



Living with Lead Alliance

Report 2012



Inception & Partners

During 2007, representatives from Queensland Health, Environmental Protection Agency and Xstrata Mount Isa Mines met informally with Member for Mount Isa, and Mayor, Mount Isa City Council to discuss the progress of Queensland Health's 'Get Bled for Lead' campaign. At a meeting of 6 December 2007, as the testing phase of this campaign was nearing completion, it was agreed by the group that there would be benefits in working together to drive long term action to address the issue of lead in the Mount Isa community.

The Living with Lead Alliance was established in 2008 and consists of representatives from Queensland Health, Department of Environment & Heritage Protection, Mount Isa Mines, Mount Isa City Council and State Member for Mount Isa as the Chairperson.

The Role of the Alliance is to provide a forum for guiding and driving action on the issues of lead in the community of Mount Isa.



Key Messages

The Alliance has developed 3 key message to help reduce the possible risk of exposure to lead for the Mount Isa Community .

WET WIPE:

To minimise lead dust around the home regularly wet mop hard floor surfaces and wet wipe bench tops, furniture, toys and window sills and any other surfaces a child can readily access. Rinse the mop and cloth regularly

WASH:

Regular hand washing can make a huge difference to a child's intake of lead dust. Always wash hands with soap and water after playing outside, touching pets and always before eating. It is also important to dry them well as damp hands will naturally pick up more dust. Dummies should be kept clean and pinned to clothing

EAT WELL:

Calcium, iron, vitamin C, zinc and magnesium may help reduce the absorption of lead into the bloodstream and protect against lead absorption. By incorporating foods that contain these vitamins and minerals into a healthy diet can protect a family against high blood lead levels. Young children need frequent meals and snacks - a child with an empty stomach may absorb more lead than a child that has eaten.

Bled for Lead Report 2010

In March 2011 Queensland Health released the Mount Isa Community Lead Screening Program 2010 Report, a follow-up to a similar study conducted in 2006 and 2007.

The report, which sampled 167 children aged one to four, showed a significant improvement in the lead levels of children in Mount Isa. The study, which began in February 2010 and concluded in October 2010, showed an average lead level of 4.27 micrograms per decilitre ($\mu\text{g}/\text{dL}$), with the lowest at 1.9 and the highest at 22.4. This shows a decline between this survey and the previous 2006-2007 survey in both the average blood lead levels and the percentage of children's blood lead levels at or above 10 $\mu\text{g}/\text{dL}$.

Results showed eight (or 4.8 per cent) of the total sample had elevated blood lead levels (greater than 10 $\mu\text{g}/\text{dL}$). Of these, one child had a blood lead level greater than 20 $\mu\text{g}/\text{dL}$. This is in comparison to 45 (or 11.3 per cent) of the total sample of 400 children aged one to four who had elevated blood lead levels in the 2006-07 study

It is encouraging to see a reduction in the percentage of high blood lead levels in Mount Isa children since the inception of the Alliance. The Living with Lead Alliance will continue to initiate programs and distribute information to raise awareness on living safely with lead in our community.

The safety and well being of the Mount Isa community is our main priority.

