-based products, like stain glass work, and may cause parents to bring lead into the home.

Exposure to lead can seriously harm a child's health.



Damage to the  
brain and  
nervous system



Slowed growth  
and development



Learning and  
behavior problems



Hearing and  
speech problems

# WHO'S AT RISK?



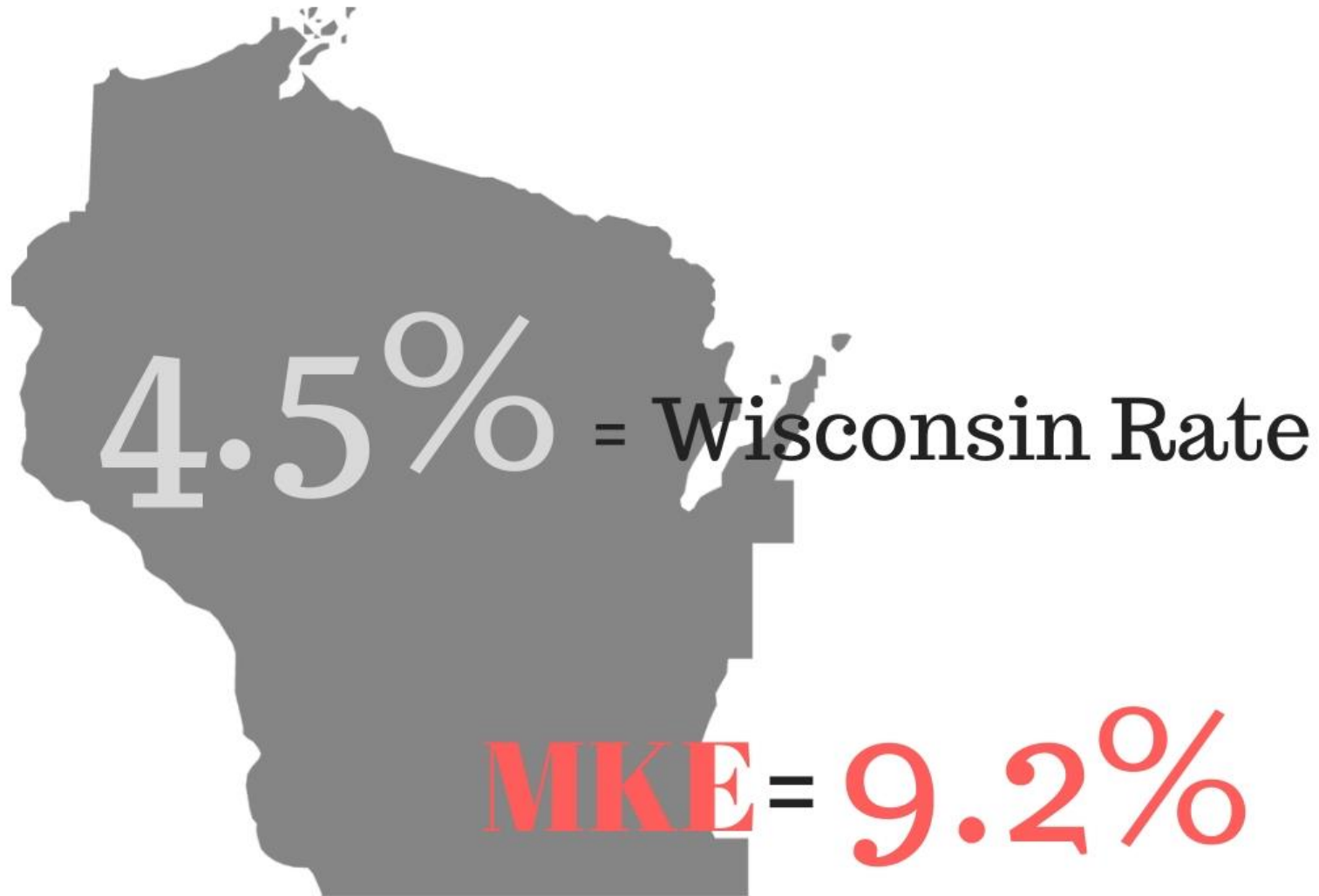
Pregnant women and young children are at greater risk for lead absorption.

Lead is absorbed into the body faster on an empty stomach.

