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April 27, 1995

To: All Lead Poisoning Interest Groups

From: Walker Publishing Company, Inc.

Re: RECENTLY PUBLISHED MAINSTREAM CONSUMER BOOK ON LEAD POISONING

Walker Publishing Company, a general interest commercial publisher based in NYC, has just published LEAD IS A SILENT HAZARD by Richard Stapleton with a forward by Senator Bill Bradley.

Enclosed please find a complimentary copy and press information. Your organization is listed in the appendix of the book.

We are currently contacting all organizations involved in the lead issue to see if they might use this book to help promote their own agenda. One organization recently bought 600 copies to give to each member of Congress.

BULK DISCOUNTS are available to organizations purchasing the book. Please consider whether this book might be an efficient way to promote your own message. Special printings of some or all the book are possible for organizations that want to tailor the material or include their own information in the publication.

Also, please consider mentioning or reviewing this book in any newsletter, bibliography or other publication you have. The book has already received a number of positive reviews across the country, including a favorable mention by Jane Brody in her syndicated health column in the New York Times. We hope you will be able to help promote the book to your constituencies.

Richard Stapleton is currently appearing in a number of media outlets to help publicize the book and its important message. If you have needs or get requests for experts on this issue, he is available.

Please contact Theresa D'Orsogna if you are interested in purchasing copies at bulk discounts or Judi Kloos if you are interested in publicity or promotion with Richard Stapleton.

Thanks for reviewing this material.

WALKER AND COMPANY

NEWS

FOR IMMEDIATE RELEASE

Contact: Judi Powers
212/727-8300, ext. 3030

*"Exposure to lead is widely regarded as the single biggest environmental problem facing children in the United States."
—The New York Times (October 28, 1994)*

LEAD IS A SILENT HAZARD IS THE SOLUTION

It's in our homes. It's in the air we breathe. It's in the water we drink. It's in our back yards and playgrounds. It's in toys. It's even in vitamins and food. It's in nearly 75 percent of American homes. It is lead. You can't see, smell or taste lead, but it is everywhere.

No child, whether in an urban, rural, wealthy or poor neighborhood, is immune to the insidious effects of lead poisoning. The Environmental Protection Agency estimates that at least 3,000,000 American children suffer from some degree of lead poisoning, with results ranging from mild retardation to physical defects and major developmental and behavioral problems, including aggressive violence. And, once a child shows signs of lead poisoning, the irreversible damage has been done. But did you know that lead poisoning is entirely preventable?

LEAD IS A SILENT HAZARD (publication date: February 15, 1995; \$11.95 paperback, \$22.95 hardcover), by Richard M. Stapleton and with a Foreword by Senator Bill Bradley, is the single most important reference on the topic of childhood lead poisoning. The first and only book to address the topic, it provides at-a-glance answers to virtually every question about childhood lead poisoning. Most importantly, however, **LEAD IS A SILENT HAZARD** teaches readers how to prevent lead poisoning.

Unlocking the mysteries of the lead poisoning epidemic requires knowledge and action, and **LEAD IS A SILENT HAZARD** is the key. Author and expert Richard Stapleton — whose own child was diagnosed with lead poisoning — spent more than one year researching every aspect of childhood lead poisoning. In his book, he describes in jargon-free language the short-

and long-term effects of lead poisoning and options for treatment. Stapleton cites every possible source of lead in your child's environment, offering invaluable advice on how to eradicate the threats. Lead hazards that accumulated in our soil as a result of burning leaded gasoline during most of the twentieth century are also addressed.

Using real-life stories and advice from leading medical and health experts, **LEAD IS A SILENT HAZARD** explains how the many sources of lead that children may encounter can be abated. Some of Stapleton's tips for reducing lead hazards include:

- √ avoid vegetable gardening in soil that tests high for lead
- √ never power-sand, dry-sand, or dry-scrape lead paint
- √ test ceramics for leaded glaze and pigment
- √ use bottled water for infants or toddlers unless tap water tests negative for lead

In addition to Stapleton's clearly written narrative and sage advice, charts, sidebars and quotes from lead-awareness experts appear throughout the book, providing a wealth of helpful tips and pragmatic advice. A host of appendices offer concise, up-to-the minute information on toy recalls, unsafe water coolers, home lead test kit suppliers, EPA and HUD regional offices, and so much more. For parents, medical professionals and childcare workers alike, **LEAD IS A SILENT HAZARD** is the solution to ending the lead poisoning epidemic.

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About the Author

Nobody is more qualified to write *Lead is a Silent Hazard* than Richard M. Stapleton. A former environmental writer and producer for CBS News, he is currently chief of the Region 2 Public Affairs Branch of the U.S. Environmental Protection Agency, with a special focus on explaining the danger of lead to the public. His son's personal experience with lead poisoning gives his book further authority. Stapleton lives with his wife and now healthy young son in Brooklyn, New York.