Dr Mark Little Seminars

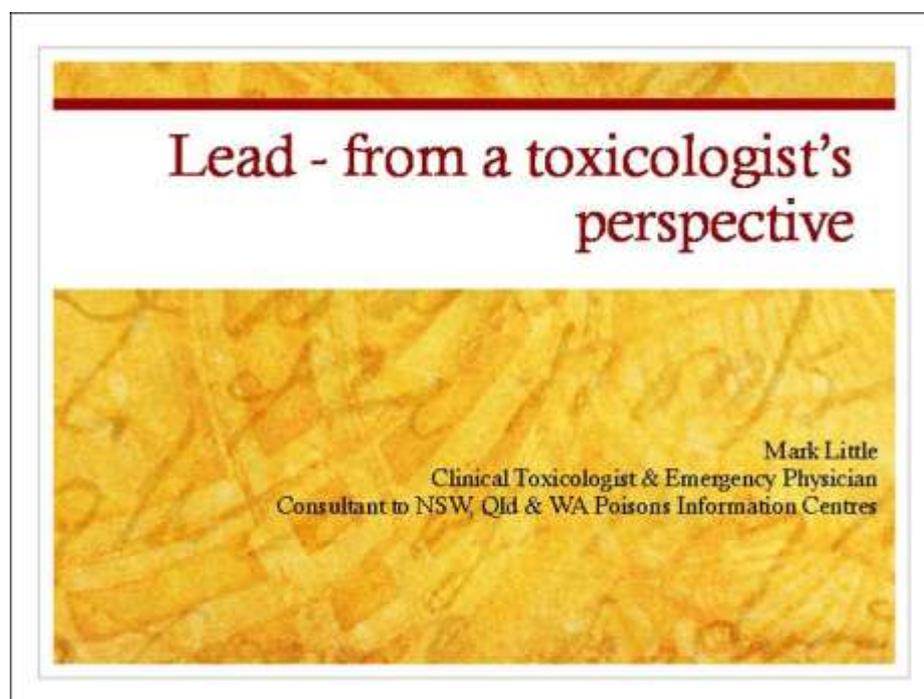
As part of our Professional development Campaign, The Living with Lead Alliance provide annual lead education seminars within Mount Isa.

These seminars are available to local General Practitioners, Allied Health Workers, Teachers, Nurses and Doctors, and the general public.

The Seminars are carried out by Dr Mark Little Emergency Physician and Leading Toxicologist.

2010 saw the first of these seminars and again in 2011 and 2012, with an encouraging number of Mount Isa residents attending the Alliance is committed to keeping our community informed of the relevant information available covering topics such; as how lead gets into your body, toxic effects of lead and safe blood lead levels.

Dr Mark Little Presentations are available on the Living with Lead Alliance website www.livingwithlead.com.au



2011 / 2013 Action Plan

Developing Partnerships in Nutrition:

Develop partnerships with local businesses and community groups to deliver a nutritional program for the community.

This program will consist of healthy eating option materials, recipe booklets and resources explaining nutritional value & the benefits of maintaining a healthy diet.

Community Awareness Campaign:

To develop new printed materials and brochures to relay the Alliance's key message: wet wipe & wash, with healthy eating as part of promoting awareness to the indigenous community and young children.

LEADSmart Education Program:

As part of the existing LEADSmart Education Program, the Living with Lead Alliance Committee and Project Officer will expand on this program to encourage schools, kindergarten and day care centres to take part in the LEADSmart program.

Professional Development Campaign:

Provide annual lead education seminars within Mount Isa. The Seminars are to be carried out by Dr Mark Little leading toxicologist and emergency physician.

Backyard Improvement Program:

The Living with Lead Alliance will develop partnerships with Department of Communities (Housing) and Southern Gulf Catchments to implement a backyard Improvement Program for the Mount Isa community. The aim of the program is to raise community awareness and information on living safely with lead and reducing the risk of exposure to lead in the backyards of Mount Isa homes.

End of Year Report 2010 / 2011

On the 7th November 2011 the Living with Lead Alliance released the 2010-2011 End of Year report, with detailed information on the Alliance progression of programs throughout 2010 & 2011 .

Including:

- 5 point action Plan
- Free call 1800 number
- Website
- Promotional material distribution
- Community events
- LEADSmart Education Program update
- Living with Lead Alliance in partnership with Safe Communities
- Greening Mount Isa Funding update
- Living with Lead Alliance newsletter