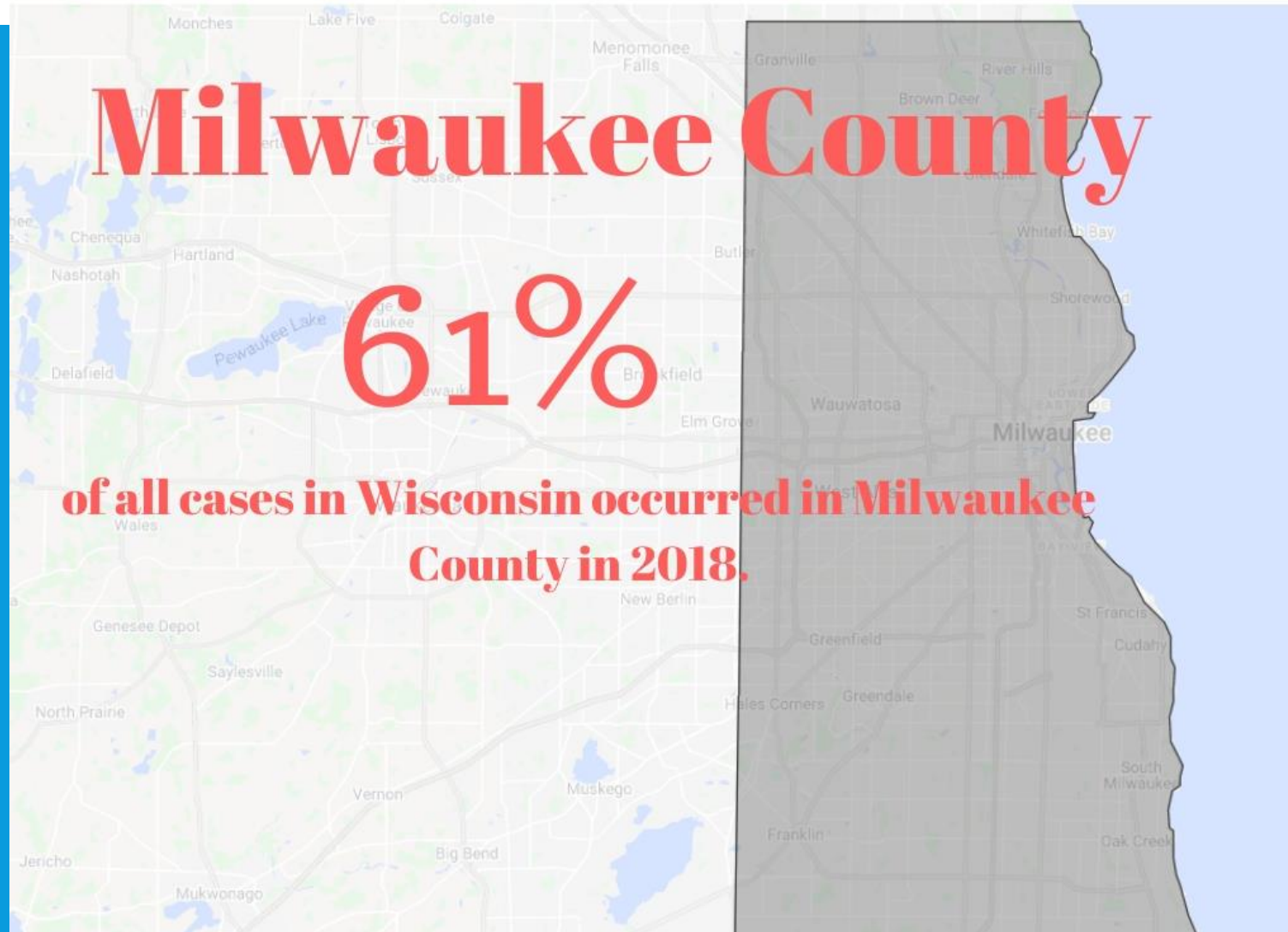


**Women of  
Childbearing Age**

# LEAD IN MILWAUKEE



# LEAD IN MILWAUKEE





# EXPOSURE THROUGH PAINT

At Risk for Lead in

**PAIN**T



Lead is a potent toxin and can be found in paint, water and soil.

Lead is a serious health concern. Even small amounts of lead are harmful, especially to younger children and women of child-bearing age.

Lead was used in paint until 1978. The older your home, the more likely lead paint is present. Lead in paint is a danger to children if the paint is chipping, peeling, cracking or chalking.

beebind' cnaekind oi cnaekind'  
beebind' cnaekind oi cnaekind'

# EXPOSURE THROUGH PAINT

---

## What should you know?

- **Look for lead paint** (especially around windows, floors and doors) that is **chipping, peeling, flaking and dusty and looks like alligator skin**. Knowing how to identify lead paint in your home is crucial.
- **Scraping, burning, sanding or using a heat gun to remove lead paint creates dust and lead fumes into the air.**
- **Lead paint chips taste sweet, which makes their presence even more dangerous for children.**

# EXPOSURE



# EXPOSURE THROUGH PAINT

---

## What can you do?

- Use paper towels, soap and water to wipe surfaces where paint is chipping weekly.
- Wash dust and flakes off of hands, toys, bottles, clothes, windows, pacifiers and floors with soap and water. Hand sanitizer does not remove lead.
- Paint over walls and doors where lead paint is present or use a sealant to create a barrier against chipping paint flakes.
- Leave your shoes at the door to keep lead outside of your home.
- **See a doctor** if you're worried about lead exposure. Consult a professional for help removing lead from your home properly.

