

Community Advisory Group (CAG) for the Omaha Lead Site

Repository Subcommittee Summary Notes from May 10th, 2004 Conference Call

Dr. Donna Polk-Primm (Nebraska Urban Indian Health Coalition), Don Bahnke (EPA), Jennifer Rawley (MFG, Inc.), and Vernon Waldren (Douglas-Sarpy County Extension) spoke via phone regarding improving awareness and education within the Omaha Lead Site.

Discussion occurred regarding placing informational kiosks at key locations within the Omaha Lead Site to provide information about lead issues and direct the public to EPA and CAG repositories. Dr. Donna Polk-Primm reported that a kiosk would cost approximately \$2000 per unit, not including software development. A kiosk may solve some of the problems associated with flyers. Flyers may not be read and would have to be periodically replaced. Additionally, an individual would have to visit numerous locations to post the flyers.

Possible locations for kiosks were discussed. It was determined that kiosks would need to be placed in locations receiving a lot of traffic, such as grocery stores. It was suggested that the community could choose the locations.

Mr. Waldren explained that the County Extension is currently utilizing grant money to create lead awareness software, which he felt would be appropriate for a kiosk. The software is expected to be finished at the end of May. Mr. Waldren offered to present the software to the CAG when it is completed.

A question was posed about the County Extension's experience with educating the public. The County Extension utilizes several different avenues to distribute information, including mailed flyers, a webpage, printed publications, and specifically for the lead issue has used t-shirts, bibs, and workshops. The County Extension is also working on an interactive CD program and a growth chart. Mr. Waldren stressed that an educational awareness approach needs to include multiple methods for disseminating information in order to reach the greatest number of people. With this in mind, the subcommittee agreed to pursue multiple avenues to distribute information to the public about the Omaha Lead Site.

The Subcommittee agreed to the following:

1. The Subcommittee will look into possible funding mechanisms for purchasing kiosks.
2. The Subcommittee will post flyers at various locations within the Omaha Lead Site, directing the public to visit the EPA and CAG repositories. Flyers will be available in several languages including English, Spanish, Neur and Arabic.

An update on the status of the CAG repositories was provided. Binders with CAG meeting materials have been compiled. One set of binders has been delivered to the W. Dale Clark Library. Additional sets will be delivered in the next two days to the Washington, South, and Willa Cather Libraries.

Discussion also occurred regarding improving television coverage of the Omaha Lead Site. It was mentioned that if funding ever became available, it could be beneficial to create Public Service Announcements, similar to the announcements dispelling drug use, to inform the public about lead issues. It was stated that ideas, such as television Public Service Announcements and kiosks, could be included as part of a Kids First Program.