

**NRMA GRANT REPORT -
THE LEAD GROUP INC.
30TH SEPTEMBER 2015**

*By Laurence
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Introduction

The Lead Education and Abatement Design (LEAD) Group Inc., a not-for-profit charity was awarded funding in the 2014 round of grants for the carrying out of a lead poisoning identification and awareness raising project. To date, the majority of the proposed project objectives have been completed and have been a success, with all grant monies expended. We are very grateful and appreciative of the NRMA (National Roads and Motoring Association) organisation for their funding from the Shared Values Community Grants Program, which we believe has made a significant impact in our efforts to create a lead-safe New South Wales for all generations, present and future, to enjoy, and as a step on the way to the elimination of leaded petrol and lead poisoning globally.

Grant Outcomes

As outlined in our grant application, our project aimed to:

1. Raise awareness of lead contamination in soils, paint, ceiling dust, etc and demonstrate the importance of managing the hazards to reduce the amount of lead in the environment and community.
2. Showcase practical techniques and best practice in notification of, identification and management of lead hazards and
3. To increase knowledge of local councils, hardware stores and paint suppliers so that they can in turn educate consumers and provide printed or online supporting materials.

The LEAD Group Inc. achieved this, with the help of the NRMA Community Grant by using the funds to:

- Run exhibition stalls at:
 - Better Homes and Gardens Live Expo at the Sydney Exhibition Centre on the 19th – 21st of September 2014 and
 - The EcoXpo held at Prince Alfred Park near Central on the 28th – 29th of November 2014
- Providing training for members/volunteers of The LEAD Group Inc.
- The design of a brand new website (still in development), www.leadtestresults.com which we intend to help in our efforts to maximise lead-related information and abatement advice and
- Improve environmental awareness.

The description, evaluation and outcomes of these aforementioned activities can be found below.

Exhibition Stalls

Better Homes and Gardens



(Left: Entrance to the Showground, Right: Bird's eye view of the Better Homes and Gardens Live Expo event).

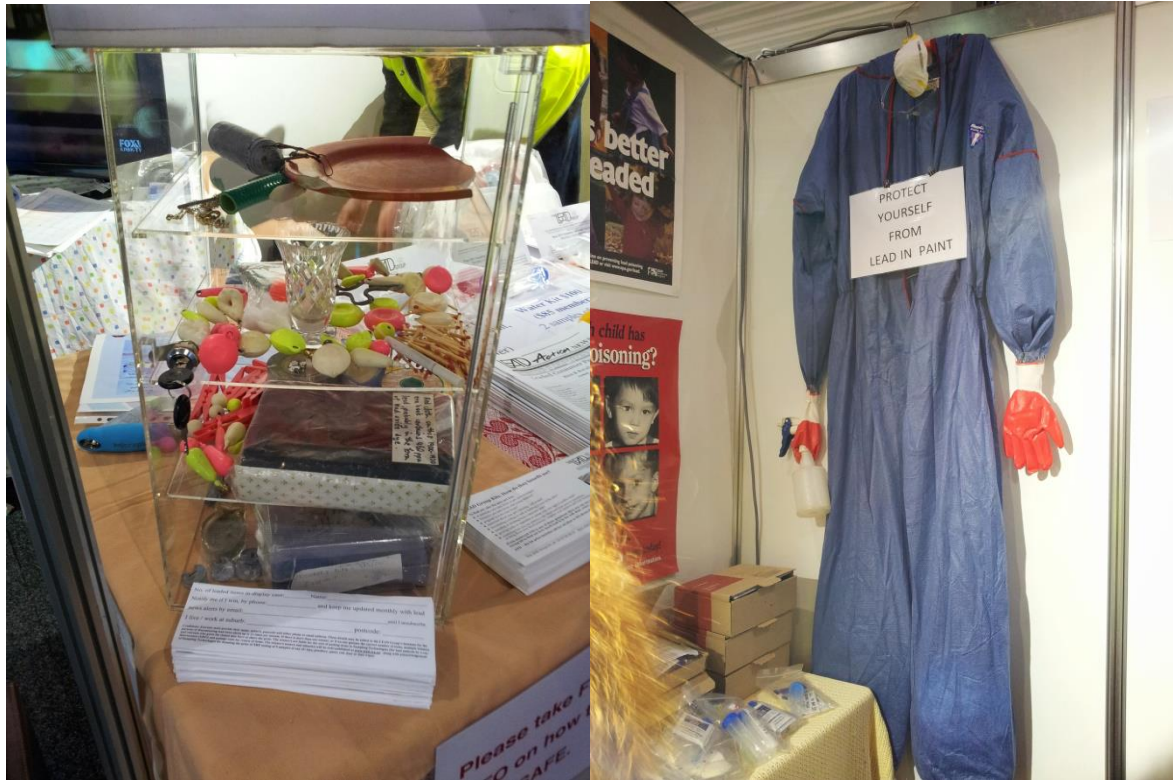
The LEAD Group Inc. was able to setup a stall at the Better Homes and Gardens expo at the Sydney exhibition centre from the 19th to 21st of September 2014 thanks to funding from the NRMA. This was a great opportunity for The LEAD Group Inc. to raise awareness amongst the public, tradesmen and home and garden enthusiasts. The promotion went well and there was a great amount of people who were interested in the information we had to offer regarding lead poisoning in and around the home. As a result we were able to raise awareness of lead contamination and give out valuable information via conversation and printed media. We are strong believers in creating awareness via word-of-mouth as one of the best ways to lead the world towards a lead-safe environment. More pictures and information can be seen at <https://www.lead safeworld.com/events/better-homes-gardens-live-expo-report/>. We believe that the stall was a great success as we were able to spread the word concerning lead poisoning identification and awareness. We believe this will make a significant impact in the lives of people in the Sydney community and in turn help us achieve our project's 3 goals.



