using electronic and print media. The campaign should raise public awareness and concern about childhood lead poisoning with appropriate (not alarmist) messages, fostering an environment in which the forthcoming disclosure rules are taken seriously.

In addition to a broad public campaign, information should be targeted specifically at homebuyers and property owners. EPA, HUD, and CDC, in collaboration with other agencies and private organizations, should use focus groups to identify the most effective ways to communicate with homebuyers and property owners in order to prompt voluntary lead-based paint hazard evaluation and control actions. HUD is presently conducting a survey to determine the extent of public awareness of lead-based paint problems and solutions and to identify the most effective means of reaching key audiences. The survey will be repeated after the disclosure requirements go into effect to determine their impact.

For successful implementation of the disclosure requirements, the cooperation of real estate agents is critical. Real estate agents need to be educated on disclosure and notification requirements and their importance, possibly through continuing education courses. Agents should inform parties involved in real estate sales and rental agreements about the importance of their rights and responsibilities regarding lead-based paint. Buyer brokers and their agents should encourage prospective purchasers to get a hazard evaluation from a certified professional during the ten-day period, particularly for houses built before 1950. Federal agencies could work with local chapters of national real estate organizations to educate real estate agents.

In addition to real estate agents, home inspectors should be educated about lead-based paint hazards so that they can provide accurate maintenance tips to prospective homebuyers. They should further be encouraged to seek training and certification as lead-based paint risk assessors. Alternatively, they could refer homebuyers to certified lead-based paint inspectors or risk assessors.

To account for linguistic differences, all contracts, warnings, and other materials on lead hazards provided during a real estate transaction should be in languages understandable to prospective homebuyers and tenants. The forthcoming disclosure regulations propose that in cases where the sales contract is written in a language other than English, the lead warning statement must be included in the language of the contract as well.

**Recommendation 10-1:**
*Capitalizing on the Real Estate Notification and Disclosure Process. The Task Force recommends that government agencies and private organizations develop and implement strategies to make optimal use of the educational opportunity presented by the real estate notification and disclosure process.*

**10.4 Educating to Prevent Hazards from Renovation and Remodeling**

Renovation and remodeling activities can create considerable hazards by disturbing lead-based paint. Educational programs on safe remodeling practices can help prevent such hazards. An education strategy on renovation and remodeling should differentiate among remodeling contractors, do-it-yourself property owners and managers, owners and managers who hire contractors, and renters. The education for each of these
audiences should focus on activities such as repainting that may disturb lead-based paint in pre-1978 housing and thereby create lead-based paint hazards.

- Renovation and remodeling contractors and workers should be educated about lead-based paint hazards, safety measures to minimize such hazards, applicable Occupational Safety and Health Act requirements, unsafe practices, and the need to distribute information to property owners before renovation.
- Do-it-yourself homeowners and rental property owners and managers should be educated on lead-based paint hazards and how to remodel safely.
- Homeowners and rental property owners and managers who hire contractors for remodeling should insist on contractors who use appropriate renovation and remodeling techniques that do not disturb lead-based paint and thereby create hazards.
- Renters need information to help make sure that renovation and remodeling work is done safely and properly.

To publicize and prevent the potential dangers of renovation and remodeling activities, EPA has proposed that renovation contractors provide copies of “Protect Your Family from Lead in Your Home” to owners of pre-1978 housing prior to carrying out renovation and remodeling projects. EPA has also developed a public interest pamphlet entitled “Reducing Lead Hazards When Remodeling Your Home,” (April 1994). Both these pamphlets should be broadly distributed in a manner to ensure that property owners and tenants read and use them, as well as all other available information. In addition, as required by Title X, EPA, in consultation with the Consumer Product Safety Commission (CPSC), is developing information to be distributed by retailers of home improvement products to provide consumers with practical information related to the hazards of renovation and remodeling where lead-based paint may be present.

Several communication channels in addition to renovation contractors can be effectively used to convey information on lead hazards created during renovation and remodeling.