# EXPOSURE THROUGH PAINT

---

## What should you NOT do?

- DO NOT dry scrape, power sand, burn or use a heat gun to remove lead paint.
- DO NOT dry sweep or vacuum paint chips.

# EXPOSURE THROUGH WATER

At Risk for Lead in

**WATER**

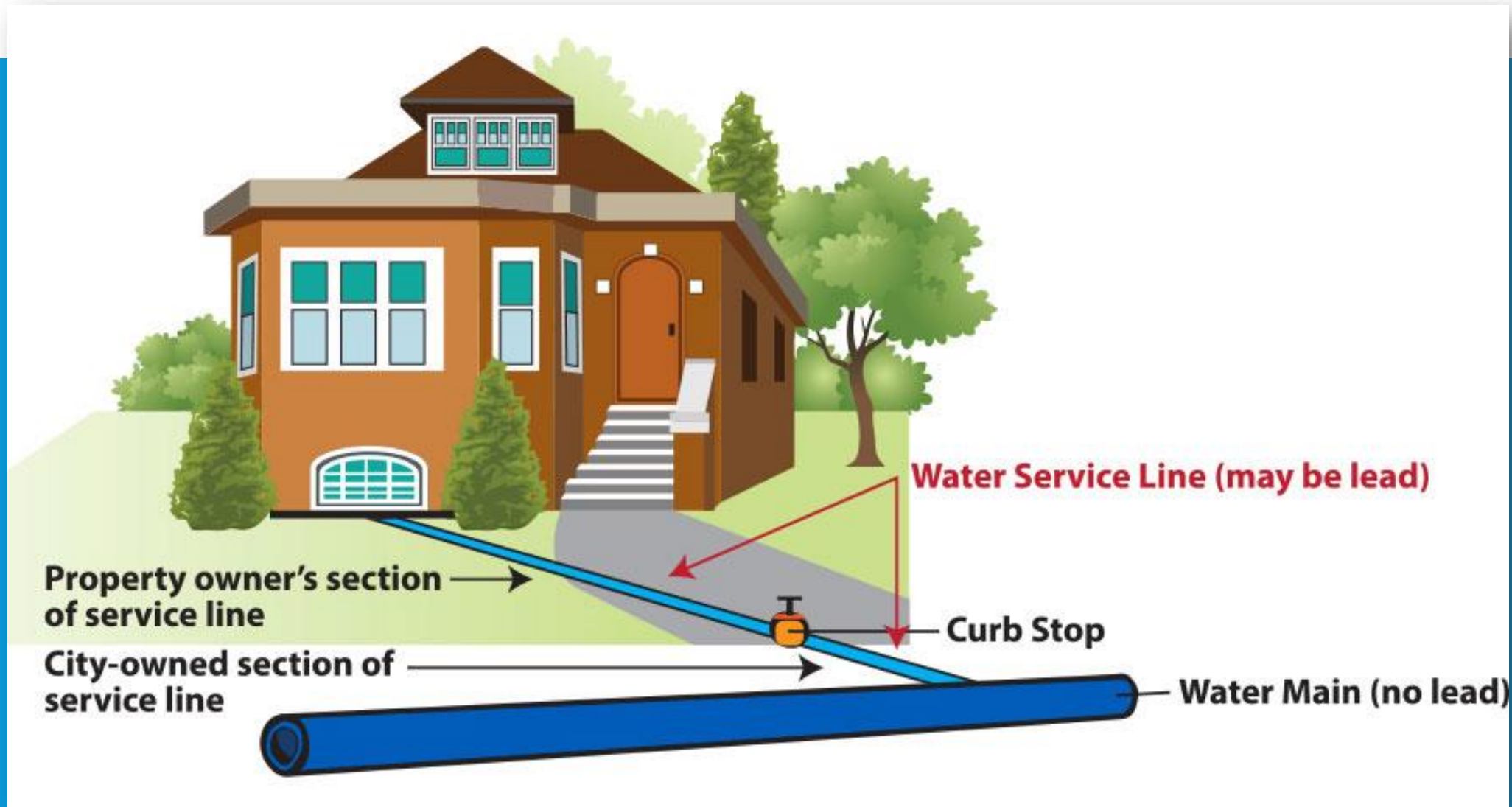


Lead is a potent toxin and can be found in paint, water and soil.