(Volunteers Rocky Huang and Elizabeth O'Brien behind the Better Homes & Gardens stall, 19-21 September 2014)



(Elizabeth O'Brien raising awareness of the 17 countries still using leaded petrol – listed on her t-shirt and at www.lead.org.au/fs/fst27-20070222.html – and handing out The Lead Alert (paint) booklet and flyers for Australian Dust Removers Association (ADRA) member contractors who remove ceiling dust – which contains lead from auto-emissions)



(Left: Guess how many leaded items are in this container. Hint: matches, cigarettes, fishing sinkers all count as one each. Right: PPE overalls, mask, gloves, goggles - please wear them when doing any kind of renovation [but don't ever do dry-sanding of old paint!])

EcoXpo

The EcoXpo is a forum for sustainable companies and their consumers interested in eco living, this provided a great platform for The LEAD Group Inc. to receive exposure and in turn educate the public, local councils and fellow environmental organisations and charities. The event was in full swing and our guessing competition was popular and we were able to have many interesting conversations with people and provide invaluable advice on lead testing and removal solutions. Additionally, we sold some calendars and even received a generous donation. Overall the stall was a success and enjoyable experience for all involved and we believe that we were able to reach a wide audience and raise awareness. For more information visit

<https://www.leadsworld.com/events/happy-new-year-ecoxpo-adventures/>



(Volunteers Elizabeth O'Brien and Anton Druzenko at The LEAD Group Booth, EcoExpo, 28th – 29th of November 2014)



(Elizabeth O'Brien in her Volcano Art Prize lead safety art competition t-shirt, with a 3-Page List in 12 point font of the Health Impacts of Lead Poisoning)

Education and Training for Employees

Thanks to NRMA's generous grant fund we were able to provide members of The LEAD Group Inc. with Training Courses. By making our staff better skilled and educated we have been able to improve the effectiveness and efficiency of the organisation's operations. The Training Course was designed to bring about transformation in people's lives, it allows for individuals to make a fundamental shift in their thinking in order to allow an awareness that leads to achievements which are extraordinary and outside the limits of what is known.

