



# News Release

Wednesday 26 April 2017

## Is the LeadSmart campaign working for you? Have your say

The Broken Hill Environmental Lead Program (BHELP) and the NSW Environment Protection Authority are asking for your feedback on the recent LeadSmart advertising campaign.

Launched in November last year, the campaign features radio, TV and Facebook advertising, as well as a dedicated website and educational materials including recipe cards and a colouring in book.

BHELP Steering Committee Chairperson Marion Browne said the feedback from the Broken Hill community is vital to improving these materials in the future.

“We know that the damage caused by lead exposure before the age of five can be associated with health, learning and behavioural problems and that these can last a lifetime,” Ms Browne said.

“That’s why we are so keen to make sure our educational materials are hitting the right spot with residents of Broken Hill.

“Reducing lead exposure is an issue for the whole community. We need to fix this problem together and we need your help to tell us if the LeadSmart campaign is working.”

EPA Project Manager Peter Oldsen said the program would continue to be updated.

“We’re interested to hear what you thought about the campaign - was it simple and easy-to-understand? Have we missed anything? Are you doing anything differently to reduce exposure to lead? – Your answers to these types of questions help us to improve the work the BHELP is doing,” Mr Oldsen said.

“We are asking residents of Broken Hill to complete a short confidential survey by visiting the LeadSmart stall at the Coles complex between 10am and 4pm on Monday 1 and Tuesday 2 May 2017.

“The EPA will be at the stand to answer any questions you have on BHELP and assist with the survey.

“Alternatively, we are keen for you to phone the BHELP on 08 8080 3233 to arrange a convenient time to complete the survey at our Argent Street office.”

For more information on lead in Broken Hill and how to reduce lead exposure, visit [www.leadsmart.nsw.gov.au](http://www.leadsmart.nsw.gov.au).

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