

# 2014—2016 Action Plan

- **Blood Lead Testing Campaign**

Through 2013 the number of children and residents accessing the free blood lead testing at Queensland Medical Laboratory has decreased since 2012. The Alliance recommends that all Mount Isa residents children and adults know their blood lead levels.

To increase this blood lead testing for Mount Isa children, project officer will work with indigenous community groups to increase and raise awareness of free blood lead testing for Mount Isa residents.

- **Community Awareness Campaign**

The Alliance is committed to delivering up to date and current information on living safely with lead to the Mount Isa community and raise awareness of the issues surrounding lead and elevated blood lead levels. The Alliance will commit to bring out leading toxicologist Dr Mark Little to deliver public information seminars and also a 12 month intensive advertising campaign through all media outlets. The Alliance aims to increase promotion of our social media sites and encourage residents to discuss their living safely with lead issues and concerns with real time answers readily available from the Alliance. Regularly attend community events delivering living safely with lead information to the community.

- **LEADSmart Education Program**

Increase the awareness among Mount Isa children on living safely with lead through Squeaky the Alliance mascot. Deliver hand washing demonstrations to all kindergartens and day care centres with Squeaky and QHealth Mr Germ light box. Coordinate with schools for chair to address the lead issue with children at their morning assemblies and parades, encourage questions from school children. Produce and deliver an activity booklet for young children, teaching children that being LEADSmart is fun.

- **Healthy Eating Campaign**

Produce and distribute recipe books to increase culturally relevant nutritional information for the indigenous community which includes recipes that contain the essential vitamins and minerals associated with reducing the risk of lead absorption into the blood stream.

- **Backyard Improvement Program**

Further develop the current Backyard Improvement Program to the indigenous community by developing partnerships with community groups to encourage residents to commit to making relevant improvements to bare soil areas in gardens, enlisting the assistance of government housing departments and civil servant departments to encourage their employees to join the program.