Self Expression and Leadership Program and Communications Course: Project Management and Project Communication – Elizabeth O’Brien

“The courses were great! They changed the way I think about managing and communication projects and I learnt many skills which I applied not only at the activities funded by the NRMA Grant but also at The LEAD Group Inc in general. I would recommend this course to anyone else who is looking to build a more holistic way of thinking and/or managing their organisation” – Elizabeth O’Brien

Project Team Leadership – Namita Patnaik

“I wasn’t sure what to expect but I was really surprised at how great the teachers and staff were, especially how patient and understanding they were, it really helped me absorb and understand the information much easier. I believe the course gave me the confidence and skills to be a better project leader here at The LEAD Group Inc. and in all my future endeavours.” – Namita Patnaik

The New Website

After discussion with our target audience representatives we have come to the realisation that web browsing and use of the internet to access lead poisoning information is far more successful than targeting those individuals who are already environmentally aware and proactive. Thus we have decided in order to maximise information dissemination, to create a new website

www.leadtestresults.info

Such a website will serve to disseminate Lead test results data, information and abatement advice in a far more flexible and targeted manner as well as provide a searchable database of test results and statistics.

Whereas the obtaining of Lead poisoning educational information is vital, the next and extremely important step is for that individual to determine what if any Lead hazards they need to deal with. It is vital that there is a conversion from information gathering to action by way of lead testing.

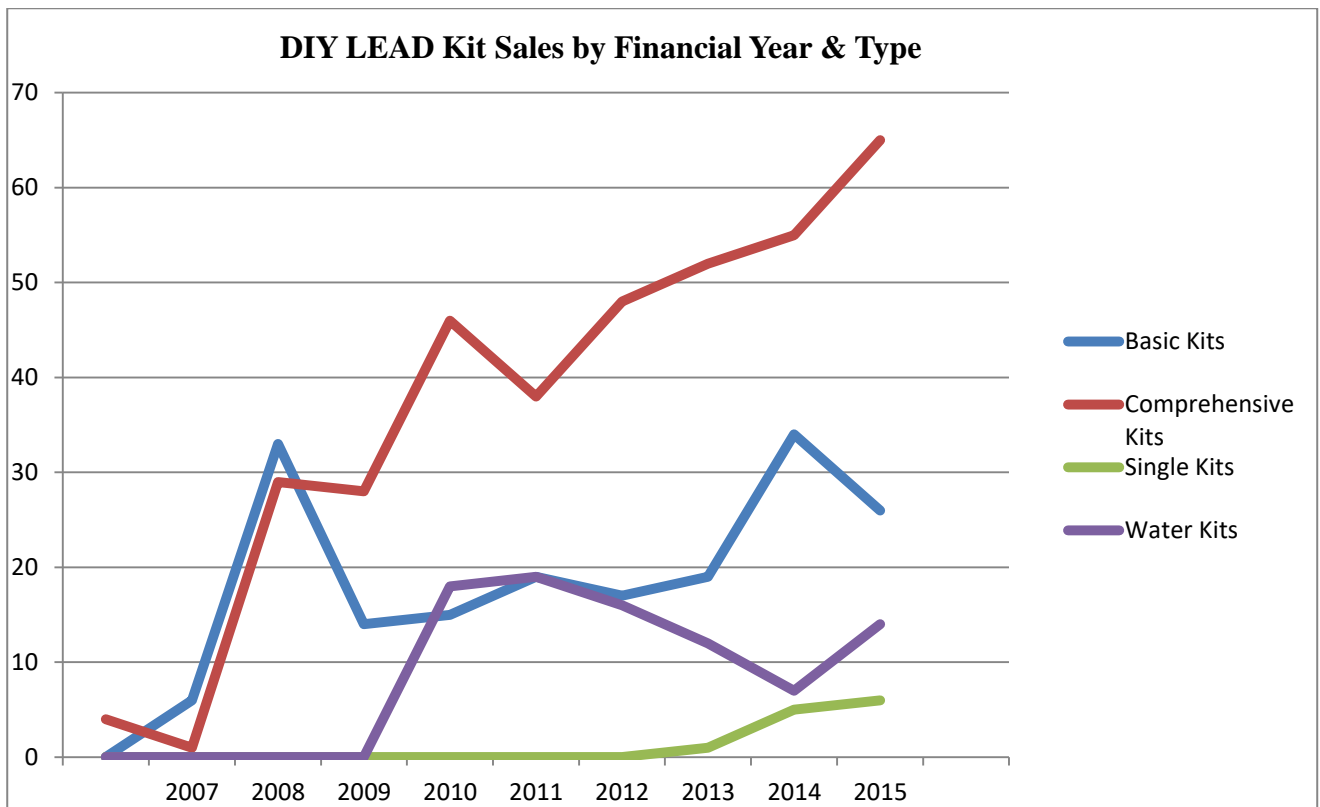
Thus a key aspect of our project’s performance is the number of people testing blood, paint, soil, ceiling dust, water, ceramics etc. for lead levels. It is the first required action and the best guarantee that further action will be taken to reduce lead exposure. In public health terms, if you don’t test, you cannot know which actions to take to overcome the lead hazards. Lead test results and their proper interpretation by health and environmental professionals, are the key to taking further appropriate action. Lead test results cannot be ignored by parents, renovators, workers, companies or governments.