Lead is a serious health concern. Even small amounts of lead are harmful, especially to younger children and women of child-bearing age.

Lead pipes were used in water service lines of homes built before 1962. In 1986, the use of lead pipes was banned in the United States.

# LEAD IN MILWAUKEE



# EXPOSURE THROUGH WATER

---

## What should you know?

- Homes **built before 1962** have lead pipes and water service lines.
- **Lead in your home's tap water** typically comes from older fixtures, in which lead solder was used, or when **water sits in lead pipes for several hours between uses.**
- You cannot see or taste lead in water



# EXPOSURE THROUGH WATER

---

## What can you do?

- **Filter your water and replace cartridges regularly.** Buy a water filter that is certified to remove lead; look for NSF/ANSI 53.
- If you cannot afford a filter, **always** run your cold water tap for **3 minutes** between uses.
- **Women of child-bearing age and children under 6 should ALWAYS drink and cook with filtered or bottled water.**
- **Always use cold tap water for cooking and drinking.**
- **Clean water screens on your faucet weekly.**
- **See a doctor** if you're worried about lead exposure

# EXPOSURE THROUGH WATER

---

## What should you **NOT** do?

- **DO NOT** cook with hot tap water.
- **DO NOT** make infant formula with hot tap water.
- Boiling water **DOES NOT** remove lead.

3 Steps

# TO LEAD-FREE DRINKING WATER

Using a water filter can help eliminate harmful lead that may be in your tap water.

- 1 Choose a water filter that meets your needs. Some approved options are listed below.
- 2 Make sure product has **BOTH** the NSF mark AND a claim for lead reduction.
- 3 Purchase product and replacement filters online or at your local Walmart, Target, or hardware store.



## PITCHER STYLE



### Zero Water Pitcher

Cost of Device: \$19.99-\$34.99  
Cost varies on size of pitcher  
Replacement Filters: \$15.00

Available at [zerowater.com](http://zerowater.com) and participating stores



### Zero Water Dispenser

Cost of Device: \$32.99-\$39.99  
Cost varies on size of dispenser  
Replacement Filters: \$15.00

Available at [zerowater.com](http://zerowater.com) and participating stores

## FAUCET STYLE



### PUR Faucet Filtration

Cost of Device: \$24.99-\$19.99  
Replacement Filters: \$12.00

Available at [PUR.com](http://PUR.com) and participating stores



### DuPont Microban Water Filter

Cost of Device: \$13.00  
3-Pack Replacement Filters: \$18.00

Available at [walmart.com](http://walmart.com) and participating stores



### Brita Faucet Filtration

Cost of Device: \$18.99  
Replacement Filters: \$18.99

Available at [Brita.com](http://Brita.com) and participating stores



### Culligan Faucet Filtration

Cost of Device:  
FM25 -- \$30.00  
Replacement Filters: \$15.00

Available at [Amazon.com](http://Amazon.com) and participating stores

*\*Not recommended  
for pull-out faucet  
heads\**

# EXPOSURE THROUGH WATER

## MYTH:

It's too expensive to get a water filter.

## FACT:

Buying a \$29 faucet filter is 28 times cheaper than buying bottled water, on average.



Using a water filter can be

**28x**  
**cheaper**  
than buying bottled water.

# EXPOSURE THROUGH WATER

## MYTH:

I can boil the lead out of my water.

## FACT:

Boiling the water does not filter out lead.

# EXPOSURE THROUGH WATER

## MYTH:

If I filter the lead out of my water, I don't need to worry about lead anymore.

## FACT:

Lead is a potent toxin and can be found in paint, soil and environmental products as well as the water.

# LEAD EXPOSURE THROUGH SOIL & THE ENVIRONMENT

## At Risk for Lead in **SOIL** & THE ENVIRONMENT



Lead is a potent toxin and can be found in paint, water and soil.

Lead is a serious health concern. Even small amounts of lead are harmful, especially to younger children and women of child-bearing age.

Homes built before 1978 can have lead in the surrounding soil. Children generally ingest lead-contaminated soil and dust at higher rates than adults because of hand-to-mouth behaviors.

adults because of hand-to-mouth behaviors,  
contaminated soil and dust at higher rates than



# LEAD EXPOSURE THROUGH SOIL & THE ENVIRONMENT

---

## What should you know?

- **Lead dust flaking from old paint can most likely be found within 15 feet of the home, fence and garage.**
- **Because children crawl, they are more likely to breathe lead-contaminated dust and soil close to the ground.**
- **Traces of lead can be found in some everyday products made outside the United States, like mini-blinds, cosmetics, cookware or candy.**

# LEAD EXPOSURE THROUGH SOIL & THE ENVIRONMENT

---

## What can you do?

- If you live in a home without grass, keep children out of bare soil.
- Outside, check for peeling paint near bare soil and cover those areas with grass or mulch.
- Wash dirt and dust off of hands, body, toys, bottles and clothes.
- Always wash fruits and vegetables thoroughly with cold water for 1 minute or until all dirt and dust is removed.
- **See a doctor** if you're worried about lead exposure.