LEAD IS A SILENT HAZARD

By Richard M. Stapleton. Foreword by Senator Bill Bradley.

242 pages with 12 charts and tables. 6 x 9 inches.

Index. Appendices. Chronology of Recent Lead Legislation.

Publication date: February 15, 1995

\$11.95 paperback, ISBN 0-8027-7449-0; \$22.95 hardcover, ISBN 0-8027-1303-3

AUTHOR IS AVAILABLE FOR INTERVIEWS.

For further information or materials, contact Judi Powers at 212/727-8300, ext. 3030.

Kindly send tearsheets of your review or mention.

Where Lead May Be Lurking

1. **Paint.** 57 million houses and apartment units built before 1980 contain lead paint. That's 75% of all homes in America. Paints applied in the last decade may well cover lead paint. Abrasion points (the well of a window, inside of a doorframe) may generate lead dust, as will any home improvement project involving surfaces coated with lead paint — and lead dust is more dangerous even than lead paint chips.
2. **Water.** Lead leaks into tap water from lead service lines; lead connectors; lead pipes; lead tank linings; copper pipe connected with lead solder; brass or bronze faucets; chrome-plated faucets. Always flush out the "first draw" of water in the morning or whenever the tap has not been used for several hours. Reduce the amount of lead in water by 30% by replacing a metal faucet with a lead-free or plastic one.
3. **Soil.** Houses with front yards on busy roadways typically have elevated soil-lead levels left over from the days of leaded gasoline. Lead in yard soil comes from the chalky run-off of old exterior lead-based wall paint.
4. **Calcium supplements.** Some bonemeal and oyster shells are more likely to contain lead residue than other calcium sources.
5. **Antique toy soldiers and old-fashioned tinsel.**
6. **Colored ink** on plastic or cellophane bags.
7. Some **hair dyes** have lead acetate.
8. **Glazed ceramics.** Dangerous levels of lead may leach into food from old or antique china, cracked or chipped glaze, hand-painted china, enameled porcelain, and home-fired ceramics.
9. **Varnished furniture and accessories** may contain lead acetate to help varnish dry.
10. **Brass and bronze** alloys often contain lead.
11. **Crayon and chalk** that does not have an ASTM D-4236 rating on the box.
12. **Crafts supplies,** such as acrylic and oil paints; stained glass; blown glass; restored antiques; prints.

From **LEAD IS A SILENT HAZARD**, by Richard M. Stapleton.
Published by Walker and Company, February 1995

COMMON SYMPTOMS OF LEAD POISONING

As the level of lead toxicity increases, the child will develop one or more of the following symptoms:

- Headaches
- Cramps
- Constipation
- Poor appetite
- Crankiness
- Clumsiness
- Stomachaches
- Vomiting
- Anorexia
- Sleep disorders
- Fatigue and lethargy
- No interest in play

Many of these symptoms are the same as for a cold, the flu, or other childhood maladies. *A blood-lead test is the only way to diagnose lead poisoning.*

From **LEAD IS A SILENT HAZARD** by Richard M. Stapleton
Published by Walker and Company, February 1995.

Facts About Lead

- The National Centers for Disease Control calls lead poisoning the most serious environmental health threat faced by America's children.
- **Statistics on lead exposure:**
 - The United States Environmental Protection Agency estimates that one of every six preschoolers suffers from some form of lead poisoning.
 - 57 million houses and apartments built before 1980 contain lead paint — that's almost 75% of all the homes in America.
 - 30 million people are at risk of having water with elevated levels of lead come out of their kitchen and bathroom faucets. An estimated 3.8 million children have drinking water with dangerously high lead levels.
 - An estimated 12 million 7-year-olds have potentially been exposed to lead via lead paint dust particles.
 - Most children under 6 in the U.S. are potentially exposed to lead in food at some level. An estimated 1 million children are exposed to enough lead in food to suffer a low level of poisoning.
 - Some 5.6 million children under 7 are exposed to lead left over from now-banned leaded gasoline.
- Even though lead is no longer a killer, we have an increasing knowledge of the devastating effect lower levels of lead poisoning can have.
- Even low levels of lead poisoning can reduce a child's IQ by 4–8 points. Lead poisoning disrupts the way the brain handles information; creates attention deficit syndrome; results in learning deficiencies and high drop-out rates; and has a big impact on fetuses, which are smaller and not carried to full term.
- High levels of lead poisoning can result in kidney failure, brain damage, paralysis.
- Lead poisoning is insidious: a child can be poisoned without anyone knowing it.
- Children 6 years and under are at the most risk from lead poisoning; after age 6, a child is able to metabolize lead, thus reducing its threat.
- Lead is everywhere. The popular perception is that lead is only an inner-city problem, but it is just as prevalent in middle- and upper-class environments.
- Lead is the densest natural element known to man. It is one of the only minerals the body does not need (there is no such thing as a "lead deficiency").
- Major EPA/ CDC/ HUD Anti-Lead Paint Campaign, Fall, 1995: Anyone buying, renting, or selling a house this fall (an estimated 20 million homeowners, tenants, brokers, and landlords) will receive an EPA lead paint hazard information pamphlet. It will set standards for home renovation.
- The lead lobby has been remarkably successful in combating anti-lead legislation. For years the lead lobby underwrote Harvard Medical School. In fact, lead was taken out of gasoline because it destroyed catalytic converters, not because it created health problems.
- **LEAD IS A SILENT HAZARD** (Walker and Company, February 1995) is the single most, and only, comprehensive resource on lead poisoning and how to prevent it. Dick Stapleton's research for his book has brought many experts, including Don Ryan, Dr. Herbert Needleman, Jane S. Lin-Fu and Dr. John Rosen, into contact with each other for the first time.