- Banks and other housing finance institutions should distribute the EPA pamphlets to homebuyers and property owners seeking loans for remodeling purposes.
- Manufacturers and retailers in the home improvement industry should help educate contractors, do-it-yourselfers, and other consumers by distributing EPA’s guidelines and pamphlets on home renovation and remodeling; distributing advisories on unsafe practices to purchasers of sandpaper, power sanding tools, heatguns, and related equipment and supplies; training salespersons; and providing fliers, tear sheets, and other materials for customers at hardware stores, in such places as the paint department. The industry’s participation is particularly critical for do-it-yourself homeowners and small contractors who may not be reached by any other source of information.
- Books, newspaper articles, other publications, and radio and television shows for homeowners and do-it-yourselfers should disseminate information on lead hazards and safe renovation methods.
- Finally, as part of the educational strategy, a prominent national spokesperson could inform the public about potential lead hazards from renovation and remodeling activities and necessary precautions.

Several federal agencies should help develop and implement this strategy, including EPA, HUD, CDC, CPSC, and Occupational Safety and Health Administration (OSHA). Public and private sector groups, including trade associations, labor unions, and state and local governments that will play a key role in implementation, should also participate. For example, EPA should open a dialogue with major home improvement retail chains to develop strategies for disseminating information to consumers.

Recommendation 10-2: Educating to Prevent Hazards from Renovation and Remodeling. The Task Force recommends that government agencies and the home improvement indus-
try quickly develop an aggressive strategy to educate property owners and managers, contractors, workers, and renters about lead hazards that may be created during renovation and remodeling activities in pre-1978 housing.

Recommendation 10-3:
Educating Consumers through Retail Home Improvement Stores and Do-It-Yourself Magazines. The Task Force recommends that EPA, the Consumer Product Safety Commission, and other appropriate government agencies encourage the home improvement industry to inform consumers about the dangers of disturbing lead-based paint during home renovation and remodeling projects. Retail home improvement stores should be encouraged to distribute EPA’s guidelines and pamphlets on home renovation and remodeling, advisories on prohibited practices, and other materials to purchasers of sandpaper, power sanding tools, heatguns, and related equipment and supplies. Publishers of do-it-yourself home repair magazines and books also should be encouraged to inform their readership about these dangers.

10.5 EDUCATING PARENTS, TENANTS, AND PROPERTY OWNERS

Parents are one of the most critical audiences in need of accurate information on lead-based paint hazards and poisoning prevention measures. Parents should be aware of the importance of minimizing lead exposure through regular housekeeping practices such as using wet methods of cleaning, where appropriate, to help reduce lead dust levels. Parents should also conduct visual checks for peeling paint and be aware of renovation projects that disturb old paint. Further, parents should understand the importance of testing their young children’s blood lead levels and of following a good diet and proper hygiene (for example, washing hands before meals).

Parents who are tenants need education on their rights, roles, and responsibilities. They should be aware of the effects of lead poisoning, their rights under the real estate notification and disclosure regulations, and the responsibilities of property owners under state and local laws and regulations. While property owners are responsible for maintaining units in good condition, parents who are tenants also have an important role to play in protecting their children, including:

■ Communicating and cooperating with property owners by providing access to maintenance crews and contractors;
■ Notifying property owners promptly of deteriorating paint or conditions that cause such deterioration;
■ Performing routine or regular housekeeping to help reduce lead dust levels;
■ Avoiding activities that disturb painted surfaces or generate dust;
■ Ensuring good hygiene and nutrition; and
■ Testing their children and reporting elevated blood levels to the property owner.

Educating parents in rental units on some basic steps that they can take to protect their families is particularly important for families residing in units where hazard control activities may not take place in the near future. The Task Force, however, does not suggest modifying existing laws concerning parents’ duty of care for purposes of liability determinations.

Parents who own their homes need information on a variety of topics, including how to renovate safely, how to control lead hazards, performing housekeeping practices to reduce lead dust levels, testing their children, and the importance of good nutrition and proper hygiene.