Furthermore, such a website would provide invaluable statistical information of results to researchers both in Australia and worldwide. Our objective is to identify those individuals already lead poisoned and to provide them with assistance and practical advice as well identify those individuals at risk of lead poisoning. We believe that the new website will radically improve the measurement of outcomes and therefore help direct future educational programs as well as assist those in the field of Lead poisoning research. Unfortunately, the website is still under development as we are trying to fine-tune our database before jumping into finalising the website and getting it up and running but it is very near completion and we ask that people wanting to purchase the fabulous LEAD Group Kits for testing lead in soil, dust, paint, water, etc, continue to shop at www.leadsafeworld.com/shop until the new site takes over the shop. With a DIY LEAD Group Kit, kit purchasers receive instructions and equipment to collect samples in their own home, childcare centre, school, workplace, shooting range, chicken run, community vegetable garden, etc, send the samples to a NATA-accredited lab, and receive the results by email with loads of interpretation and advice on what to do next to make their place lead-safe.

Environmental Awareness

Thanks to the NRMA's grant which has funded our lead identification and awareness project and various important activities, the number of individuals, families and organisations who have gone the next step and purchased a DIY Lead Test Kit has increased from 101 in FY2014 (prior to the NRMA Grant), up to 110 in FY2015, this represents an increase of 9.9%. We at The LEAD Group Inc. strongly believe this increase in environmental awareness can be strongly linked to the activities funded by the NRMA's grant program as the exposure generated, outflow of print media and training acquired by members and volunteers of the organisation has made The LEAD Group Inc. more effective in its fight to eliminate lead poisoning globally and more importantly we have helped members of our Australian community create lead-safe environments for themselves, their families and their employees.

This increase in environmental awareness has surpassed our expectations for the project and as we look to the future we can use the methods, activities and lessons learnt from the NRMA Funded Lead Awareness Project to create a lead-safe tomorrow.

