



# NEWS

## The United States Conference of Mayors

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### USCM/DuPont Awards \$90,000 to Cities For Lead-Safety Education Efforts

April 2, 2004, Washington – Today, the U.S. Conference of Mayors and DuPont proudly announced \$90,000 in awards to the winners of the *USCM-DuPont Spotlight on Excellence Awards* Competition #2. The *USCM-DuPont Spotlight on Excellence Awards* will award \$500,000 throughout 2004 to highlight outstanding strategies to make cities lead-safe.

The city of Detroit (MI) received a \$35,000 award; the city of Macon (GA) won a \$25,000 award; and East St. Louis (IL) and Salt Lake City (UT) tied for the third place \$15,000 award. For the second competition in a series of six, cities were asked to submit proposals outlining approaches to educate residents on the importance of lead-safety.

“As with the first competition of the Spotlight Awards, we continue to be encouraged by the innovative lead-safety programs that cities are creating in their communities,” noted USCM Executive Director Tom Cochran. “We are honored to provide a tool to help cities create safer and more productive environments for their residents, and look forward to the opportunity to assist more cities in future competitions.”

“By inviting cities to share their creative approaches to educating residents on the importance of lead-safety, CUSP has accumulated a wide array of strategic lead-safety best practices,” said DuPont Public Affairs Manager Mary Kate Campbell. “Dupont looks forward to continuing to serve as a resource to cities by providing a sounding board of winners, as well as launching future grant programs.”

The third competition of the *USCM-DuPont Spotlight on Excellence Awards* will be announced at the upcoming USCM Annual Meeting in Boston in June 2004. Information on the grant programs can be found on the USCM/DuPont Cities United for Science Progress (CUSP) official Web site at [www.cusponline.org](http://www.cusponline.org) or at [www.usmayors.org](http://www.usmayors.org).

#### **\$35,000 First Place Award**

##### **Detroit (MI)**

Detroit proposed to use grant funds to support initiatives to prevent lead poisoning, particularly with the Hispanic population in Detroit. Specifically, the city will institute a pottery exchange program to provide families with lead-free cookware, recruit of health workers in Hispanic communities, institute a door-to-door canvassing campaign and develop a Mobile Lead Museum. Further, city officials will target preschools and Head Start programs to provide lead education using age appropriate materials that will also assist Spanish-speaking children in learning English.

### **\$25,000 Second Place Award**

#### **Macon (GA)**

Macon proposed to partner with public and private community entities to conduct a direct, culturally-sensitive outreach campaign targeting Head Start families. The city will work with Bibb County public school nurses and the Teen Parent Center to inform parents of the dangers of lead poisoning, as well as convene an interagency task force to track lead screening tests and screening results.

### **\$30,000 Third Place Award (Tie)**

#### **East St. Louis (IL) - \$15,000**

East St. Louis proposed using grant funds to create a lead-poisoning curriculum for pregnant women. The curricula will include basic knowledge of where lead can be found in their environment, how they can protect themselves and their unborn children and the effects of lead poisoning. An additional curriculum will be developed to train local health professionals to introduce the information to pregnant women.

#### **Salt Lake City (UT) - \$15,000**

Salt Lake City proposed to increase awareness of lead poisoning among property owners to assist them in making properties lead-safe. The program will include the development of a brochure to educate landlords about lead poisoning, a mass mailing of the brochure to a minimum of 7,000 property owners, distribution of the brochures to venues frequented by landlords and newspaper ads. Additionally, Salt Lake City will conduct an outreach campaign to churches and organizations that serve minority populations to increase their awareness of lead poisoning and lead-based paint hazards.

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