



**South Dakota Childhood Lead Poisoning Prevention Program
(SD CLPPP)**

LAG Meeting September 15, 2026

Welcome & Introductions



SOUTH DAKOTA DEPARTMENT OF HEALTH

Medicaid Quality Scorecard and Lead Screening

Samantha Moon



SOUTH DAKOTA DEPARTMENT OF HEALTH



Strategy #1 – Ensure Blood Lead Testing and Reporting



Media Campaign July 2026

META

78.7K
IMPRESSIONS

28.5 K
PEOPLE REACHED

1,100
LINK CLICKS

YOUTUBE

75.8K
IMPRESSIONS

44.9K
VIDEO VIEWS

59%
VIEW RATE

TRADITIONAL + DIGITAL

1.96M
BILLBOARD IMPRESSIONS

609
RADIO SPOTS

96.4 K
OTT IMPRESSIONS

WEBSITE

938
PAGE VIEWS

1m 14s
AVG. SESSION DURATION

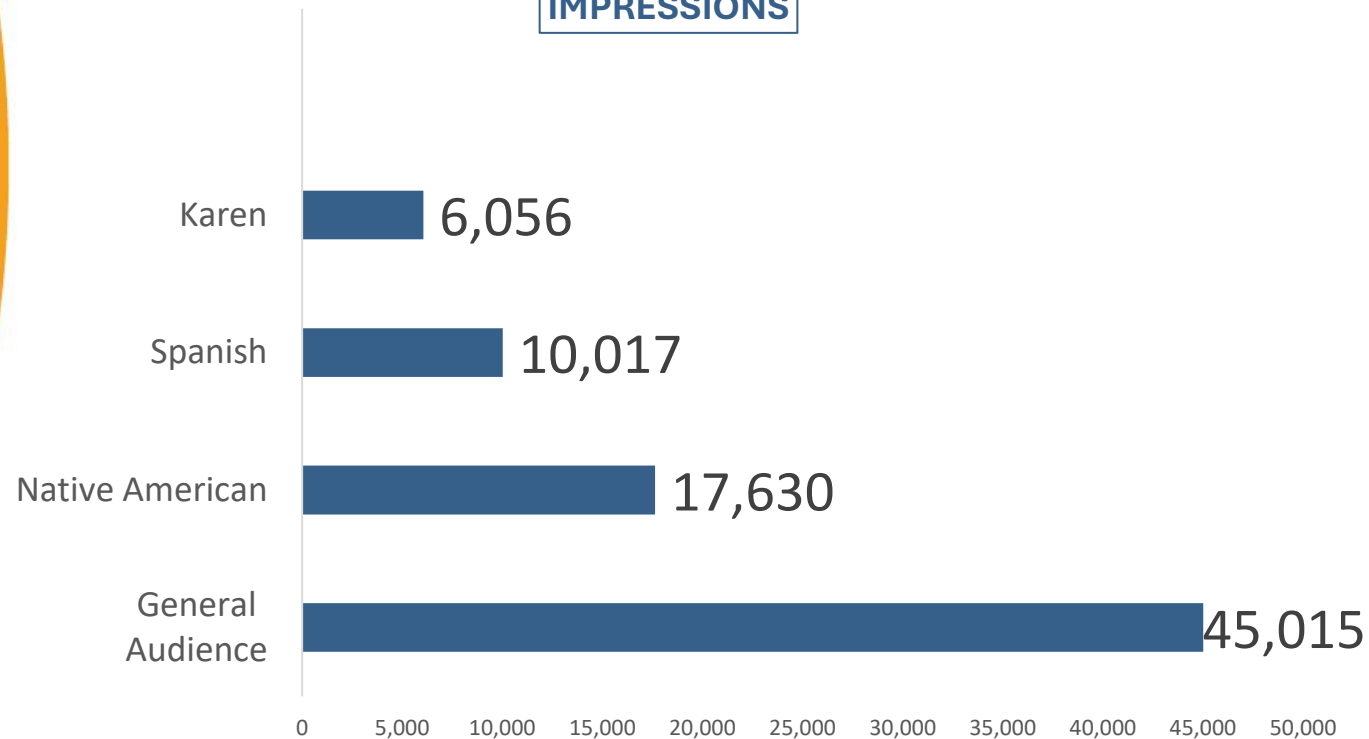
+12%
PAGE VIEWS



Media Campaign July 2026

Targeted outreach helps extend lead prevention messaging beyond the general audience

