

Talking Points for LPPF Hardware Store Poster Campaign September, 2010

Here is an overview of what we found to work when taking the posters out to the stores. You may already have relationships with many of the stores and will know how best to approach each one.

1. Try to stay out of the way. Wait until there is a time when there are no paying customers to approach store personnel.
2. Ask to speak to the manager, if s/he is not available, ask to speak to an assistant manager.
3. Introduce yourself, tell them you are there to drop off the poster, show them the poster. Hopefully they will remember the letter we sent out in September. Have a copy of the letter and law on hand in case they want to look at it again.
4. Discuss possible spots to put the poster. Near paint counter is best, but not all stores have a big enough paint counter. It is up to the store where to put the poster, but it may be helpful to make a few suggestions.
5. Show them how to set up the easel back if they want to put the poster on the counter. Give them a supply of 200 brochures. Point out the phone number to call if they need more brochures.
6. Point out that the brochure has the shopping list and tell the manager that one of the things we want to avoid is interfering with their business. Suggest that the some stores are even making a few 5-gallon buckets with the supplies on the list and putting them around the poster to try to get some added sales.
7. Thank them and let them know you'll be coming around over the next several months to check up on them, to make sure the poster looks okay and that they don't need more brochures. Ask them to call the 866 number on the poster if they get any complaints or negative feedback from customers.
8. If someone gives you a hard time or refuses to participate, try to get the managers name and phone number and let the LPPF staff know.
9. Some people may want to complain about the new EPA RRP rule or they might think that this campaign is related somehow to the RRP rule. Listen sympathetically, and then try to steer them back to the poster as part of the bigger effort to prevent lead poisoning. If you need to, remind them that the RRP rule came from the EPA not the states. If they have questions they can check the EPA's website or call Beth Pratte at the Maine DEP 207.287.7666.

Frequently Asked Questions

- 1. What is the point of the poster campaign?**

We want to stop people who live in older houses and who have young children from beginning a painting or home improvement project that may create a lot of lead dust from all that old lead paint that could be hanging around their homes. We want them to take the brochure, learn about what can cause lead poisoning and then figure out how to do their project in a way that will be safe. The bigger point is to keep kids from getting lead poisoning – still a big deal in Maine where there is still a lot of lead paint in our homes.
- 2. How long does the poster have to be up in the store?**

We are asking that stores participate in the poster campaign for one year. Then we will evaluate how the year went and decide if we want to continue the campaign beyond one year. Next summer we'll be in touch with the stores about the future of the campaign.
- 3. If a store doesn't sell paint does the store still have to participate in the campaign?**

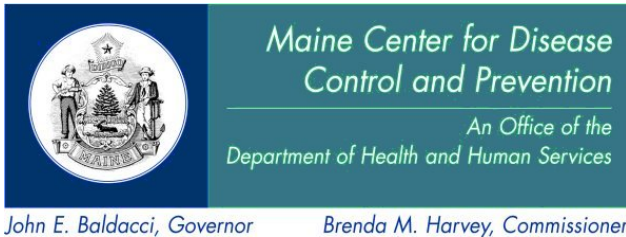
Stores that sell paint OR paint removal supplies are required to display the poster. So, even if a store does not sell paint, but they sell sandpaper, heat guns, paint scrapers or other types of paint removal supplies, they still need to have a poster.
- 4. What happens if a poster gets damaged or a store runs out of brochures?**

The store should call 866.292.3474 (toll-free in Maine) or 207.287.6650 to get replacement materials. We would like the poster to remain in good shape so if it gets torn, splattered with paint, crumpled, or defaced in some way, please call us and we will get you a new poster.
- 5. How quickly are stores going through their initial supply of 200 brochures?**

None of our pilot stores ran out of brochures in the three months since we began the pilot early in the summer. We estimated that the 200 brochures would last most stores at least six months.
- 6. What should community partners do if they go to a store to check on the poster and it is not there?**

First, speak to the manager and gently ask about the poster. Make sure there isn't some barrier or problem. For example, each time they put the poster out the cleaning service knocks it over and it ends up behind the paint counter until someone notices. Try to facilitate a solution to the problem—perhaps suggesting they tape the poster to the counter or post it on a wall nearby. If the store manager is refusing to participate, gently remind them that this is a legal requirement. If you do not want to jeopardize the relationship you have built with the store, just mention that you will check with the state program that is running the campaign and get back to them. Then pass the manager's name and contact information on to the LPPF staff to deal with.
- 7. Do community partners need to complete a feedback form for all stores when they go in to check on the posters?**

We have designed the feedback form to be brief and not a burden to complete or submit to LPPF. But we realize that it may not be possible to complete the form for each store. Please try to complete and submit the form either by email, fax or mail for as many stores as possible.



Environmental and Occupational Health Programs
Maine Center for Disease Control and Prevention
286 Water Street
11 State House Station
Augusta, Maine 04333-0011
Tel: (207) 287-4311; Toll Free: 1-866-292-3474
Fax: (207) 287-3981; TTY: 1-800-606-0215

September 1, 2010

Dear Store Manager:

As part of Maine's mandate to eliminate childhood lead poisoning, the Maine Center for Disease Control and Prevention is launching a poster campaign in stores that sell paint or paint removal supplies. In the enclosed copy of the law, you can see that these stores are required to display posters and brochures, warning customers about risks that come from disturbing lead paint.

According to our records, your store sells paint or paint removal supplies such as sand paper, heat guns, scrapers, etc., and is required to display the poster and brochure.

