



The **Lead Alliance**

# The Lead Alliance Annual Report 2018-2019





# Acknowledgement of Traditional Custodians

*The Lead Alliance respectfully acknowledges the Elders past and present and the Traditional Owners of the land, sea and waterways which we service. We are committed to delivering ongoing public education to ensure the health of Mount Isa residents*



## Public availability statement

An electronic copy of this report is available at [www.leadalliance.com.au](http://www.leadalliance.com.au) hard copies of the annual report are available by phoning the Lead Alliance Project Officer on 07 4743 4393. Alternatively, you can request a copy by emailing [admin@leadalliance.com.au](mailto:admin@leadalliance.com.au)

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A scenic view of a lake with a large tree on the left and people sitting on the grass in the foreground. The tree is a large, leafy tree with a thick trunk, casting a shadow on the grass. The lake is calm, with a line of buoys visible in the distance. In the background, there are hills and a small building. Five people are sitting on the grass in the foreground, looking out at the lake. They are wearing hats and casual clothing. The sky is clear and blue.

## Our Goal

To achieve a sustainable improvement in the health of the Mount Isa community, by effectively managing how residents live and work, with both naturally-occurring and non-natural sources of lead and other contaminants, throughout Mount Isa.

## Mount Isa Lead Health Management Committee

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In 2012, Queensland Government's Minister for Health formed the Mount Isa Lead Health Management Committee (MILHMC) to oversee lead health management in Mount Isa. The Mount Isa Lead Health Management Committee which meets on an annual basis, is chaired by Queensland Health's Chief Health Officer and is comprised of Federal, State and local politicians, as well as industry and other government departments. The primary function of this Committee is to provide a consultative decision-making forum to effectively address health risks arising from environmental exposure to lead and other airborne contaminants to the residents of Mount Isa, specifically young children aged 0-5 years.

This committee also supports the Mount Isa Lead Health Management Sub-Committee (also known as the 'Lead Alliance Executive Committee') to ensure strategies are in place to support Mount Isa residents in adopting 'lead safe' practices.

### Lead Health Management committee members:

Federal Representative	Honourable Bob Katter MP, Member for Kennedy
State Representative	Robbie Katter MP, Member for Traeger
Chief Health Officer and Deputy Director General, Department of Health (Chairperson)	Dr Jeannette Young
Mayor – Mount Isa City Council	Cr Joyce McCulloch
Chair - North West Hospital and Health Board	Paul Woodhouse
Health Service Chief Executive - North West Hospital and Health Service	Lisa Davies-Jones
Commissioner – Queensland Family and Child Commission	Phillip Brooks
Deputy Director General - Department of Environment and Science	Dean Ellwood
Commissioner for Mine Safety and Health Department of Natural Resources Mines and Energy	Kate du Preez
General Manager Health, Safety, Environment and Community – Glencore North Queensland	Maryann Wipaki
Executive Director – Health Protection Branch, Department of Health	Sophie Dwyer
Director Environmental Hazards Program – Health Protection Unit (Secretary), Department of Health	Uma Rajappa

## Message from the Chair of the Mount Isa Lead Health Management Committee

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As the Chair of the Mount Isa Lead Health Management Committee, I am pleased to report the many achievements of the committee during 2018-19. The capillary blood lead testing program managed by the North-West Hospital and Health Service has tested more than 423 children under five years during the last financial year.

This is very encouraging as it continues to demonstrate the progress made in increasing the participation of young children in blood lead testing programs. Early identification of 'at-risk' children is critical to the implementation of health protection measures to minimise ongoing risks from lead. The Lead Alliance has also continued its great work in raising the awareness of lead health risks and protection strategies. Evidence of the community presence of the Lead Alliance was provided in a third-party survey conducted by the Centre for Rural & Remote Health, Mount Isa. The results of this survey indicated that the Mount Isa community is aware of the Lead Alliance's activities and that the Alliance's key messages on reducing the risk of elevated blood lead levels are well known.

I would also like to commend the work by Glencore Mount Isa Mines, who have introduced a new Metals Dashboard to their Air Quality Web Portal. This dashboard provides community members with the facts about the mine's operational emissions, including real time air quality performance data based on hourly, daily and annual results and comprehensive information and procedures. These past 12 months have also seen a notable change to our Committee, with Ms Maryanne Wipaki, General Manager Health, Safety, Environment and Community – Glencore North Queensland replacing Greg Ashe, Chief Operating Officer – MIM Glencore Zinc Assets Australia. I also welcome the newly appointed Lead Alliance Project Officer, Ms Daniella Hinton, who commenced as full time Lead Alliance Project Officer on 1 April 2019. I am looking forward to working with Ms Wipaki and Ms Hinton in future years.