IMPRESSIONS



ENGAGEMENT

1,100
TOTAL LINK CLICKS

Karen	74
Spanish	111
Native American	229
General Audience	686



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WIC Partnership: Lead Prevention & Education

WIC Toolkits: 1300 English, 200 Spanish

- SD CLPPP informational brochure
- Fight Lead with Nutrition flyer
- Lead Testing Reminder Stickers
 - Child-friendly messaging reinforcing blood lead testing at 12 and 24 months
- Lead Prevention Puzzles
 - Interactive, age-appropriate lead safety education
- SD CLPPP Lead Awareness Activity Books and crayons
 - New! Spanish-language version of the SD CLPPP Activity book to improve access to lead prevention information for Spanish-speaking families
- *Happy, Healthy, Lead-Free Me!* board books





WIC Partnership: Testing Locations

14 WIC Testing Locations

Testing Location

Beadle

Brown

Walworth

Dewey/Ziebach

Brookings

Bennett

Gregory

Yankton

Pennington

Davison

Hughes

Sisseton

Tripp

Spearfish

Also Serves/Covers

—

—

—

—

Moody, Flandreau

Wanblee, Haakon, Kadoka

—

Bon Homme

Rapid City, Oglala

Mitchell

Pierre

—

Winner



WIC Toolkit Distribution & Testing Progress

- 1,320 Lead Testing Toolkits Distributed (1,120 English, 200 Spanish)
 - 180 more English toolkits to be distributed by the end of October
- Blood Lead Tests Completed as of August 31st, 2026: **80**