# LEAD EXPOSURE THROUGH SOIL & THE ENVIRONMENT

---

## What should you NOT do?

- **DO NOT** garden close to your home, fence or garage. Keep gardens 15 feet away from these areas.
- **DO NOT** walk through the home with dusty shoes or clothes if you work with lead, are renovating a home or have recently been exposed to bare soil.
- **DO NOT** purchase mini-blinds, cosmetics, cookware or candy made outside the United States that could contain lead.

# NUTRITION

Get  
**WELL FED**



Exposure to lead can cause serious health concerns.

Even at low levels, lead is extremely harmful to infants, children and women of child-bearing age.

**What you eat can help protect your family against lead!**

What you eat can help protect your family against lead!

# NUTRITION IS IMPORTANT!



Feed your family a healthy balanced diet that contains good sources of iron, vitamin C and calcium.

# NUTRITION IS IMPORTANT!

## Iron

blocks lead  
absorption



### How can I consume enough Iron?

1 serving of iron-fortified cereal = 100% DV of Iron

1 cup canned white beans = 44% DV of Iron

1 cup cooked spinach = 34% DV of Iron



Feed your family a healthy balanced diet that contains good sources of iron, vitamin C and calcium.



# Multi-Grain Cheerios

made with **5 WHOLE GRAINS**



MAY reduce  
the risk of  
**HEART  
DISEASE\***

SIMPLY MADE  
**Gluten Free**

NO ARTIFICIAL FLAVORS

NO COLORS FROM  
ARTIFICIAL SOURCES

Lightly Sweetened Cereal

\*DIETS LOW IN SATURATED FAT AND CHOLESTEROL MAY REDUCE THE RISK OF HEART DISEASE. MULTI GRAIN CHEERIOS™ CEREAL IS LOW IN FAT (1.5g), SATURATED FAT FREE AND CHOLESTEROL FREE.

## Nutrition Facts

Serving Size 1 cup (29g)  
Servings Per Container about 8

Amount Per Serving	MultiGrain Cheerios	with 1% cup skim milk
<b>Calories</b>	110	150
Calories from Fat	10	10

% Daily Value\*\*

<b>Total Fat</b> 1.5g*	<b>2%</b>	<b>2%</b>
Saturated Fat 0g	<b>0%</b>	<b>0%</b>
Trans Fat 0g		
Polyunsaturated Fat 0.5g		
Monounsaturated Fat 0.5g		
<b>Cholesterol</b> 0mg	<b>0%</b>	<b>1%</b>
<b>Sodium</b> 115mg	<b>5%</b>	<b>7%</b>
<b>Potassium</b> 120mg	<b>3%</b>	<b>9%</b>
<b>Total Carbohydrate</b> 24g	<b>8%</b>	<b>10%</b>
Dietary Fiber 3g	<b>11%</b>	<b>11%</b>
Sugars 6g		
Other Carbohydrate 15g		
<b>Protein</b> 2g		

Vitamin A	10%	15%
Vitamin C	10%	10%
Calcium	10%	25%
Iron	45%	45%
Vitamin D	10%	20%
Thiamin	25%	30%
Riboflavin	25%	35%
Niacin	25%	25%
Vitamin B <sub>6</sub>	25%	30%
Folic Acid	50%	50%
Vitamin B <sub>12</sub>	25%	30%
Phosphorus	8%	20%
Magnesium	4%	8%
Zinc	25%	25%

\* Amount in cereal. A serving of cereal plus skim milk provides 1.5g total fat, less than 5mg cholesterol, 180mg sodium, 320mg potassium, 3g total carbohydrate (1g sugars), and 6g protein.

\*\* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Ingredients: Whole Grain Oats, Whole Grain Corn, Sugar, Corn Starch, Corn Bran, Whole Grain Rice, Whole Grain Sorghum, Whole Grain Millet, Brown Sugar Syrup, Salt, Tripotassium Phosphate, Color (caramel color and annatto extract), Vitamin E (mixed tocopherols) Added to Preserve Freshness.

