

# 2017–2020 Action Plan

- **Increase Blood Lead Testing for Mount Isa Children**

The main objective over the next 3 years for the Alliance is to work closely with the Mount Isa community and Government organisations to increase the promotion of the three blood lead testing programs available to Mount Isa families. This initiative will increase the number of parents and children accessing the free blood lead testing programs available throughout the community. The Alliance is committed to continue working closely with Mount Isa Public Health Unit to assist families, delivering information and recommendations for reducing elevated blood lead levels in children.

- **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 will keep itself informed at all times on any advances with further research and reporting on lead.

The Alliance will raise awareness of the issues surrounding lead and elevated blood lead levels, to do this we commit to the following:

- Produce new TVC's (television commercials)
- Increase promotion of our social media sites
- Update website to include more detailed information
- Continue to attend all community events
- Deliver talks and seminars to the community presented by Dr Mark Little leading toxicologist.
- The Alliance realise that with the new age of technology, the best way to deliver our information on living safely with lead and to reach the community is through an iPhone and Android "APP". The Alliance recognise this modern technology is the way forward in reaching our target audience and is committed to the development of an "APP".

- **Squeaky Says "Be lead smart"**

Since the inception of Squeaky, the Alliance mascot through the LEADSmart Education Program in 2009, it is apparent that children now associate Squeaky with being LEADSmart. To continue and increase this association the Alliance will further promote and produce Squeaky Says "be lead smart" products and activities for children to continue educating children in the importance of lead safe practices.

- **Healthy Eating Campaign**

The Alliance will continue to produce and distribute recipe books to increase awareness in the essential foods that contain vitamins and minerals that play a role in reducing the risk of lead absorption to the blood stream, ensuring residents of all cultures have access to healthy and tasty recipes for their family.

- **Backyard Improvement Program**

The Alliance will 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, and enlisting the assistance of government housing departments to encourage their tenants to join the program.