



Tom Barrett
Mayor

Bevan K. Baker, FACHE
Commissioner of Health

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FOR IMMEDIATE RELEASE

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MEDIA ADVISORY

Mayor Barrett, Health Officials and Partners to Launch ‘Lead-Safe Milwaukee’ Campaign

Public awareness campaign to support continued reduction of childhood lead exposure

MILWAUKEE – On Friday, February 3, Mayor Tom Barrett, members of the Common Council, the City of Milwaukee Health Department, Milwaukee Water Works and community partners will continue comprehensive efforts to reduce childhood lead exposure by launching a public awareness campaign.

“The City of Milwaukee has aggressively worked to reduce children’s exposure to lead hazards, and can report that we have seen significant reductions,” said Mayor Tom Barrett. “But too many children are still exposed to lead in our community. Through a broad public awareness campaign focused on the proven steps that protect children, we as a community can drive down these rates even further.”

Through its Childhood Lead Poisoning Prevention Program and efforts of community partners, the City of Milwaukee Health Department reports that the prevalence of blood lead levels at 10 micrograms/deciliter (ug/dL) has decreased by 90 percent since 1997, while testing has increased by 66 percent during that same time period. At a lower level of exposure, 5 ug/dL, blood lead prevalence among children has declined by nearly 70 percent since 2003.

Despite these dramatic declines, as of 2015, 3 percent of Milwaukee children tested were reported to have blood lead levels at 10 ug/dL and 11.6 percent of Milwaukee children tested were reported to have blood lead tests at 5 ug/dL.

WHAT: Lead-Safe Milwaukee Public Awareness Campaign Launch

WHEN: Friday, February 3

TIME: 11 a.m.

WHERE: Moody Park Pavilion
2200 W. Burleigh St., Milwaukee WI

SPEAKERS: Mayor Tom Barrett
Alderman Jim Bohl
Commissioner of Health Bevan K. Baker
Dr. Heather Paradis, Children’s Hospital of Wisconsin
Tom Schneider, COA Youth & Family Centers

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