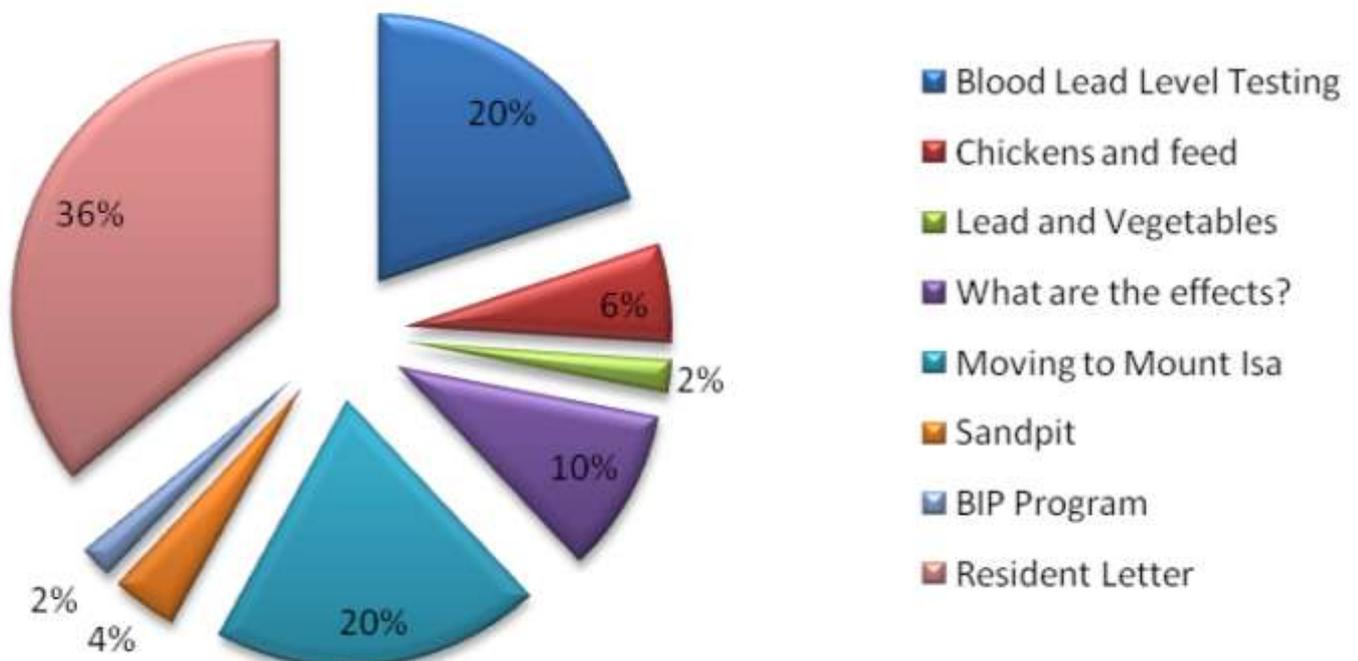


FREE CALL 1800

Since 2008, the Living with Lead Alliance has established a 1800 free call information telephone line and has taken over 103 Calls in 2010-11 and over 450 calls in 2011-12, with enquiries and questions, ranging from: is Mount Isa a safe place to live and bring up children, how to reduce lead dust in the home, where to go for blood lead testing and information on our current programs.

It is essential for the community to have a hotline to call with their enquiries, many calls come from people looking to move to Mount Isa from other States and need to know the correct information on the issues of lead in the community. The hot line provides assurance and essential information.

1800 Number Calls 2011-12



Website

The Alliance has developed a website full of the latest information on how to reduce blood lead levels, with updated information from media releases, Lead Pathways Reports, Bled for Lead reports and information on all of the Alliance community programs, to which over 13,049 locals and visitors have visited since 2008, delivering up to date information to people looking to move to Mount Isa.

Many enquiries on living safely with lead come via the Living with Lead Alliance website.

HOME ABOUT US ABOUT LEAD COMMUNITY RESOURCES CONTACT US

Free call 1800 457 547

IT'S AS SIMPLE AS
**Wet Wipe, Wash
and Eat Well...**

Living with Lead Alliance

NEWS & EVENTS

Latest News & Events

Mount Isa Blood Lead Survey

Queensland Health have now begun their Mount Isa Blood Lead Survey. This survey is a follow up to the 'Get Bled for Lead' campaign from 2006-7. 144 children will be tested over the next 5-6 months.

The Living with Lead Alliance would like to encourage families to get their children's blood lead level tested during this program.

QML Pathology Mount Isa will be offering free blood testing at:

13 Isa Street, Mount Isa
Telephone: (07) 4743 4299

INTRODUCTION

The Living with Lead Alliance was established to develop and deliver an extensive and ongoing public education campaign to ensure the health of Mount Isa residents. The Alliance consists of representatives from the Mount Isa City Council, Queensland Government – Queensland Health and the Department of Environment & Resource Management (DERM), and Xstrata Mount Isa Mines.