Finally, rental property owners and managers should be provided guidance on applicable lead-based paint maintenance and hazard control standards, hiring certified contractors for hazard evaluation and abatement work, training maintenance crews, and sources of financing for hazard control work. Owners and managers also should be encouraged to incorporate lead hazard control measures into their general maintenance practices and to be responsive to tenant complaints about lead-based paint.
Recommendation 10-4:
Educating Parents and Rental Property Owners. The Task Force recommends that parents be educated about their rights, roles, and responsibilities to enable them to take all possible steps to protect their families’ health and safety, and rental property owners and managers should be educated so that they take responsible steps to control lead hazards.

10.6 CREATING CULTURALLY APPROPRIATE MATERIALS

Childhood lead poisoning disproportionately affects low-income, inner-city neighborhoods and communities of color that are often culturally diverse. Therefore, educational materials should be culturally and linguistically tailored to reach non-English speakers and people at low literacy levels. These materials should include photo novellas with few words and public service announcements that are run on ethnic media. To effectively reach out to non-English speaking and low literacy audiences, the participation of community and ethnic-based organizations is essential, both in developing appropriate educational materials and implementing programs. Community-based organizations, such as churches, should also be involved in local educational programs because of their knowledge of the community’s needs. Government agencies should award grants to such organizations to undertake lead-based paint education.

EPA, HUD, the Department of Health and Human Services, and other agencies should work with state and local organizations and private sector groups to develop “train the trainer” programs for public education related to lead-based paint hazards. Trained agency staff can, in turn, hire and train community residents and thereby build capacity within communities to undertake lead poisoning prevention work. Such programs have a particularly important role to play in educating high-priority neighborhoods where hazard control work may not take place promptly. Trained community residents can help educate the other members of the community, identify lead hazards, and ultimately perform lead hazard control work consistent with state training and certification requirements.

Employing community workers will also create job opportunities in disadvantaged neighborhoods, where lead contamination is likely to be most severe. The importance of proper training and worker protection cannot be overemphasized. Programs involving community participation are already under way in some areas. Because community employment programs are relatively new, successful programs should be evaluated so that their success can be replicated elsewhere.

Recommendation 10-5:
Creating Culturally and Linguistically Appropriate Materials. The Task Force recommends that education providers work with minority, low-income, and non-English speaking people to develop and disseminate culturally and linguistically appropriate multimedia materials to educate families, communities, and workers at risk of being lead-poisoned about lead-based paint hazards and control methods.

10.7 PROMOTING INTERAGENCY AND PUBLIC-PRIVATE COLLABORATION

As noted earlier, interagency collaboration on public education is essential to avoid duplication of efforts. The Federal Interagency Lead-Based Paint Task Force, which consists of representatives from 20 federal agencies, is developing a strategy to increase such collaboration. The Task Force supports this effort and encourages additional collaboration and coordination. CDC, as the chair of the Federal Interagency Task Force’s Education Subcommittee, has begun this process through its Childhood Lead Poisoning Prevention Education Conferences. The strategy should be designed to ensure that:

- Accurate information on health hazards and lead hazard control be developed and disseminated as soon as possible;
- Federal agencies send clear and consistent messages to avoid creating confusion for the public;
The National Lead Information Center’s Hotline and Clearinghouse be expanded to include more outreach activities targeted at audiences and neighborhoods at risk of lead poisoning and have more and multilingual staff available to respond to questions;

- Agencies participate in joint demonstration projects to promote collaboration and develop complementary strategies; and

- Agencies develop procedures to rapidly share important information.

A primary agency must be identified with overall responsibility to ensure that the strategy is implemented. In addition, EPA, HUD, and CDC should collaborate on developing and implementing an aggressive communications plan to disseminate this Task Force’s recommendations.

When real estate notification and disclosure requirements take effect (expected in 1996), the demand for information and calls to the Hotline and Clearinghouse may increase. Therefore, the Federal Government should ensure that adequate resources are available to expand and strengthen the National Lead Information Center’s Hotline and Clearinghouse. The Hotline and Clearinghouse, however, do not have the capacity to provide city- or county-specific information. Other groups should be responsible for disseminating such information (see Recommendation 10-7).