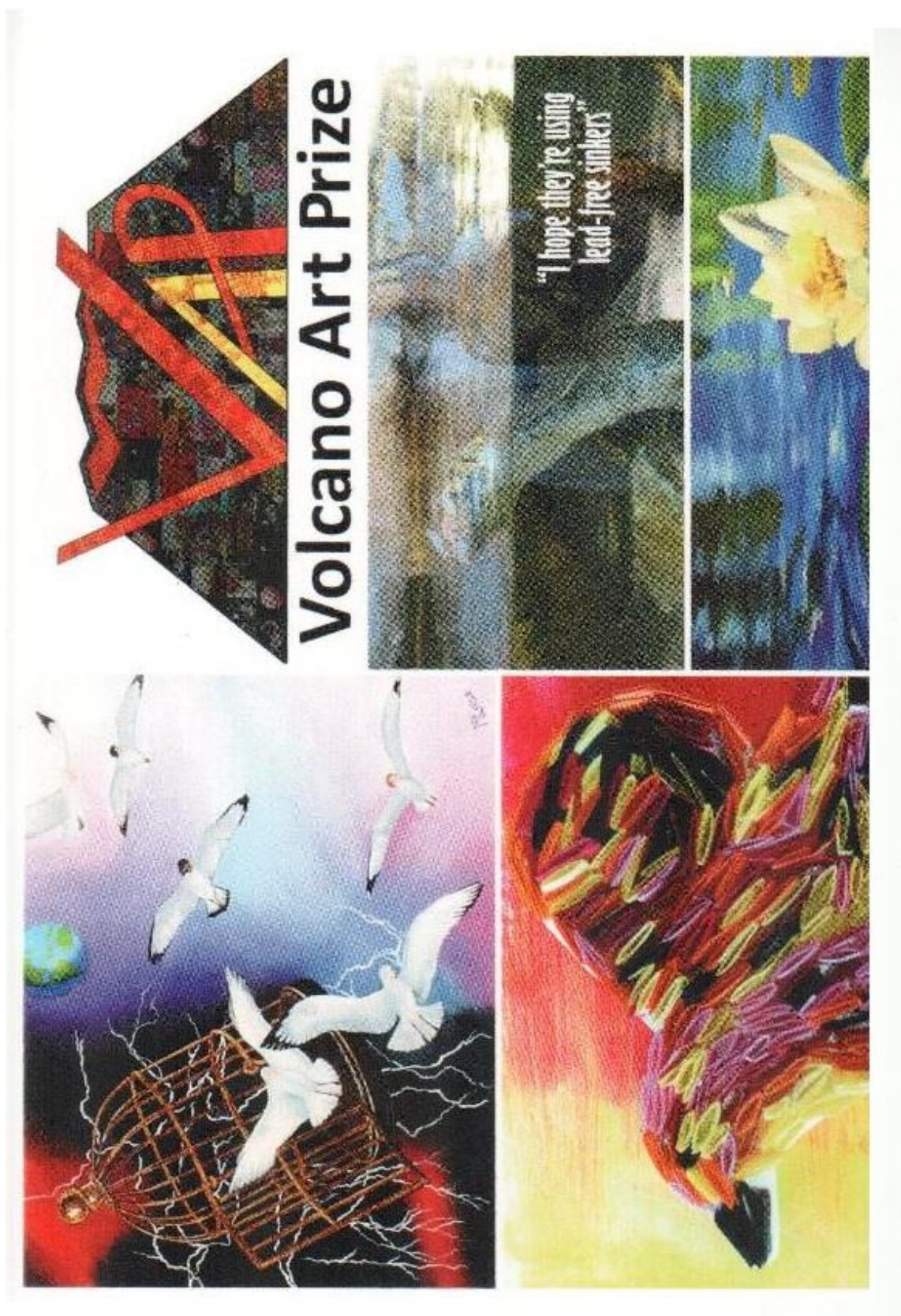


Conclusion

In sum, we cannot thank the NRMA Shared Values Community Grants Program enough for its grant; the funds have been an invaluable asset to help The LEAD Group Inc. in our efforts to eliminate lead poisoning globally. Although we were unable to run the workshops as originally planned we strongly believe that redirecting our efforts towards creating a brand new website was the right decision. We believe this because in today's modern world information readily available on the internet is the most effective and efficient way for organisations to increase awareness and provide information services. All in all The LEAD Group Inc. was able to achieve its project objectives through a number of activities which were generously funded by the NRMA organisation and we believe that we have made a significant impact in not only our local community of Sydney but across Australia. We have given credit to the NRMA and its efforts wherever and whenever possible; at the stalls funded, in our quarterly newsletters, in our business plan (to be published soon) and our yearly company reports. Thank you again for all your help, support and efforts.

Appendix

1.0 – Volcano Art Prize (VAP) Post Card given out at Info Stalls and in LEAD Group Kits



LEAD Group Kits. How do they benefit me?