The 'Living safely with Lead' campaign will remind us that Mount Isa is a safe place to live and it will provide you with information about how to minimise your exposure to lead. Over the coming months you will see a lot more about this campaign in our community.

Living with Lead Alliance eNewsletter

Subscribe to the Living with Lead Alliance eNewsletter for all the latest news.

E Newsletter

The Living with Lead Alliance e-newsletter was created in November 2009.

The newsletter is distributed quarterly to a wide range of community members and all educational facilities.

The e-newsletter has been a successful avenue for the Alliance to advertise and promote local projects and information.

Subscription to the newsletter grew from 30 members to 150 within two months of it being introduced.

Of the 150 subscribers, 30 have signed up to receive the newsletter via the Living with Lead Alliance website.



Living safely with Lead Newsletter

Living with Lead Alliance launches Healthy Eating Recipe Book You are all invited to The Living with Lead Alliance Information Seminar for the launch of our Healthy Eating Recipe Book, Indigenous Brochure, End Of Year Report, 5 Point Action Plan for 2011—2013 Monday 7th November 3pm to 5pm, Terrace Gardens Function Centre Come and sample some of our featured recipes from our recipe book, all are welcome. The Healthy Eating Recipe Book has been developed by the Living with Lead Alliance to raise awareness on the importance of nutrition in reducing lead into the body. The booklet is full of Healthy Eating Recipes for breakfast lunch and dinner as well as great snack ideas and healthy eating tips for children. Young children are at a greater risk of high blood lead levels as they tend to put things into their mouths, toddlers and young children need frequent meals and snacks, a full stomach and a diet rich in calcium, iron, vitamin c, zinc and magnesium can help protect children against high blood lead levels. A child that has an empty stomach may absorb more lead than a child that has eaten. The Living with Lead Alliance promotes healthy eating as part of our key message to all Mount Isa residents, eating calcium, iron, magnesium, zinc and vitamin c rich foods may help reduce the absorption of lead into the bloodstream and protect against high blood lead levels. This recipe booklet contains delicious and easy to use recipes using ingredients that are high in these vitamins and minerals. Each section has detailed information on the recommended vitamins and minerals with examples of the best foods to use which are high in each. Where you can pick up a copy.... Copies are available free to all Mount Isa residents at our office 13a Street (opp Woolworths) or FREE phone 1800 457 547 and we will mail one out to you.	ISSUE FOUR OCT—DEC 2011 UPCOMING EVENTS Mega Playgroup Mount Isa City Library Park Thursday 13th October 9am to 12pm RECIPE BOOK LAUNCH Where: TERRACE GARDENS Day: Monday Date: 7th November 2011 Time: 3pm to 5pm OPEN TO PUBLIC QUESTIONS ABOUT LEAD? If you have any questions about living safely with lead in Mount Isa, go to www.livingwithlead.com.au and download our Q & A and Fact Sheet. For further information on how to reduce exposure to lead FREE CALL 1800 457 547 FREE BLOOD TESTING QML Pathology 13a Isa Street, Mount Isa Phone: 07 4743 4299 OPEN Monday—Friday 7.30am to 2.00pm CONTACT US FREE CALL: 1800 457 547 Phone: 07 4743 4339 Mobile: 0459 401 036 Email: projectofficer@livingwithlead.com.au Website: www.livingwithlead.com.au Post: PO Box 345, Mount Isa, Qld 4825 Office: Isa Street (opposite Woolworths) Office Hours: Mon to Fri 7.30am to 4.30pm
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To unsubscribe, please email projectofficer@livingwithlead.com.au
The Living with Lead Alliance is a public education initiative developed by its community partners Mount Isa City Council, Queensland Health,

Greening Mount Isa

This State Government funding grant was designed to assist community groups to undertake projects to reduce dirt and dust in areas where children congregate, such as schools, parks and sporting fields. So far, two rounds of funding have been given and the projects supported have included providing healthy ground cover for children to play, eat and learn; installing irrigation systems; installing ground cover; and installing seating.

Round One of the funding saw 14 local kindergartens, schools and day care centres receive a shared in a total of \$290,450 of funding.

Round Two was dedicated to local junior sporting organisations and 7 groups shared in a total of \$484,203 of funding.

