

**FOR IMMEDIATE RELEASE**

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## **COALITION TO END CHILDHOOD LEAD POISONING TO LAUNCH *STOPPIN' LEAD IN COPPIN, EPA FUNDED OUTREACH INITIATIVE***

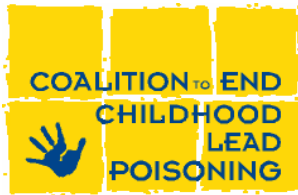
BALTIMORE, MD (September 14, 2007) Today, the Coalition to End Childhood Lead Poisoning, in partnership with Coppin Heights Community Development Corporation, Coppin State University and the Environmental Protection Agency (EPA) announce the launch of a one-year, intensive outreach campaign targeted to Baltimore's Coppin Heights and Rosemont communities called *Stoppin' Lead in Coppin*. Last year, 1 in every 5 children tested for lead poisoning in the neighborhoods making up zip code 21216 tested positive with actionable levels of lead in their bodies. *Stoppin' Lead in Coppin* seeks to implement community awareness, education and services that will reduce that likelihood and make the community's built environment safer for families.

Lead-based paint sold nationwide until 1978, making lead exposure the #1 environmental health threat facing children across the country. Eighty-two percent of housing units in the Coppin Heights community were built before that time. Thus, a significant potential for lead exposure faces more than 8 out of 10 families. *Stoppin' Lead in Coppin* will implement a multi-tiered public health campaign to educate residents on the hazards they face and the actions or services that exist to help eliminate or minimize those hazards.

This EPA funded Program has three objectives: (1) blanket the neighborhood with lead safety messages through targeted media in varied mediums, (2) take health and legal services directly to the residents through a door-to-door community outreach campaign and participation in community events, and (3) provide long-term education and skills with a series of in-depth trainings for both families and construction/renovation workers. Further the program will bring residents lead hazard reduction services available through the Coalition's HUD funded OPERATION LEAP BALTIMORE project to provide free window replacement and other housing related services available through Coppin Heights Community Development Corporation. These efforts will directly reach over 1,200 households with the entire region benefiting from media generated awareness and events open to the full public.

The official launch date for *Stoppin' Lead in Coppin* is October 1, 2007. Community residents interested in the program and potential employment opportunities are encouraged to call the Coalition to End Childhood Lead Poisoning at 410-534-6447.

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Childhood lead poisoning is entirely preventable. Low level exposure may result in learning disabilities, lowered IQ, attention disorders, aggressive and violent behavior, hearing loss, and speech delays. High level lead poisoning can lead to coma, convulsions and even death.

The Coalition to End Childhood Lead Poisoning is a nationally recognized leader, committed to the mission of eliminating childhood lead poisoning by 2010 and creating healthy homes so that children have the opportunity to reach their full potential. Information about the Coalition is available at [www.lead-safe.org](http://www.lead-safe.org).

The Coalition's direct services and outreach have provided education to over 3.5 million people and services to thousands of Maryland residents. Innovative programs and landmark policy have been a hallmark of the Coalition's success and continue to drive Maryland's nation-leading push towards elimination. The Coalition recently received a \$2,000,000 grant from HUD's Office of Healthy Homes to support Operation LEAP Baltimore, a program that will make 380 Baltimore properties lead-safe.

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