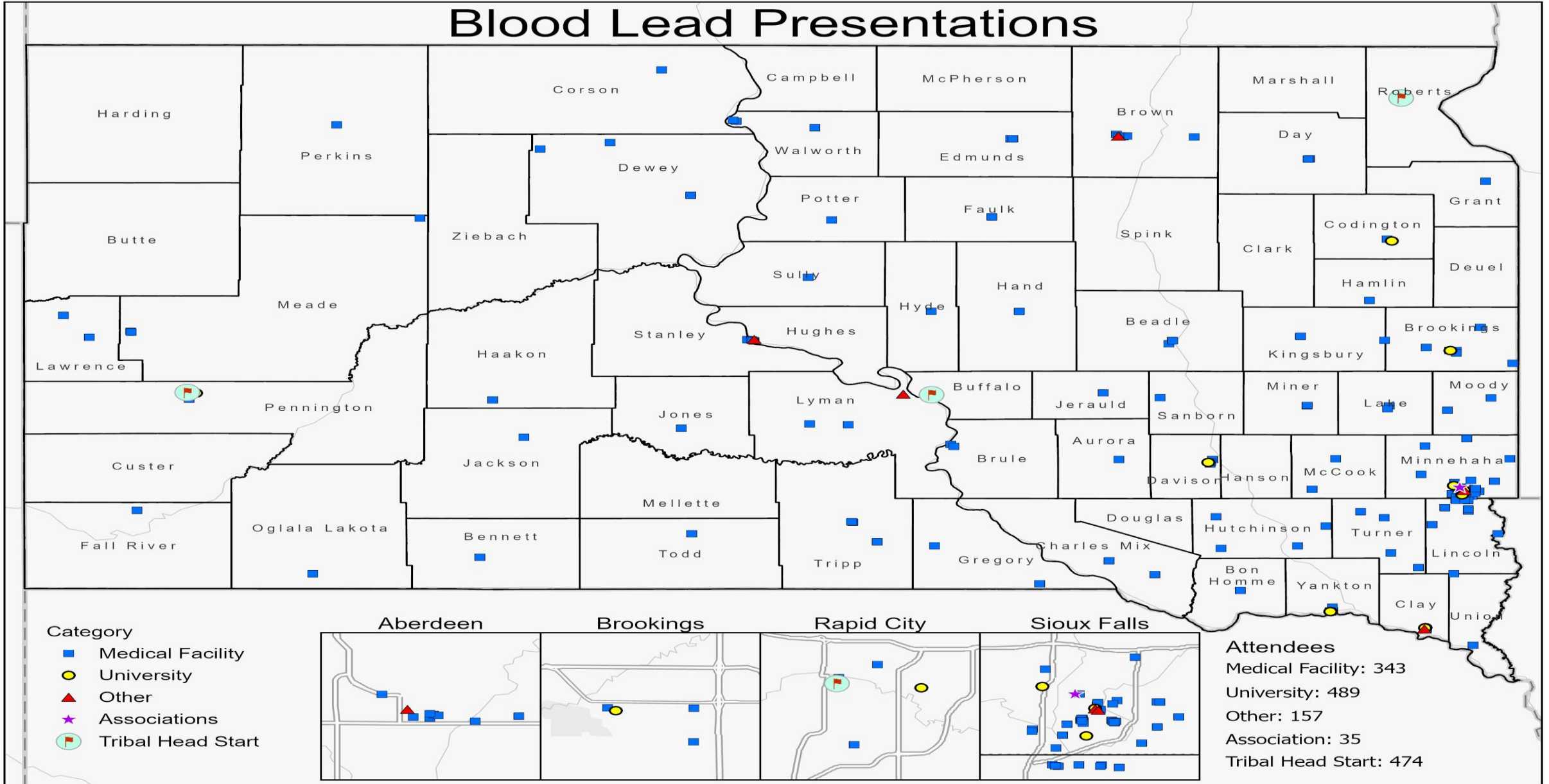


Partnership with USD Center for the Prevention of Child Maltreatment

- Provide Get the Lead Out kits and training to Tribal Head Start Programs
 - 45 created and 27 distributed
- Provide lead prevention education and *Happy, Healthy, Lead-Free Me!* books to families at community events
 - 800 ordered and 411 distributed
- Adapt the SD CLLLP activity book to add culturally appropriate artwork and Lakota language
 - 200 distributed



Blood Lead Presentations





Strategy #2 –Enhance Blood Lead Surveillance



Maintain workflow in Maven (January 1, 2026-August 31st, 2026)

- Total number of children less than six years old tested: **6,939**
- Total number of children less than six years old with lead in the blood: **159**
- Total number of children contacted by program: **130**



Parental Focus Groups

- Evaluate effectiveness of communication and follow-up testing
- Partnership with the Center for Prevention of Child Maltreatment (CPCM)
 - Focus group guide developed and reviewed by CPCM and parental advisory group
 - CPCM led the groups
- Parents who had a child with an initial lead test of $> 3.5 \mu\text{g/dL}$ were recruited
- Six parents participated over three focus groups
- Verbatim transcripts were used to analyze the data using content and thematic analysis
- Questions asked about communication with the initial testing site and SD DOH as well as about follow-up testing



Initial Testing Site Communication

- Clear responses with well communicated next steps for parents
 - “Both my doctor and the clinic staff too were very helpful in answering any questions that I had.”
- Reassurance to not worry, but to get follow-up testing
 - “I got a call from them, I think it was the day after we did the finger poke test and it was our primary care provider called us and said that the finger poke came back with an elevated lead test, but told us that we didn't need to panic or anything, that the next step going forward would be to do a blood draw and have the blood draw tested.”
- Some parents wanted more information especially about potential sources for lead exposure
 - “I would've liked more information after the vein draw came back just because we had no idea on where to even start on where he was getting this contact or where the high levels were coming from.”