The overall impact of these projects has been extraordinary . All groups who received funding have reported great improvements and have received great feed back from parents and the wider community.

A total of \$774,653 of funding has been dedicated to improving bare soil areas where children play and congregate, working towards a safe and healthier lifestyle for Mount Isa children.

As part of the Living with Lead Alliance 2011—12 Action Plan the Alliance has included the following goals for the Greening Mount Isa Program:

- Finalise Round Two and continue with Round Three of funding.
- Round Three will be open to all local groups (kindergartens, schools, day care centres, play groups and sporting organisations). This round of funding will be for projects which provide shade provisions to areas where children congregate.

Squeaky

Squeaky is the Living with Lead Alliance mascot. Squeaky has been incorporated into the LEADSmart Education Program to help children associate Squeaky with living safely with lead activities.

Squeaky has a song which children can sing along to with hand washing and healthy eating messages to learn.

As part of the LEADSmart program, a Squeaky Activity Book has been distributed to all facilities who join the program. This book contains a lot of great activities which promote behaviours associated with reducing blood lead levels.

Squeaky attends over sixteen community events each year throughout Mount Isa, and is received with great joy by children.

Promotional products for Squeaky

- Squeaky Brochure
- Squeaky poster
- Tote Bags
- Stickers
- Temporary Tattoos
- Pencil Cases
- Colour In sheet
- Rainbow Pencils



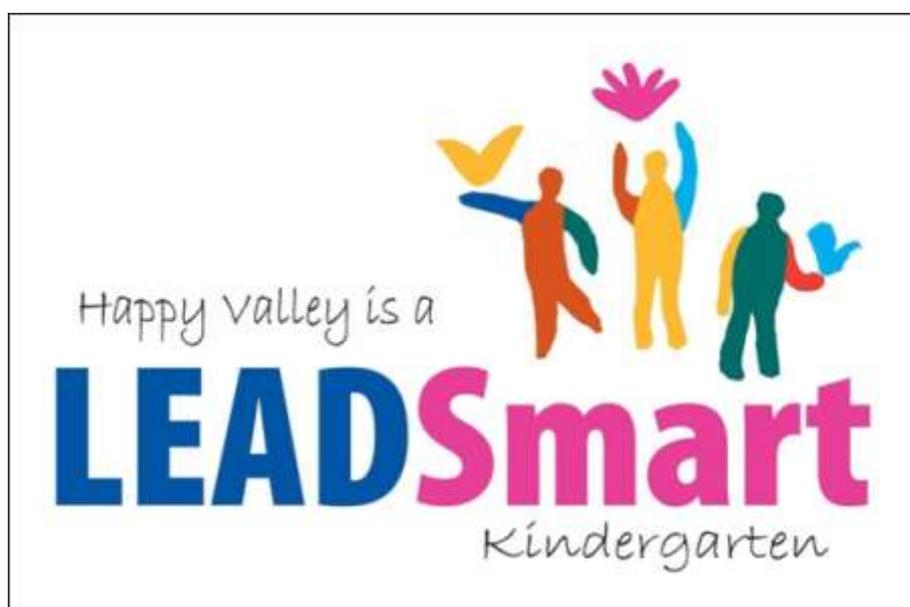
LEADSmart Education Program

The LEADSmart Education Program is an initiative of the Living with Lead Alliance for all schools, day care centres and kindergartens and aims to educate Mount Isa teachers, parents, and students/children about the facts on lead, how to reduce the risk of elevated blood lead levels and promote the Living with Lead Alliance key messages: Wet Wipe, Wash and Eat Well.

Since its inception in 2010, 100% of Mount Isa schools, day care centres and kindergartens are now LEADSmart.

Being LEADSmart shows the Mount Isa community the commitment of each facility in working towards a healthier lifestyle and ensuring that the health and well being of our children is their top priority, by delivering the Living with Lead Alliances key messages to the community and working toward a healthier lifestyle for Mount Isa children, Mount Isa educational facilities are a safer place for our children.

Program updates via newsletter and website ensures all facilities are kept informed of the Alliance programs.



Backyard Improvement Program

The Living with Lead Alliance has developed partnerships with Department of Communities (Housing), Southern Gulf Catchments, MICRRH and The Rose Garden Nursery to implement a Backyard Improvement Program for the Mount Isa community.

