



Appendix A:
Tentative List of Materials to be used for Lead Outreach and Education
(currently in development by California Poison Control/University of California, San Francisco)

English and Spanish text to be used across the product line (provided in Word format)

- PDF format one-sheet illustrated color flyers in English and Spanish in print and optimized-for-Web versions
- Public Service Announcement 30 second and 60 second text each in Spanish and English
- Electronic files for flyers (InDesign or Illustrator format)
- Incentive piece prototype for retailers
- Press packet
- PowerPoint presentation in Spanish and English for lay and professional health educators that can be downloaded from the CPCS Web site
- Fact sheet for health providers with background and data about the issue of lead in Mexican-style candy