**Vitamins and Minerals:** Calcium Carbonate, Iron and Zinc (mineral nutrients), Vitamin C (sodium ascorbate), A B Vitamin (niacinamide), Vitamin B<sub>6</sub> (pyridoxine hydrochloride), Vitamin B<sub>2</sub> (riboflavin), Vitamin B<sub>1</sub> (thiamin mononitrate), Vitamin A (palmitate), A B Vitamin (folic acid), Vitamin B<sub>12</sub>, Vitamin D<sub>3</sub>.

DISTRIBUTED BY GENERAL MILLS SALES, INC.,  
MINNEAPOLIS, MN 55440 USA

**GLUTEN FREE**

© General Mills

May be mfg. under U.S. Pat. No. 7,021,525 & Pat. Pend.

Exchange: 1½ Starch

Based on Academy of Nutrition and Dietetics and American Diabetes Association criteria

This package is sold by weight, not by volume. You can be assured of proper weight even though some settling of contents normally occurs during shipment and handling.

F 3105549111 SSG 3130378111

**MAKE NUTRITION & LEAD  
TASK FORCE**

# NUTRITION IS IMPORTANT!



**Vitamin C**  
increases iron  
absorption



**How can I consume enough vitamin C?**

½ cup red bell pepper slices = 158% DV of vitamin C

1 medium orange = 117% DV of vitamin C

½ cup sliced strawberries = 82% DV of vitamin C



Feed your family a healthy balanced diet that contains good sources of iron, vitamin C and calcium.



# NUTRITION IS IMPORTANT!



## Calcium decreases lead absorption

How can I consume enough calcium?

8 oz. of fat-free skim milk = 30% DV of calcium

1 string cheese stick = 20% DV of calcium




6 oz. calcium-fortified orange juice = 26% DV of calcium



Feed your family a healthy balanced diet that contains good sources of iron, vitamin C and calcium.

# NUTRITION

Offer and feed your family regular, healthy meals and snacks to reduce lead absorption.

IRON	VITAMIN C	CALCIUM
 <ul style="list-style-type: none"> <li>• Red Meat • Fish • Beans</li> <li>• Lentil • Iron-fortified Cereals</li> <li>• Spinach</li> </ul>	 <ul style="list-style-type: none"> <li>• Oranges • Berries • Tomatoes</li> <li>• Bell Peppers</li> <li>• Dark, Leafy Greens</li> </ul>	 <ul style="list-style-type: none"> <li>• Milk • Yogurt • Cheese</li> <li>• Kale • Turnip Greens</li> <li>• Calcium-fortified Juices</li> </ul>

# NUTRITION

## Food preparation is also important

- Always wash and cook with **safe water**.
  - Wash all fruits and vegetables thoroughly with cold water for 1 minute or until all dirt and dust is removed
  - Use a scrub brush if available
- Use a water filter.
  - Filter your water and replace cartridges regularly
  - Buy a water filter that is certified to remove lead; look for **NSF/ANSI 53**
  - Always use cold tap water for cooking and drinking
- **Women of child-bearing age and children under 6 should ALWAYS drink and cook with filtered or bottled water.**

# NUTRITION

Federal nutrition programs can make a difference

- **\*\*Supplemental Nutrition Assistance Program (SNAP)**
- WIC Women, Infants & Children (WIC)
- School Meals (Breakfast, Lunch & Afterschool)
- Pandemic EBT

Programs exist for families, kids, seniors and those who qualify for income requirements. Encourage people to participate!

# NUTRITION

Several Federation Nutrition Programs provide access to **healthy, wholesome** meals with reliable sources of those  
3 key nutrients

# OUTREACH

How *you* can help.

# OUTREACH BEST PRACTICES

## Where and How is Outreach Performed?

- Door to Door.
- Community Meetings/Events.
- Faith gatherings or services.
- One on One conversations.
- Home Visits.
- Tabling Events.