Finally, state and local capacity must be increased to provide accurate and specific information on issues such as local resources, regulations, and contractors. State and local housing, environmental, building, health, and social service departments should coordinate their efforts through interagency or joint committees or working groups. Private groups should also coordinate their activities among themselves and with government agencies to avoid duplication of efforts.

**Recommendation 10-6:**

Promoting Interagency and Public-Private Collaboration. Task Force recommends that federal, state, and local agencies, and private groups collaborate and coordinate their efforts to ensure that limited public resources effectively reach targeted audiences in a complementary manner.

**10.8 OFFERING ACCESSIBLE, CENTRALIZED INFORMATION**

Parents, tenants, property owners, doctors, day care providers, and other groups should be able to access complete and relevant information on all aspects of lead poisoning and prevention in one central place, instead of having to obtain it piecemeal from multiple sources. Local “one-stop shopping” sources for city- or county-specific information should be developed to:

- Answer questions from callers and visitors;

- Make EPA’s and other pamphlets available to the public;

- Distribute information on issues such as tenant rights and the use and rental of special vacuums;

- Refer the public to appropriate local legal and medical services, training programs, trained and certified lead-based paint inspectors, risk assessors, and licensed contractors;

- Maintain a local registry of housing free from lead-based paint hazards, assist in locating such houses, and assist with temporary relocation during lead hazard control projects.

Such hotlines and repositories should coordinate their activities with the National Lead Information Center’s Hotline and Clearinghouse.

**Recommendation 10-7:**

Making Comprehensive Information Easily Accessible in a Centralized Place. The Task Force recommends that state and local governments and nongovernmental groups continue and expand their efforts to make information on all aspects of lead poisoning, its prevention, and financing available in an accessible, centralized manner.

**10.9 PROVIDING HOUSING COUNSELING AND INFORMATION ON FINANCING**

Lenders can help increase homebuyers’ awareness of potential lead-based paint hazards through their housing counseling and education programs. Such programs could include information on potential hazards of lead-based paint and appropriate methods to control
hazards. Fannie Mae and Freddie Mac, as well as primary lenders, should publicize their own loan products that can be used to finance home acquisition and rehabilitation, including lead-based paint hazard control. HUD should also develop a comprehensive document detailing the availability of HUD financing and insurance for home acquisition and rehabilitations that can be used to pay for lead-based paint hazard control.

**Recommendation 10-8:**
Providing Housing Counseling and Information on Financing Options. The Task Force recommends aggressive efforts by lenders to increase public awareness of both lead-based paint hazards and solutions and loan products that can be used to finance lead hazard control.

**10.10 EDUCATING HEALTH CARE PROVIDERS TO EDUCATE PARENTS**

Health care providers need education on lead-based paint hazards and solutions so that they are able to correctly identify and treat childhood lead poisoning. In addition, with proper education, the health care community can serve as an excellent conduit for educating parents and families on lead-based paint hazards and preventive measures. The health care community can be educated through public health departments, CDC grants, medical associations, medical journals, and medical schools. This education should cover a gamut of issues, such as:

- The causes of childhood lead poisoning;
- The importance of routinely screening young children's blood lead levels;
- How to accurately interpret laboratory results;
- Appropriate treatments for childhood lead poisoning;
- Preventive measures, such as proper housekeeping and dietary practices; and
- How to educate parents and families.

With better education, health care providers can help educate parents. Obstetricians, gynecologists, and pediatricians, who provide care to expecting mothers and young children, have a pivotal role to play in primary prevention as well as diagnosis and treatment. Doctors and nurses could discuss the hazards of lead-based paint with parents and families during routine examinations, advise parents to have their children screened, and place lead posters and pamphlets in their offices.

**Recommendation 10-9:**
Educating Health Care Providers. The Task Force recommends that health care providers be educated about childhood lead poisoning, its causes, methods of prevention and treatment, and the importance of routinely screening young children's blood lead levels. Health care providers also should be encouraged and trained to educate parents and families about childhood lead poisoning.