*Dr Jeannette Young  
Queensland's Chief Health Officer and  
Chair of the Mount Isa Lead Health Management Committee*



# The Lead Alliance

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The Lead Alliance is a joint initiative between the Queensland Government, Mount Isa Mines Glencore and Mount Isa City Council. It is a non-Government organisation, established in 2006 to develop and provide ongoing public education to inform Mount Isa residents about how to live safely in an environment where lead exists both from natural and industrial sources.

The Lead Alliance has a two-fold objective:






- To raise awareness in the Mount Isa community about lead and its potential health effects
- To drive practical, evidence-based behavioural changes to limit exposure to lead

The goal of the Lead Alliance is to: *“achieve a sustainable improvement in the health of the Mount Isa community by effectively managing programs to assist the community in working towards a safe and healthier lifestyle for Mount Isa children”.*

Achieving this goal requires focus on the following objectives:

- Stimulate behavioural change within the community so that all residents follow safe and hygienic practices for living and working in the Mount Isa environment.
- Work cooperatively to reduce the potential for exposure to lead in all forms.
- Be accountable to the community for monitored results achieved through regular reporting.
- Ensure, through ongoing monitoring, that blood lead levels in children aged between 0 and 5 years are maintained at below the World Health Organisation recommendation.

To improve lead management in Mount Isa, the Lead Alliance focuses its community education campaigns and initiatives on five key messages:

-  Wet Wipe & Mop
-  Wash Hands
-  Eat Well
-  Cover Bare Soil Areas
-  Get tested

## Lead Alliance Funding Partners

### Annual Contribution

Glencore, Mount Isa Mines	\$58,875.00
Department of Environment and Science	\$45,000.00
North West Hospital and Health Services	\$58,875.00
Department Natural Resources, Mines and Energy	\$29,437.52
Mount Isa City Council	\$10,000.00
	<hr/>
	\$196,625.00



## The Lead Alliance Executive Committee (MLHMC Sub-Committee)

The Lead Alliance Executive Committee provides oversight to the local operations of the Program Officer and provides a forum for guiding and driving action on the issues of lead in the community of Mount Isa.

The Lead Alliance Executive Committee consists of the following members:

- ✚ Chairperson: State Member for Traeger, Rob Katter MP
- ✚ Glencore, General Manager Health, Safety, Environment and Community, North Queensland, Maryann Wipaki
- ✚ Chair of North West Hospital and Health Service, Paul Woodhouse
- ✚ Mount Isa City Council, Mayor of Mount Isa, Councillor Joyce McCulloch

## The Project Officer

The Lead Alliance farewelled long-term Project Officer Toni Glanville and welcomed temporary Project Officer Anita Plesko into the role from August 2018 to April 2019. Daniella Hinton commenced as full time, permanent Lead Alliance Project Officer on 1 April, 2019.

General Operations for the Lead Alliance for The Lead Alliance now fall under the management of the North West Hospital and Health Service (NWHHS). Although the Project Officer is employed by the NWHHS, the Lead Alliance remains a standalone not for profit organisation.

The Project Officer is responsible for the local operations of the Lead Alliance. Developing and driving the community engagement and community education campaigns in Mount Isa, on behalf of the Lead Alliance Executive Committee.



# The Lead Alliance

## Lead Alliance Committee Chair

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The Lead Alliance underwent some organisational change this financial year with general operations falling under the management of the North West Hospital and Health Service. The changes resulted in the recruitment of a full-time and permanent Project Officer in April 2019. The Lead Alliance welcomed Daniella Hinton who has been residing in Mount Isa for some years and has extensive experience in local health promotion and community-based projects.

This year we have seen a more concerted effort toward community engagement and education within the target 0-5-year group. The recent audit of the LEADSmart Education Program indicated more work needed to be put towards providing ongoing support to education facilities in Mount Isa around lead safe practices. I am proud to advise; the Project Officer is redesigning the LEADSmart Education Program with input and consultation with education providers. This will include structured lesson plans on health/hygiene and diet along with professional development opportunities for staff.

