



ALAMEDA COUNTY COMMUNITY DEVELOPMENT AGENCY

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MEMORANDUM

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DATE: 10/22/2024

TO: All Agency Staff

FROM: Program Development & Community Engagement Section, Healthy Homes Department

SUBJECT: National Lead Poisoning Prevention Week & Indian Festival Season

Dear CDA Staff,

This October, we recognize National Lead Poisoning Prevention Week from October 20th to 26th, alongside our department's month-long efforts to address the ongoing health crisis of lead exposure in our communities. As we continue these outreach activities, we also recognize the importance of Indian Festival Season, which is currently being celebrated by many in our community.

Local Activities & Efforts: National Hispanic Heritage Month Outreach

Our recent media outreach efforts during National Hispanic Heritage Month, in partnership with **El Timpano** and **Univision**, have been instrumental in raising awareness about the dangers of lead poisoning, particularly in immigrant communities:

- **El Timpano** published the first article on October 17th as part of their year-long exploration of lead issues impacting immigrant populations. A follow-up article focusing on health access and treatment will be published in November. You can read the article [here](#).
- **Univision** will be running a lead poisoning prevention campaign from October 20th to 26th. This will include paid radio ads, PSAs, and an email campaign across KSOL, KBRG, and KVVF.

Culturally Responsive Recommendations for Indian Festival Season

Indian Festival Season is a period rich in tradition, family gatherings, and vibrant festivities. Celebrations such as Dussehra and Diwali are of immense importance to our South Asian communities, often bringing together families to honor long-standing traditions, rituals, and heritage. As we celebrate Indian Festival Season, it's important to integrate culturally relevant lead safety tips:

- **Food Safety:** Traditional foods are often prepared in the home. Remind families to ensure that their cookware and utensils are lead-free.
- **Clothing & Jewelry:** Some imported jewelry can contain lead, especially in children's items. Encourage families to use certified lead-free products.
- **Rituals & Ceremonial Powders:** Popular during festivals, powders like Sindoor/ Kumkum and Haldi/ Turmeric should be certified as lead-free to avoid exposure.

By offering culturally responsive guidance, we can ensure that our messaging resonates with the communities we serve while keeping them informed about potential lead hazards during this festive time.

For more resources and details on our efforts, visit: [National Lead Poisoning Prevention Week](#), and check out our [website](#) and PSA videos on [YouTube](#).

Thank you for your ongoing support in keeping our communities safe.

Sincerely,

Mariana Real, MPH
Alameda County Healthy Homes Department
Community Development Agency