# OUTREACH BEST PRACTICES

## Why should you be a voice?

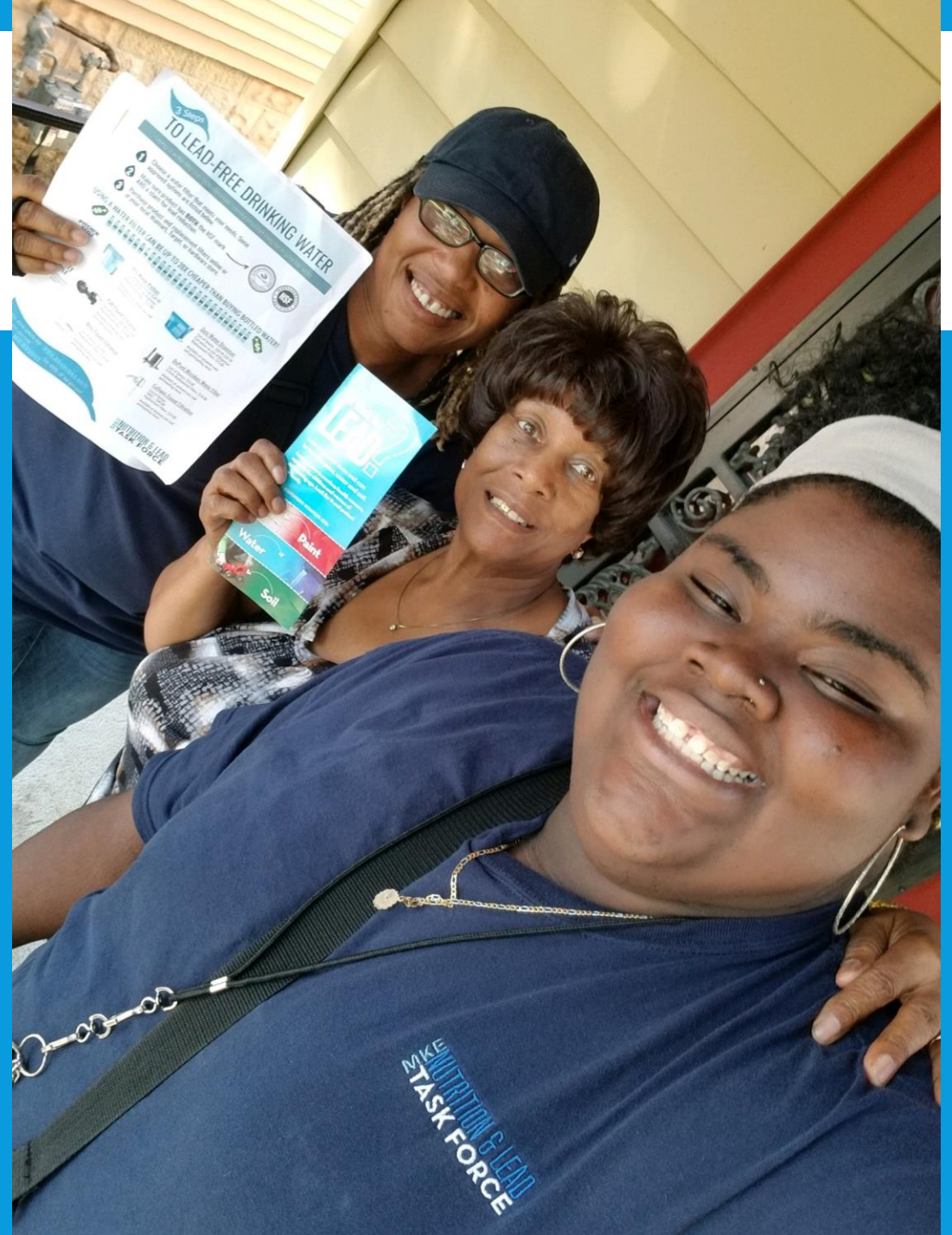
- Trust.
- Power of “word of mouth.”
- Local knowledge.











# Canvassers warn Milwaukee residents of lead dangers

By JENNY WHIDDEN of the Milwaukee Neighborhood News Service.