The Marketing and Advertising review which was submitted to the Lead Alliance Committee in 2019 by the Project Officer, resulted in a number of changes to our previous marketing strategy. Moving forward, The Lead Alliance aims to deliver targeted localised campaigns for the benefit of the Mount Isa community and incorporate Mount Isa residents as champions of these campaigns. The Lead Alliance Social Media (Facebook) continues to grow from strength to strength, with an increased presence and audience established online. With that being said, this marks the 12 month anniversary launch of the LEADSmart App, which from all reports appears to have been well received by Mount Isa residents. The Lead Alliance will continue to promote the app as a tool to monitor blood lead levels in children and access lead safe information, all at the push of a button.

Blood Lead Level testing remains a priority for the target 0-5-year group and Indigenous demographic. I am excited about the possibility of Point of Care testing being introduced and offered at Gidgee Healing through their Family Health program. It is these types of relationships that are key to providing better overall health outcomes for Mount Isa families.

I look forward to the establishment of the Mount Isa Lead Reference Group which will be chaired by North West Hospital and Health Service, Chief Executive, Lisa Davies Jones. The Mount Isa Lead Reference Group will aim to be a platform for cross sector collaboration on lead awareness in Mount Isa and provide more operational support to The Lead Alliance.

Wonderful work is being achieved by all involved with the Lead Alliance and for the benefit of lead awareness in Mount Isa. As it continues to build and go from strength to strength I am looking forward to seeing what can be achieved in the years to come.

A handwritten signature in black ink, appearing to read 'Rob Katter', with a long horizontal line extending to the right.

Rob Katter MP  
Lead Alliance Chair, Member for Traeger

# Messages from Lead Alliance Committee

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## MESSAGE FROM THE MAYOR OF MOUNT ISA



The Lead Alliance plays a very important role in our community by helping to educate and inform members of the Mount Isa community about what simple steps they can take to minimise lead exposure.

This year, five more local kindergartens and a school – Injilini Community Kindergarten, Sunset Community Kindergarten, Mount Isa Day Nursery and Kindergarten and Barkly Highway State School– were officially recognised as LEADSmart, after meeting all the criteria of the LEADSmart program.

This effective program began in 2010 and has been making great strides in bringing all Mount Isa daycare centres, kindergartens, and primary and high schools on board, to ensure our children and young people are aware of the importance of regular hand washing, especially before eating, playing outside or playing with pets, and eating healthy food.

These schools and centres do this by integrating lead awareness into their policies, educational curricula and everyday practices, ensuring they effect long-term behavioural and lifestyle change.

Earlier this year I was at the presentation of a new LEADSmart sign for Injilini Kindergarten to recognise their achievements, and it was wonderful to see so many children embrace the messages of good hand hygiene. It's thanks to this program, which is complemented by regular educational visits to schools and kindergartens to reinforce its messages that the Lead Alliance is helping to safeguard the long-term health of our community.

The LEADSmart app is also a simple and effective way for families to record and track the results of blood lead level tests and keep on top of blood lead level test dates. I commend the Lead Alliance for their achievements, efforts and commitment to Mount Isa residents and look forward to its future initiatives and programs.

Mayor Joyce McCulloch

## MESSAGE FROM THE CHAIR OF NORTH WEST HOSPITAL AND HEALTH SERVICE



The North West Hospital and Health Service is proud to be a continuing partner with, and active contributor to, the Lead Alliance in Mount Isa. Living safely with lead continues to be a manageable issue when supported by factual information with a purposely targeted reach. Improved messaging and increased monitoring can only assist further with this proactive partnership in the interests of individuals and the community.

Paul Woodhouse  
NWHHS Board Chair



## MESSAGE FROM DEPARTMENT OF ENVIRONMENT AND SCIENCE



The Department of Environment and Science (DES) has been an active member of the Mount Isa Lead Health Management Committee since its introduction in 2012 and is also a partner to the Mount Isa based Lead Alliance.

DES works collaboratively across Queensland Government agencies to ensure that Mount Isa Mines has an environmental authority that contains contemporary environmental standards. This includes ambient air quality limits for lead and other contaminants in accordance with the Environmental Protection Act 1994 and subordinate legislation.

Through its environmental authority, Mount Isa Mines is required to operate an extensive network of air quality monitoring stations across Mount Isa. They operate 12 stations in total, seven of which are required to monitor heavy metals, including lead.

In addition, the Queensland Government maintains two air quality monitoring stations in Mount Isa, one located at Menzies and another located at The Gap. The monitoring station at The Gap provides near real time air monitoring data for lead and other heavy metals. Continuous PM10, sulphur dioxide and heavy metals monitoring data is available to the public via the [Queensland Government live air quality data webpage](#). Website data is updated hourly.

