Operation Pay dirt

{ Education & Empowerment }
Lead poisoning is the number 1 environmental health threat to young children.

Lead poisoning permanently lowers IQ scores, increases violent and impulsive behavior, impairs fine and gross motor skills, and can induce seizures, coma, and death at high enough levels.

Lead poisoning is a 100% preventable disease.
Educate people about the issue of lead poisoning through a creative and empowering outlet.

Create a mobile interactive space where children and their parents can learn about actions they can take to make their living space a lead free environment.

Activities would include

- learning how to take lead samples
- properly clean lead contaminated areas.

This education initiative is mainly directed at children since they are the most effected by lead poisoning. However, the activities are meant to be very open ended so that parents can either participate with their children, or watch closely and still absorb the important information.

Our Plan
Our Plan
The Problem
Successful campaigns that are educating/empowering well:
- Fire department
- D.A.R.E.
- Social Media Campaigns

What do all of these have in common?
- Teaching is hands-on/interactive
- Appear at major community events
- Give the audience a tangible thing to take with them
- Can reach parents by reaching children first

Research
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The overall goal of this project is to bring the issue of lead poisoning to the forefront in our community.
The first step is getting people to understand the severity of lead, and from there giving them the tools to protect themselves from it. With this approach, we hope that our audience will walk away with a sense of empowerment, rather than a fear of their environment.
Objectives
This project would be a great way to get the community involved in the fight against lead and the overarching idea of lead eradication in Cincinnati.

It is important for people to understand that this problem will not just “go away” in a few years, we have to take action.

The interactive space we want to create would be similar to the fire safety trucks that are found at various community events. It would be set up like a small home, specifically including common lead contaminated areas like windows, door frames, and possibly a porch-like area.

These installations would be our tools for educating the public on exactly what actions they can take to make their homes lead free.

Participants will also receive informational handouts as a reminder of what they learned at the event, as well as contact information for the Cincinnati Health Department.

Rationale
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Phase 1: Write a project proposal
Phase 2: Build a prototype
Phase 3: Execute/Educate
Your Brand

- Facebook
- Instagram
- MySpace
- Twitter
- YouTube
- LinkedIn
Shaklee Giveaway

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