The aim of the program is to raise community awareness on living safely with lead, encourage residents to make relevant changes and reduce the risk of exposure to lead in the backyards of Mount Isa homes .

Stage One of The Backyard Improvement Program has given the Mount Isa community the opportunity to improve their gardens and play areas for families with young children. Families have signed up to the program competition and received a BIP KIT which includes: grass seed, tap timer, garden gloves and information on how to create a water wise and lead safe garden, with this KIT families need to make changes to their garden and supply before and after photos to win some fantastic prizes including a trip to Cairns, lawnmower, swing set and garden beds .

This competition has had a great response with 20 families looking to improve areas in their gardens and reduce bare soil areas accessible to young children.

Sponsors of this program are: Skytrans, The North West Star, Mount Isa Hardware Mitre 10 & The Rose Garden Nursery.

To promote this program we mailed out to all residents a flyer twice, inserted the flyer into the local newspaper, pushed the program via our website and e-newsletter and distributed posters throughout the city.

Healthy Kids Program

Healthy Kids is a program designed to provide our children with free access to regular and structured physical activity programs. The safe and supervised one hour sessions help build social skills in a non-competitive environment and develop important coordination skills for participants. All sessions are run by experienced Physical Education Teachers and early childhood practitioners. Sessions run every Monday 9am at Selwyn Park for parents and toddlers and 3pm at Captain Cook Oval for pre-schoolers, up to and including Monday 17th September.

The launch of the 2012 **Healthy Kids** Program was a huge success for the Living with Lead Alliance and program partners Skytrans. The program was greatly received from the Mount Isa community with many families attending the launch on Monday 14th May at Captain Cook Oval.

With the participation of Skytrans Cairns Taipans basket ball players Dwayne Vale and Aaron Grabau joining in the activities and games with the kids a fun time was had by all. Skytrans has come on board in partnership with the Living with Lead Alliance for the delivery of this program. **Healthy Kids** is all about providing our local children with free access to regular and structured physical activity programs, and is an initiative of the Living with Lead Alliance as part of our commitment to continuously work with the Mount Isa community for a healthy lifestyle .

This program was promoted through weekly advertising with the local newspaper, flyers, website and the E-newsletter.

With over 567 children and parents attending this program has been a huge success for the Mount Isa community.

Community Awareness Campaign

In 2011-12 over 35,000 brochures have been distributed throughout the Mount Isa community, the Living with Lead Alliance is committed to ensuring our community is informed on how to live safely with lead.

In 2011 the Alliance have produced three new brochures: Squeaky Says and Lead Smart, Lead Safe & Water Wise Gardens & Lead and Your Mob.

The Living with Lead Alliance has committed to a 12 month radio and television advertising campaign as part of our commitment to deliver information to the Mount Isa Community.

Twice annually all brochures, fact sheet and posters are delivered to all educational facilities, community groups, allied health groups, Department of Housing, Mount Isa Welcome packs and partner offices for distribution.

A new brochure and Squeaky products have been designed for future promotion.

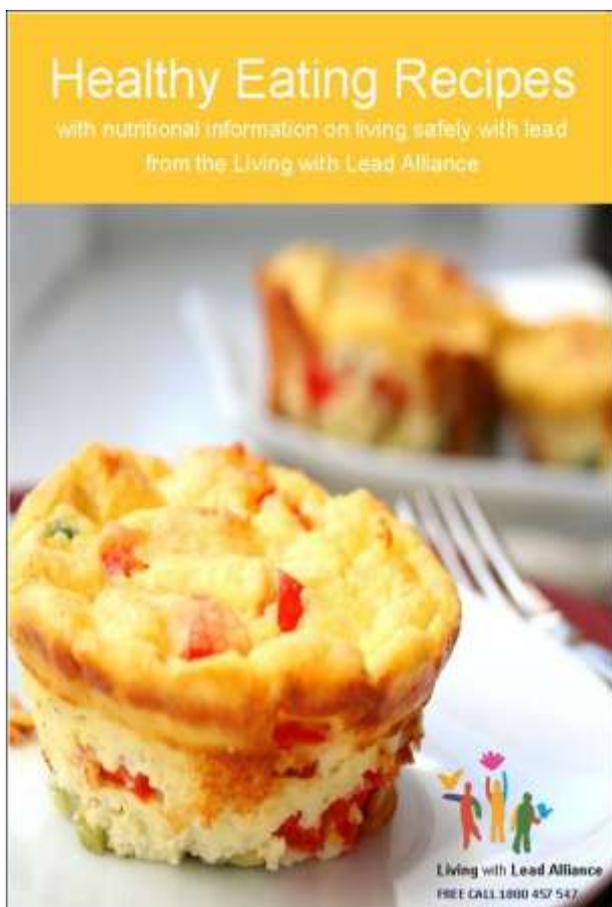
The Alliance has 8 brochures, 6 posters, a fact sheet and recipe book which are distributed to the community at all events attended throughout the year, along with the Squeaky products for the children.

