



Exide Blood-Lead Outreach Screening

Agency:

Exide Technologies

Role:

Community Outreach

Situation:

- Under the direction of Los Angeles County Department of Public Health, Exide Technologies agreed to fund a community screening program to identify elevated blood lead levels within approximately a 3-mile radius from the facility
- The program began within a subset of that radius, and has progressed throughout these neighborhoods
- Offers free blood lead level screening, contracted and provided by Quest Diagnostics, for all residents and workers within identified communities

Challenge

- Very public project with high media visibility
- Important to mitigate contentiousness with the public as well as verify what the media was reporting was accurate
- Project team delicately but effectively informed the community of the details of the blood lead testing program and facilitated the process

Approach:

- Comprehensive notification campaign in target communities to alert public of health consequences of lead exposure
- Newspaper/radio ads and dissemination of fliers at schools and public places



Currently, MBI's Responsibilities Include:

- Checking status of individuals, groups and institutions in stakeholder database and providing updates, additions or corrections as needed
- Determining distribution lists by utilizing Blood Lead Test Offering Area Map as a starting point
- Reproducing and distributing copies of notice materials in English and Spanish and providing verification report to Exide and Public Health
- Coordination (including logistics and notification) of community meetings for Exide, before and after screening
- Centralized public project webpage providing project updates, FAQ and contact information
- Providing a bilingual, toll-free telephone hotline with voicemail delivering updates 24/7 Bilingual MBI staff monitor hotline daily and maintain call log