The posters and brochures are now ready and samples are enclosed. You can expect to receive the materials for your store during the month of September or early in October. They will come in the mail or a representative will deliver them to you. Throughout the next year, representatives will stop by periodically to address any problems, get feedback, and provide quality control checks for the materials. After one year, we will determine the most effective way to continue the campaign.

We are asking stores to partner with us by:

- **informing store personnel about the campaign;**
- **finding a good place to display the poster in stores;**
- **and, providing us with feedback to help evaluate the campaign.**

For its part, Maine CDC will:

- provide all materials, including an initial supply of 1 laminated poster, 200 brochures, display materials (countertop easel, brochure holder), and replacement supplies as needed;
- maintain contact with stores to facilitate the campaign;
- promote the campaign during media and other consumer outreach events;
- and, evaluate the effectiveness of the campaign and report back to stores.

We look forward to working with you and your store personnel to fulfill the law and take one more step towards eliminating childhood lead poisoning. Please contact me or Karyn Butts if you have any questions at 207.287.4311 or toll-free in Maine at 1.866.292.3474.

Sincerely,

Eric Frohberg, Manager
Maine Childhood Lead Poisoning Prevention Program

Enclosures: Title 22, Chapter 252 §1329 Lead Poisoning Warning Statement
Sample Materials

22 §1329. LEAD POISONING WARNING STATEMENT

22 §1329. LEAD POISONING WARNING STATEMENT

1. Display of poster; availability of brochure. A retailer, store or commercial establishment that offers paint or other supplies intended for the removal of paint shall display a poster in a prominent and easily visible location and make available to its customers brochures containing statements that the dry sanding or scraping of paint in dwellings built before 1978 is dangerous and that the improper removal of old paint is a significant source of lead dust and the primary cause of lead poisoning. The poster and brochure must also inform consumers about where they may obtain more information on lead poisoning and paint removal.

[2007, c. 628, Pt. A, §7 (NEW) .]

2. Posters and brochures. The department shall produce posters and brochures to meet the requirements of subsection 1 and shall provide paper copies of the posters and brochures to retailers, stores and commercial establishments and post copies for downloading on the department's website. A retailer, store or commercial establishment may display posters and provide brochures that differ from those provided by the department if the posters and brochures provide the information required under subsection 1.

[2007, c. 628, Pt. A, §7 (NEW) .]

SECTION HISTORY

2007, c. 628, Pt. A, §7 (NEW).

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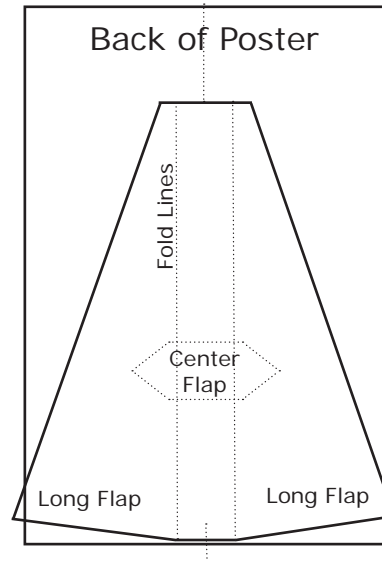
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LPPF Hardware Store Poster Campaign

Poster Assembly Instructions

To Attach Easel Back:

1. Remove paper from adhesive strip on easel back.
2. Center easel on the back of the poster while aligning bottom edge of easel back with bottom edge of poster.
3. Press easel back to poster.
4. We recommend that you leave the easel flat until delivering to the store.
5. To set up easel, fold long flaps in towards each other along fold lines. Fold center flap down and insert long flaps into the notches on center flap to secure the easel.



To Attach Brochure Holder:

1. We recommend that you attach brochure holder AFTER you attach easel back.
2. Remove paper from adhesive strips on brochure holder.
3. Center holder over the image of the brochure on the poster, while aligning bottom edge of the brochure holder with bottom edge of poster.
4. Press brochure holder to poster.



LPPF Hardware Store Poster Campaign
Feedback and Tracking Form

INSTRUCTIONS: For each store that you visit to do a materials check for the LPPF hardware store poster campaign, please try to gather the information on this feedback and tracking form. Please fax, email or mail forms back to Karyn Butts.

Fax: 207.287.3981, Email: Karyn.Butts@maine.gov

Mail: EOH, 286 Water Street, 3rd Flr, 11 State House Station, Augusta, ME 04333

Store Name:

Location:

Date of Visit:

Was the poster displayed in the store? Yes No

Where was the poster placed in the store? _____

Do you think this was a place where customers were likely to see it? Yes No

What was the condition of the poster? Poor Fair Excellent

Were there brochures in the brochure holder? Yes No

Talk to store personnel and ask the following questions:

1. Do you think customers take note of the poster and take the brochure? Yes No

2. Do you or other store employees direct customers to the brochure when appropriate? Yes No

3. How do you feel about the poster being in your store? Do you think:
 - a. It is a waste of space
 - b. You don't care if the poster is in the store or not
 - c. It is a good idea for customers
 - d. It is good for business

4. Rate the following:
 - a. Communication about the poster Poor Good Excellent N/A
 - b. Ease of getting replacement posters Poor Good Excellent N/A
and brochures
 - c. Appropriateness of the poster and brochure Poor Good Excellent N/A
 - d. Overall satisfaction with the poster program Poor Good Excellent N/A