As part of our commitment to inform the Mount Isa community of the Alliance programs and living safely with lead messages, the Alliance mailed out a letter in 2011 to all residents detailing the progression of programs and future programs, included in the mail out was a Squeaky fridge magnet photo frame. The Alliance received over 20 calls from the community via our 1800 number thanking us for the letter and magnet, appreciating our commitment to delivering information.

Healthy Eating Recipe Book

On the 7th November Alliance launched A Healthy Eating Recipe Book developed with the assistance of Qld Health Public Health Unit Mount Isa. Full of nutritional information and easy to make recipes for Mount Isa family's, on the vitamins and minerals that can assist in the reduction of lead Absorption.

This recipe book was mailed out to the Mount Isa community, Given out at the 2011 Mardi Gras and all events attended since it's launch as part of the Alliance promotional material on living safely with lead.



Iron: Important nutrient for strong blood and energy, iron rich foods help reduce the amount of lead absorbed.

Magnesium: Important mineral for energy & muscle function, magnesium rich foods will enhance the role of calcium in the body.

Zinc: important mineral for growth & development, foods rich in zinc help reduce lead absorption.

Vitamin C: Important vitamin to enhance iron absorption, & reduce lead absorption.

Calcium: Important mineral for strong bones & teeth, helps reduce lead absorption.

Healthy Snack Ideas: children with an empty stomach may absorb more lead than a child that has eaten. Frequent snacks throughout the day are recommended.

Community Events

The Living with Lead Alliance attends over 16 community events annually and local meetings.

Through work within the community, the Alliance has been able to network and develop relationships with many local businesses and community groups which have been paramount to new projects.

At the following community events, the Alliance is able to discuss one on one the issues of lead in Mount Isa with, locals and visitors:

- Australia Day
- Welcome Babies Day
- Community Connect
- Health Family Fun Day
- School Fetes
- Under 8's Fun Days
- Mega Play Groups
- Mount Isa Show
- Mount Isa Mardi Gras
- Mount Isa Mining Expo
- NAIDOC Week Fun Day
- Playgroup monthly



Through these events the Alliance has received great praise for work within the community and support from many residents.

Community Group Committee Members

SAFE COMMUNITIES

The Mount Isa Safe Community Initiative commenced in 2002, using the World Health Organisation's (WHO) model for injury prevention. The initiative aims to create sustainable, evidence based programs. These programs in turn are targeted towards High—risk groups within the population and injury areas of significance for the local area. Within the Mount Isa Safe Community program, the living with Lead Alliance provides a forum for guiding and driving action on the issues of lead in the community of Mount Isa. The Living with Lead Alliance has been an active member, of the membership group and has been working tirelessly to implement a number of injury prevention strategies since coming on board in 2008. Over the past 12 months the Alliance has worked hard to implement strategies to improve education and awareness of lead in Mount Isa. The Alliance joins the safe community's team with a mutual understanding that safety is everybody's business.

CENTERCARE COMMUNITIES FOR CHILDREN

The Alliance has been a valued member of the Communities for Children committee since 2010. This committee is dedicated to improving the lifestyle of children in the Mount Isa community, organising several events and playgroups. Working closely with over twenty community groups and organisations to ensure that children and parents are receiving the beneficial assistance they need and are delivered sustainable programs throughout the community.