SD DOH Communication

- Open and responsive communication
 - “So they were very open to listening to the things that I found and responsive in that way. They didn't close me off or anything like that. And again, the open communication really helped.”
- Identification of lead hazards
 - “But I did have a call from the state and they walked through different things that it could have been for a starting point on what it could have been, where he could have been getting any contamination.”
 - “Just maybe more places to look out for it and other exposure types.”
- Some parents wanted more information and direction
 - “I think if I could have gotten also more, on the call, more directions instead of questions, I think that would have been also more helpful.”



Follow-up Testing

- Easy and straightforward
 - “Mine was also pretty easy. We just were always sure to keep a fairly open schedule for that. And thankfully, my pediatrician had no problem if we had to switch it or even make it sooner. So it went really well, honestly.”
- Potential challenges
 - “I do live two hours away from where she was getting tested, so I could understand where that would've been a big issue for other people.”
- Encouragement for other parents to follow-up
 - “Yeah, it's better to know whether or not you've got their exposure under control. So I definitely recommend. It makes you worry a lot less when you see the levels going down for them.”



Additional Resources

- More resources for environmental testing and potential lead hazards
 - “I would go back to just getting any information on products that we could be using that could test high or anything like that because we didn't really have a starting place at all. I feel like we still really don't. I know our tap water does have lead in it just from the test I did, but we really have nothing else to back that up to know if that's the only place it's coming from because we don't have a really reliable source to get test strips for anything. Our whole house has been painted, but could there be something else in the house? We didn't really have an idea where to start.”
 - “I would say my biggest one is testing our water. They don't have a kit or they said just go to Walmart and get one. And I would say if this is a big issue, I would have maybe the state send them out or something like that just to ensure that we're getting the proper kit because I mean it's Walmart. They do have some quality products, but I wouldn't trust everything on that. So if we could get a good reliable test kit so we knew what we were looking for to narrow down some things.”



Strategy #3 – Improve Linkages of Lead-Exposed Children to Recommended Services



IHS Data Collaboration

- Tribal Epidemiologist collaborating with IHS Epidemiologist
- Obtained necessary permissions for data sharing
- SD-DOH shared blood lead surveillance data with IHS

Current Work

- Discuss cases with questions or discrepancies
- Determine which records meet criteria for inclusion
- Validate and finalize the dataset for analysis

Next Steps

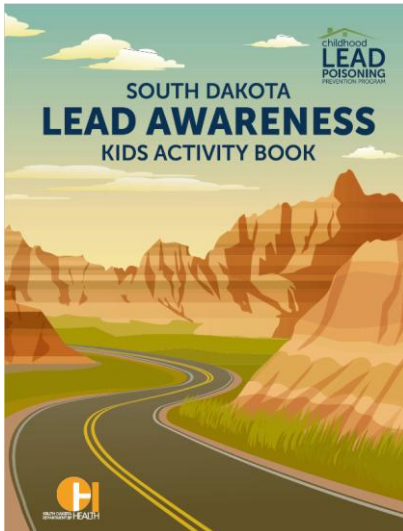
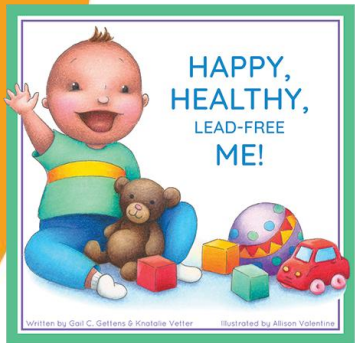
- Analyze blood lead testing and follow-up trends
- Identify where potential follow-up gaps may exist
- Review findings with Tribal and IHS partners
- Discuss opportunities and next steps based on findings



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Head Start Book Collaboration

- Distribution of *Happy, Healthy, Lead-Free Me!* board books, SD CLPPP activity books, and crayon packs to all children enrolled in Head Start and Early Head Start in South Dakota
 - Non-tribal and Tribal Head Starts
 - Total of 4260 preschool-age children received lead poisoning prevention materials





Head Start Activity Kit Collaboration

- Creation and distribution of "Lead Awareness Family Night" activity kits
 - Kits include facilitator's guide and materials for hands-on activities
 - Activities are designed to help parents identify common sources of lead in the home and learn practical ways to reduce exposure; align with Head Start frameworks
 - Family engagement events will be facilitated by
Health & Safety Coordinators
- 48 kits distributed
 - 8 Head Start regions
 - 65 centers
 - Approximately 2100 children
- Recognition of support from Jodi Berscheid,
SD Head Start Collaboration Director (SD DOE), for both projects