The Queensland Government is committed to ensuring the community of Mount Isa is informed about the risks of lead, and the emissions from Mount Isa Mines are managed to meet environmental authority requirements.

Dean Ellwood  
Deputy Director General  
Department of Environment and Science

## MESSAGE FROM DEPARTMENT OF NATURAL RESOURCES, MINES AND ENERGY



The Department of Natural Resources, Mines and Energy (DNRME) remains a committed member of the Mount Isa Lead Alliance and supports its continued action to achieve a sustainable improvement in the health of the Mount Isa community.

DNRME, through the Queensland Mines Inspectorate, plays a significant role in protecting mine workers from the harmful impacts of lead exposure. It does this by setting limits for blood lead removal levels in workers and the maximum permissible airborne concentrations of lead in the workplace. Biological monitoring for lead is conducted by taking a blood sample and measuring the blood lead level. Biological monitoring starts before the worker commences the work and one month after starting and must continue at regular intervals depending on previous results, gender and reproductive capacity.

The Queensland Mines Inspectorate considers occupational exposure to lead to be well controlled and the management of lead in Mount Isa to be best practice. Over the past decade, a significant reduction in blood lead levels in workers has been achieved and the industry has taken active steps to reduce exposure. DNRME will continue to work collaboratively with industry and other government agencies to support the Mount Isa Lead Alliance to continue to assist the community in working towards a safe and healthier lifestyle for Mount Isa children.

Kate Du Preez  
Commissioner for Mine Safety and Health  
Department of Natural Resources, Mines and Energy

## MESSAGE FROM GLENCORE, MOUNT ISA MINES



Mount Isa Mines operates on the doorstep of a thriving city of around 22,000 people. Our people and their families live locally and call Mount Isa home.

We recognise our important role to help ensure the safe and supportive coexistence of our mining operations and the community. We are proud to be a founding member of the Lead Alliance, and to support its work to educate the community on managing the risks associated with living in a naturally mineralised area.

Mount Isa Mines operates under modern legislation and has an industry-leading air quality management framework in place. We operate in compliance with the regulatory standards set under our Queensland Government approved Environmental Authority. Our 32,000-hectare mining lease is governed by over 80 separate permits and authorities, with stringent and transparent reporting of our environmental performance.

We work hard to reduce the impacts of our operations, setting ourselves robust environmental performance targets. Over the long history of our operations, air quality standards are one of the influences that have changed the most. The way we do business evolves as new technologies and scientific research becomes available, and these advancements allow us to review our operating procedures and monitoring programs to continually improve.

Over the past decade, Mount Isa Mines has achieved substantial reductions in the total emissions generated from our site, including lead. We have achieved this by improving our emission capture, better identifying emission sources and procedures to control them, and major advancements in how we respond to emissions released and their impacts.

In 2018-2019, Mount Isa Mines continued to build on a wealth of important environmental initiatives, including investing further in our air quality monitoring network. We upgraded our air quality monitoring network on site and within the community, including relocating some of our monitoring sites to better detect and respond.

We also enhanced our meteorological monitoring network, essential in the management of air quality control. This included the installation of an atmospheric temperature profiler which measures air temperatures up to 1000 metres in the atmosphere. This is the only instrument of this type operating in Australia, providing a real-time assessment of atmospheric conditions that drive our decision making.

We continue to educate our workforce on all aspects of occupational health, hygiene and environment. In 2019 we finalised an update to our workforce *Lead Information Guide*, given to new employees as part of our rigorous on-boarding process, and is additionally accessed by the broader workforce as an informative resource.


Within the community we take a proactive role in education and awareness initiatives. This year we continued to deliver an Air Quality Education Program, engaging with local day care centres, kindergartens, health, schools and other identified stakeholders. We maintain an up-to-date Air Quality in Mount Isa Brochure, in addition to significant resources on Air Quality, Lead and Community Health which can be found on our website.

We are committed to promoting the Lead Alliance's work, both through funding as well as utilising our existing communication networks with our people and the community to promote their educational messages and initiatives. We believe Mount Isa is a safe place for our people, their families and the community to live and work. We continue to work collaboratively with our stakeholders to minimise the impact of our operations on the surrounding environment and community. We are proud to demonstrate almost a century of coexistence between the mine and our community.

