



AN ENVIRONMENTAL PUBLIC HEALTH TRACKING STORY

WISCONSIN TRACKING DATA USED TO HIGHLIGHT CHILDHOOD LEAD POISONING AS A NATIONAL PROBLEM

THE PROBLEM

The Flint, Michigan lead poisoning crisis put a spotlight on lead poisoning and its health effects throughout the country. As the details of Flint unfolded, people became more concerned about lead poisoning in their own communities. In response to these concerns, reporters from *Reuters* wanted to investigate lead poisoning rates across the country and contacted the Wisconsin Department of Health Services to get Wisconsin data.

WHAT WE DID

The Wisconsin Environmental Public Health Tracking Program hosts childhood lead poisoning data—provided by the Wisconsin Childhood Lead Poisoning Prevention Program—at the census tract level for every Wisconsin county. Our epidemiologists worked with the reporters to download the data and assisted them in interpreting it correctly. Using Tracking data and data from other states, the reporters created an interactive map that allows users to view childhood lead poisoning rates in multiple states, with a focus on major metropolitan areas. The reporters found 3,000 places where lead poisoning rates were higher than those in Flint and wrote an article about their findings that captured national attention—their Twitter posts led to 672 retweets.

THE PUBLIC HEALTH IMPACT

With an estimated 24 million visits each month, the nationwide scope of *Reuters* brought additional awareness to lead poisoning and the importance and utility of Environmental Public Health Tracking data. Wisconsin Tracking data are now accessible through another forum (reuters.com/investigates/special-report/usa-lead-testing/#interactive-lead), making it even easier for concerned parents and citizens to find data on childhood lead poisoning in their neighborhood.

EXPLORE THE DATA:

dhs.wisconsin.gov/epht

WISCONSIN ENVIRONMENTAL PUBLIC HEALTH TRACKING PROGRAM
Bureau of Environmental and Occupational Health

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