HUD Collaboration Possibilities

- Sioux Empire Housing Partnership classes
 - Rental Education
 - First-Time Home Buyer
- LSS
- Sioux Falls Housing Authority
- Partnership with EPA





Discussion & Action Items



Funding

South Dakota Childhood Lead Poisoning Prevention Program (SD CLPPP)

- CDC cooperative agreement
 - Childhood lead poisoning prevention
 - Surveillance of blood lead levels in children
- Period of performance start date – 09/30/2021
- Currently in BP5, which was the original final budget period
- Received Y6 supplement NOA in August 2026
- End date now 09/29/2027

Region 8 Pediatric Environmental Health Specialty Unit (PEHSU)

- Subaward used for two educational projects in SD -
 - WIC toolkit
 - Head Start Lead Awareness Family Night activity kits



Terminology

Why CDC Avoids the Term “Elevated” for Blood Lead Levels

- There is no known safe level of lead in a child's blood.
- The term "elevated" can suggest that lower blood lead levels are safe. They are not.
- Even low levels of lead in blood can harm learning, attention, and development.
- Clear language helps parents/partners understand risk/take early action to prevent exposure.

CDC-suggested alternatives

- "Lead in the blood"
- "A blood lead level higher than most children's"
- "A blood lead level that may harm health"

Other alternatives?



AAP Anemia Screening Guidance & Potential Impact on Lead Testing

What Changed?

Breastfed infants

Hemoglobin screening: **9–12 months**

Formula-fed infants

Hemoglobin screening: **15–18 months**

*Guidance is new and not yet
incorporated into Bright Futures.*

Why Does This Matter?

Potential Impact on Lead Screening

- SD recommends blood lead testing at **12 months and 24 months**
- If providers currently coordinate **hemoglobin + lead testing**, changes in anemia screening timing could potentially shift when lead testing occurs.
- Delay the 12-month lead test?

Discussion

How might this change affect lead screening practices in South Dakota?

- Should we reinforce that lead testing remains recommended at **12 and 24 months**?
- Is additional provider education or communication needed?
- Is this something the program should monitor as the AAP guidance is adopted?



National Lead Poisoning Prevention Week (NLPPW) October 25-31

What We're Planning

- **Social Media Campaign:** Share lead prevention, testing, and awareness messages throughout NLPPW.
- **Library Outreach:** Distribute lead prevention educational resources to interested libraries across South Dakota for families and children during NLPPW.
- **Sioux Falls Library Collaboration:** Exploring an opportunity to partner on a lead prevention activity/event for children and families.

LAG Discussion: Help Us Expand Our Reach

- What else could we do to highlight NLPPW in South Dakota communities?



Additional LAG Members **FEEDBACK**

Current Members

- Ashley Lauing, Policy Strategy Manager – Department of Social Services
- Kelly Thomas, Laboratorian – Indian Health Service
- Lori Hestad, Quality and Performance Improvement Coordinator- City of Sioux Falls Health
- Mark Mayer, Engineering Manager – Department of Agriculture and Natural Resources
- Maria Garcia – U.S. Department of Housing and Urban Development
- Rea Riggle, Deputy Director and Environmental Health Supervisor – SD Public Health Laboratory
- Rosina Loretha Wolfe – Parent
- Rochelle Boote, MD – American Academy of Pediatrics (SD Chapter)
- Tina Boxley, Health and Safety Specialist – Head Start
- Shelly Roy, Associate Vice President for Ambulatory Nursing – Monument Health
- Lindsey Karlson, Director of Programs – CHAD
- Becky Jo Wynia – Parent

Next Steps

- Next meeting /topics interest
- Closing
- Questions or comments?
 - Rose Belony (rose.belony@state.sd.us)
 - Annette Hill (annette.hill@state.sd.us)

