

Appendix Q – Awareness of Public Health Messages

Awareness of Public Health Messages

Hand-washing habits and awareness of public health messages were not found to be significantly associated with GM BLLs. However, significant activities have been undertaken since 2010, and this Appendix characterizes these efforts.

Since 2011 several environmental health messages have been delivered at the community level, primarily through the Flin Flon Community Health Project. The Flin Flon Community Health Project was launched in 2011 to spread the message of health and wellness to the community of Flin Flon/Creighton. Through the project, resources and programming focused on hand washing and lead-based paint were made available. The details of these two components are described below:

- **Lead-based Paint Testing Program** -This is a sub-component of the Flin Flon Community Health Project. Under this program, residents who are thinking about conducting renovation or repair projects encouraged to check the paint in their home for lead, by providing free lead-paint test kits. If lead is found through this testing, the program strongly recommends that the resident hire a professional to perform all home renovations and repairs.
- **Hand Washing (Mighty Bubble Campaign)** - The hand washing program consisted of workshops and resources for children that teach proper hand washing. Mighty Bubble, a “hand washing superhero” was featured on all the hand washing materials and appeared at workshops and events in Flin Flon and Creighton in 2011 and 2012.

Overall, awareness of the Mighty Bubble campaign was highest, with almost all households (84.5%) being familiar (or somewhat familiar) with the campaign. Familiarity with the Lead-based Paint Testing Program (44.92%) and the overall Flin Flon Community Health Project (31.36%) were notably lower. In addition, no households familiar with the Lead-based Paint Testing Program had paint tested for lead under the Program.

	<i>Lead-based Paint Testing Program</i>		<i>Flin Flon Community Health Project</i>		<i>Mighty Bubble Campaign</i>	
	<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>
Yes, very familiar with the campaign	17	14.41%	12	10.17%	74	62.71%
Yes, somewhat aware, but don't know specifics	36	30.51%	25	21.19%	26	22.00%
No, not aware of what this is	65	55.08%	81	68.64	18	15.30%
Total	118	100%	118	100%	118	100%

Despite the relatively high level of awareness around the Mighty Bubble campaign, the study did not find a significant relationship between declining GM BLLs and Awareness of Public Health Messages, such as the Mighty Bubble campaign (Table 1-2).

Table 1-2 Distribution of blood lead levels, by awareness of Mighty Bubble Campaign

	<i>GeoMean</i>	<i>N</i>	<i>Std</i>	<i>SE</i>	<i>LCL</i>	<i>UCL</i>
Aware of Mighty Bubble Campaign						
Not aware/aware but could not recall details	1.30	25	1.99	0.40	0.52	2.08
Aware of Might Bubble Campaign and recalled details	1.45	93	1.92	0.20	1.06	1.84
Total	1.41	118	1.93	0.18	1.07	1.76