To find out, take the quiz, are you:

- ✦ re-painting a pre-1992 home or pre-2010 structure?
- ✦ living in a pre-1992 house with young children?
- ✦ pregnant in a pre-1992 home?
- ✦ concerned about your pet's chewing / soil intake?
- ✦ demolishing a ceiling or wall or building a room in the attic?
- ✦ installing or drinking from a rainwater tank?
- ✦ growing herbs or vegetables or eating your own eggs or poultry meat?
- ✦ wondering how you can achieve a safe blood lead level prior to conception, or bring down your blood pressure / improve your memory and brain function etc?

If you answered YES to any of these questions, then you can use a LEAD Group kit to find out how much lead is in the soil, dust, water, paint, etc.

AND – the kit price includes advice on what to DO about the results!

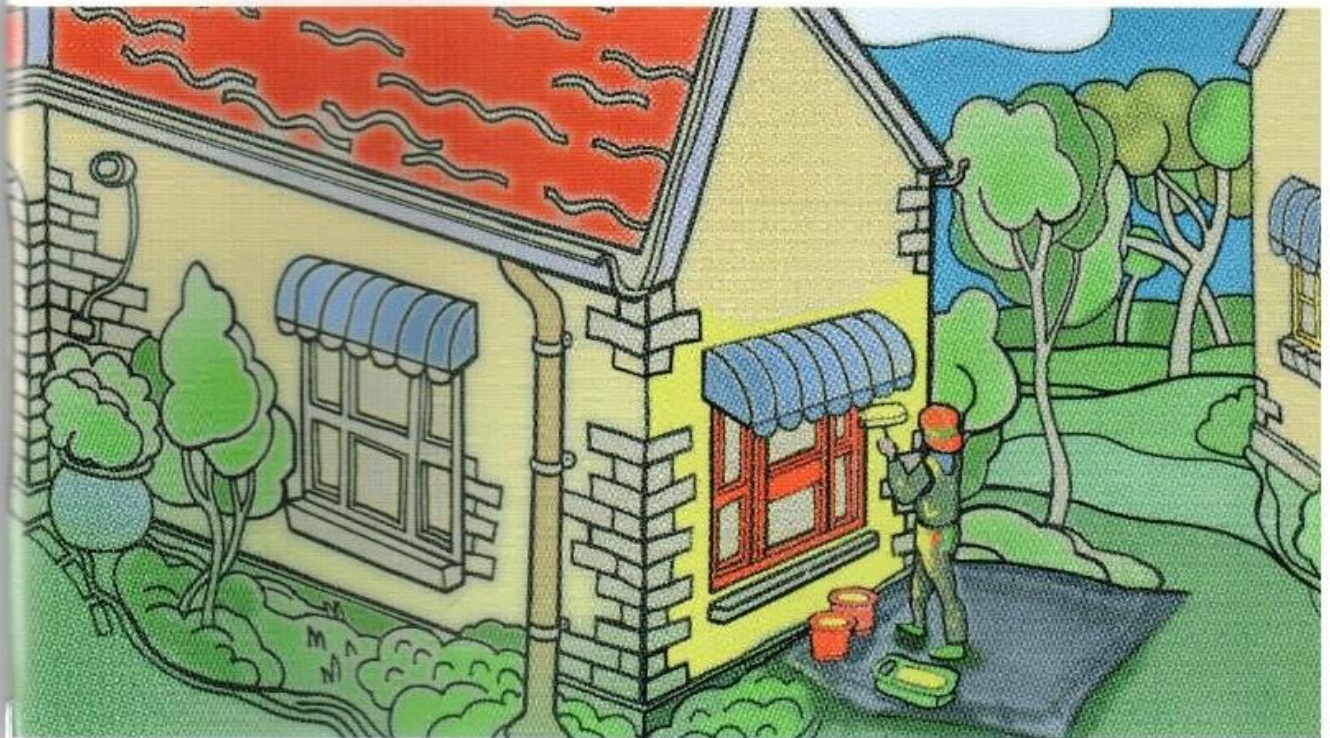


1.2 – LEAD Alert: The Six Step Guide to Painting Your Home (booklet) recommends lead testing using a LEAD Group Kit, and phoning our freecall number 1800 626 086 for lead advice.



Australian Government
Department of the Environment

Lead Alert: The six step guide to painting your home



Fifth edition