

Lead Watch

A Publication of the Coalition to Prevent Lead Poisoning
Committed to Ending Childhood Lead Poisoning by 2010

March 5, 2004

CPLP to Fill New Staff Positions

LeadWatch is the CPLP newsletter, designed to share news and information about the prevention of childhood lead poisoning.

In this issue:

- o CPLP Seeks New Staff
- o Summit Update
- o League of Women Voters
- o Web Page Update
- o New Funding

News to share with CPLP members and friends?

Suggestions for the newsletter?

Send information to:
pbrantingham@yahoo.com

For a complete position description and application information for either position, contact the respective committee chair:

Managing Director -- Bryan Hetherington, bhetheri@wnylc.com
Outreach Coordinator -- Ralph Spezio, rspezio@yahoo.com

Funding from the United Way and Monroe County Health Department (HUD) will enable CPLP to expand staff beyond the current half-time Communications Director. The plan calls for the addition of a full-time Managing Director and a part-time Outreach Coordinator.

The CPLP Board of Directors has established two hiring committees, one charged with identifying and recommending to the Board a candidate for the new position of Managing Director and the other charged with hiring an Outreach Coordinator.

Managing Director

The Managing Director will provide leadership and overall management to the organization in partnership with the Board of Directors.

In addition to responsibility for control and accountability of Coalition funds and assets and managing the human resources of the organization, the Managing Director will have primary responsibility for development and growth. Key duties include fundraising planning and implementation and coordination of fund-raising efforts with direct action projects and other Coalition partners.

In addition, the Managing Director will support Membership Committee efforts to identify the skills, attributes, and assets needed, and help recruit individuals to meet

those needs. S/he will assure that the Coalition and its mission, initiatives, and results are effectively communicated to all stakeholders.

Outreach Coordinator

The Outreach Coordinator will lead the Coalition's efforts to inform and engage a broad range of community segments in the fight to prevent childhood lead poisoning, with a special focus on the most affected community.

Major functions include working with the Community Outreach Committee to develop and implement outreach plans for each targeted segment of the community. This position will coordinate the development of presentation materials with the Communications Director and serve as central contact point for the Coalition's speaker bureau.

Another focus of the position will be working with community organizations to develop Direct Action Projects. The Outreach Coordinator will develop an understanding of local/neighborhood interests, needs, and assets and help local individuals to link their interests with information about the causes, consequences, costs, and prevention of childhood lead poisoning. The Outreach Coordinator will connect community organizations with appropriate resources to implement their projects. A key role will be to coordinate shared learning among projects.

Lead Summit Update

Plans for the June 9 – 10 Community Lead Summit are coming together. The Summit will kick off on the evening of June 9 with an interactive, call-in, click-on “no question left unanswered” broadcast on WXXI-TV from 8 p.m. to 9 p.m. Experts in medicine, housing, law, and education will provide answers to viewers’ questions both on-air and off. In addition, the broadcast will feature live interviews and taped segments to further inform the community about childhood lead poisoning.

*What is Your Commitment?
Send your pledge to act to:
commitments@leadsafeby2010.org
or go online to
www.leadsafeby2010.org/summit*

On June 10, the community will gather at the Clarion Hotel for a full day. Participants may choose to come for just one session or for all. There will be morning and noon conferences with noted national and local experts (stay tuned for details!), a full day of workshops on a wide range of subjects, and a closing ceremony at which the community will make a public and explicit commitment to take the actions needed to end childhood lead poisoning by 2010.

There is a role for everyone

Every segment of the community has a role to play in ending childhood lead poisoning. Consider what contribution you and your organization can make and plan to come to the Summit to stand with leaders from all over the community to pledge to our children that we will make this goal a reality: by 2010, we will end childhood lead poisoning in

Monroe County. If you would like to discuss how you can participate, contact Patricia Brantingham (pbrantingham@leadsafeby2010.org, or call 227-7204). □

League of Women Voters Commits

The League of Women Voters continues its commitment to ending childhood lead poisoning with its April 8 League Day. League members and friends are invited to learn about the Summit and the League’s commitment to take action.

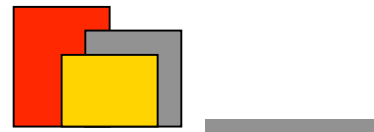
Dr. Edward Puzas, Bryan Hetherington, and Margaret Andronico will present three aspects of the issue. Dr. Puzas, professor of orthopedics at the University of Rochester, will reinforce the need to end lead poisoning with his insights into the long-term impact of childhood exposure to lead. Hetherington will describe the work of the Coalition to end lead poisoning; including plans for the June 9-10 Summit. Ms Andronico will speak to the advocacy role of the League, the skills needed for effective advocacy, and the commitment of the League to use its skills to ensure that the commitments made by policy makers at the Summit are implemented in the weeks and months following.

In addition to this League Day presentation, the League will conduct a workshop on advocacy skills at the Summit.

The April 8 League Day, free and open to the public, will be held at the AAUW, 454 East Ave., Rochester, NY, from 11:45 am to 1:30 pm. Brown bag lunches are welcome; beverages will be provided. □

Kodak Renews Support for CPLP

For the second year, Eastman Kodak has granted \$25,000 to the Coalition in support of its efforts to end childhood lead poisoning. This funding recognizes the impact that the first grant made possible and challenges the Coalition to translate resources into progress towards the goal of ending childhood lead poisoning by 2010. The Coalition is grateful for the continued confidence of our funders. We remain committed to operating efficiently, leveraging every resource on behalf of the mission. □



New CPLP Website

Check it out! The new CPLP website can be found at www.leadsafeby2010.org. (Visitors to the old www.leadfreerochester.org are linked to the new site.) The redesign of the site updates linkages to other resources and provides helpful information focused on what each segment of the community can do to prevent childhood lead poisoning.

The site will continue to grow and improve. If you have information or linkages that would support the goal of making Monroe County lead safe by 2010, please send them to: pbrantingham@leadsafeby2010.org. □

*Visit us at
www.leadsafeby2010.org*