



AN ENVIRONMENTAL PUBLIC HEALTH TRACKING STORY

USING LOCAL HARDWARE STORES AS A HEALTH EDUCATION CHANNEL

Walworth County, Wisconsin

THE PROBLEM

In Walworth County, Wisconsin, about 2% of children tested for lead are poisoned, with certain areas of the county experiencing much higher percentages. Health department staff had already made important connections with health care and community partners but were looking for a new venue to share information about lead poisoning with other key audiences.

WHAT WALWORTH COUNTY DEPARTMENT OF HEALTH AND HUMAN SERVICES DID

Health department staff contacted local hardware stores to gauge interest in offering lead safe renovation information and having their employees trained in lead safe renovation basics. A dozen businesses agreed to post information about lead safe renovation in checkout areas or in paint sections. An additional four businesses agreed to offer the Environmental Protection Agency's *Renovate Right* guide in the store.

THE PUBLIC HEALTH IMPACT

By offering lead safe renovation information through hardware stores, health department staff are able to reach contractors, renovators, and handyworkers in a new way. Reaching out to nontraditional partners—like hardware store staff—is one way to expand the reach of our public health messages. Conversations with hardware store managers have also opened doors to new possibilities and partnerships in the future.

EXPLORE YOUR COUNTY'S
CHILDHOOD LEAD POISONING
DATA :

dhs.wisconsin.gov/epht

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

dhs.wisconsin.gov/epht | OCTOBER 2017 | dhstracking@wi.gov

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