What the headlines are saying about **LEAD**

"Consuming even very small amounts of lead can cause irreversible brain damage, intellectual and developmental problems, and other ailments, especially in fetuses or young children. Lead poisoning is widely regarded as the most serious environmental problem facing children in this country."

— *The New York Times*, April 19, 1994

"We're finding lots of kids with lead poisoning who basically have had their lives limited," said Dr. Sue Binder, chief of the CDC Lead Poisoning branch. **"The fact that it's all preventable — that we don't have to have poisoned children — makes it a real tragedy."**

"It is the foremost preventable health hazard to children," agreed Don Ryan, executive director of the nonprofit public interest group Alliance to End Childhood Lead Poisoning in Washington. **"It eclipses every other health hazard."**

— *Los Angeles Times*, March 20, 1994

"The new assessment of lead's dangers comes from scientists and public-health officials who have formed two conclusions: first, while government stopped new lead from being poured into the environment, it never actually dealt with the 3 million tons of old lead that line the walls and fixtures of 57 million private American homes. More important, in the past 10 years research has clearly demonstrated that even small doses of lead can slow development and make children less intelligent."

— *Newsweek*, July 15, 1991

Why every parent needs a copy of
LEAD IS A SILENT HAZARD, by Richard M. Stapleton.
Published by Walker and Company, February 1995.

ABOUT THE AUTHOR

Four years ago, Richard M. Stapleton discovered by accident that his six-month-old son, Matthew, had lead poisoning. He had just completed researching a story about the devastating effects of childhood lead poisoning for CBS News and decided to test his son. The results from the pediatrician's tests revealed that Matthew had a dangerously high blood-lead level that, if left untreated, would cause irreversible damage.

No one is more qualified to write **LEAD IS A SILENT HAZARD** than Dick Stapleton. A former writer and producer for television and radio, Stapleton most recently worked on such programs as *World News This Morning* (ABC-TV), *Dateline: America* (CBS Radio) and *Good Morning America* (ABC-TV), where he covered numerous environmental and urban-interest stories. After his son's successful recovery from lead poisoning, Stapleton shifted career gears and began working for the United States Environmental Protection Agency, where he is Chief of the Region 2 Public Affairs Branch of the EPA in New York City. One of Stapleton's primary functions is explaining the dangers of lead to the public, a subject he researched for more than one year and one that is near to his heart.

Dick Stapleton lives with his wife and now-healthy son in Brooklyn, New York.

LEAD

IS A

SILENT HAZARD

"Exposure to lead
is considered

**the most serious
pollution problem
facing children."**

—*The New York Times*,
April 16, 1994



This book is your solution.

— RICHARD M. STAPLETON —

FOREWORD BY SENATOR BILL BRADLEY

APPENDIX C

MAIL-ORDER WATER TESTING

There are any number of laboratories which offer mail-order kits to test water for lead.

The following commercial labs all charge \$35 for a first draw and flush lead-in-drinking-water test.

Water Test Corporation
33 S. Commercial Street
Manchester, NH 03101
1-800-426-8378

National Testing Laboratories
6151 Wilson Mills Road
Cleveland, OH 44143
1-800-458-3330

Suburban Water Testing Laboratories
4600 Kutztown Road
Temple, PA 19560
1-800-443-6595

EQI lab test kits are distributed by:

Clean Water Lead Testing
29½ Page Avenue
Asheville, NC 28801
(\$17.00/kit, includes S&H)

SAVE
P.O. Box 1723
FDR Station
New York, NY 10150
1-718-626-3936
(\$15.00/kit, plus \$1.50/kit S&H)