Jul. 21, 2018

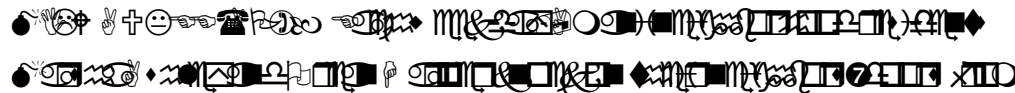


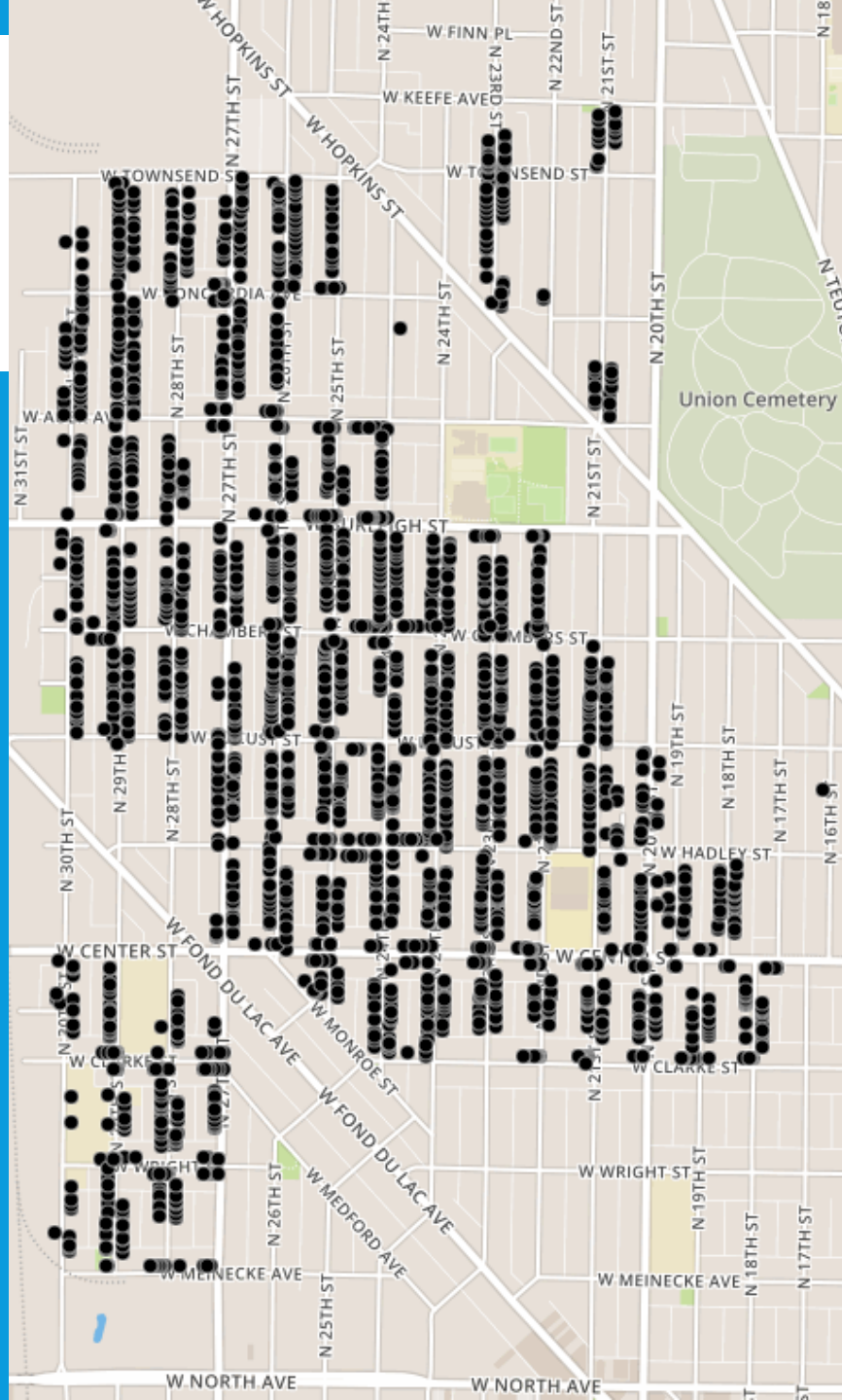
<https://www>

### RELATED TOPICS

Milwaukee

More from Milwaukee









**2024**  
**WOMEN OF**  
**EXCELLENCE**  
**AWARD**  
AMERICAN CENTER FOR  
POLITICS AND HUMAN  
RIGHTS FORCE

LEUNG'S  
STRATEGIC  
PRACTICES





# OUTREACH BEST PRACTICES

- We are a *resource* [not a doctor, not an expert in lead exposure]
- What we WANT to do
  - Meet people where they are at
  - Inform
  - Educate
  - Point to more resources
- What we DON'T want to do:
  - Incite fear
  - Be sensational
  - Confuse

# OUTREACH BEST PRACTICES

- What TO do:
  - Talk to everyone.
  - Identify yourself.
  - Get to the point quickly.
  - Listen. Have a conversation. Respond appropriately.
- What NOT to do:
  - Lie or speculate. If you are asked a question you don't know the answer to, be honest and direct them to the Milwaukee Health Department or their health professional.

# OUTREACH BEST PRACTICES

## Tabling 101: Conversation – How to talk about lead

Who said it better?

- “Hi! Have you heard about lead in Milwaukee?”

OR

- “Hi! Did you know about all the lead poisoning of children in Milwaukee?”

# OUTREACH BEST PRACTICES

## Train-the-trainer 101:

- Get your 30 second elevator speech.
  - “We know lead is a serious health concern, and it can cause permanent health effects. Its found in many places in older homes, and kids and women of childbearing age are most at risk for exposure. Hungry children absorb lead 5 to 10 times faster than well-fed kids.”
  - “Take a look at some of these resources and find out how you can identify lead in your home and what you can do to avoid exposure.”

# OUTREACH BEST PRACTICES

- 1) Intro – Question or statement – State the obvious, tell them what you're going to tell them.
- 2) Fact(s) about lead – something you found that's really relevant, startling.
- 3) Why is this important to them? What's the sense of urgency? Why are you talking about this now?
- 4) Next step(s)

# QUESTIONS?