Maryann Wipaki  
General Manager Health, Safety, Environment and Community,  
Glencore North Queensland

# Lead Alliance Action Plan (2017-2020)

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 *This action plan will change early 2020 and some of the actions have already changed.*

## Increase Blood Lead Testing for Mount Isa Children

The main objective over the next three years for the Alliance is to work closely with the Mount Isa community and Government organisations to increase the promotion of the three blood lead testing programs available to Mount Isa families. This initiative will increase the number of parents and children accessing the free blood lead testing programs available throughout the community. The Alliance is committed to continue working closely with Mount Isa Public Health Unit to assist families, delivering information and recommendations for reducing elevated blood lead levels in children.

## Community Awareness Campaign

The Alliance is committed to delivering up to date and current information on living safely with lead to the Mount Isa community and will keep itself informed at all times on any advances with further research and reporting on lead. The Alliance will raise awareness of the issues surrounding lead and elevated blood lead levels. To do this we commit to the following:

- ✓ Produce new TVC's (television commercials)
- ✓ Increase promotion of our social media sites
- ✓ Update website to include more detailed information
- ✓ Continue to attend all community events
- ✓ Deliver talks and seminars to the community presented by leading toxicologist, Dr Mark Little
- ✓ The Alliance realise that with the new age of technology, the best way to deliver our information on living safely with lead and to reach the community is through an iPhone and Android "APP". The Alliance recognise this modern technology is the way forward in reaching our target audience and is committed to the development of an "APP".

## Squeaky Says "Be Lead Smart"

Since the inception of Squeaky, the Lead Alliance mascot through the LEADSmart Education Program in 2009, it is apparent that children now associate Squeaky with being LEADSmart. To continue and increase this association the Alliance will further promote and produce Squeaky Says "be lead smart" products and activities for children to continue educating children in the importance of lead safe practices.

## Healthy Eating Campaign

The Alliance will continue to produce and distribute recipe books to increase awareness in the essential foods that contain vitamins and minerals that play a role in reducing the risk of lead absorption to the blood stream, ensuring residents of all cultures have access to healthy and tasty recipes for their family.

## Backyard Improvement Program

The Alliance will further develop the current Backyard Improvement Program to the indigenous community by developing partnerships with community groups to encourage residents to commit to making relevant improvements to bare soil areas in gardens, and enlisting the assistance of government housing departments to encourage their tenants to join the program.



## Key Messages – Wet Wipe, Wash & Eat Well

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The Alliance has developed three key messages to help reduce the possible risk of exposure to lead for the Mount Isa Community.

### WET WIPE:

To minimise lead dust around the home regularly wet mop hard floor surfaces and wet wipe bench tops, furniture, toys and window sills and any other surfaces a child can readily access. Rinse the mop and cloth regularly.

### WASH:

Regular hand washing can make a significant difference to a child's intake of lead dust. Always wash hands with soap and water after playing outside, touching pets and before eating. It is important hands are dried after being washed as damp hands will naturally pick up more dust. Dummies should be kept clean and pinned to clothing when possible.

### EAT WELL:

Calcium, iron, vitamin C, zinc and magnesium may help reduce the absorption of lead into the bloodstream and protect against lead absorption. Incorporating foods that contain these vitamins and minerals into a healthy diet can protect a family against high blood lead levels.



# LEADSmart Education Program

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The LEADSmart Education Program, based on the Cancer Council's *SunSmart* Initiative, aims to provide an opportunity for Mount Isa Kindergartens, Child Care Centres and Schools to incorporate lead awareness and education into their policy, curriculum and practices. The LEADSmart Education Program aims to educate Mount Isa teachers, parents, and students/children about the facts on lead, how to reduce the risk of elevated blood lead levels and promote the Lead Alliance key messages: Wet Wipe, Wash and Eat Well.

To be recognised as a LEADSmart Education Facility, Mount Isa Education Services are required to carry out all activities and programs outlined in a "LEADSmart Policy" which is submitted to the Lead Alliance and reviewed by the Lead Alliance Project Officer annually.

Upon receipt of a LEADSmart Policy, Education facilities are presented with a personalised LEADSmart Sign recognising the efforts in providing information and education to teachers, parents, students and visitors regarding living safely with lead.

In 2018/2019 an audit was conducted which involved re-visiting and meeting with all Education Service Providers in Mount Isa. The audit found that most educational providers were unaware of the LEADSmart Education Program. The Lead Alliance Project Officer has been working hard to improve the deficit.

All Mount Isa education providers were requested to review and re-submit an updated LEADSmart Policy. Upon receipt of the updated policy a new LEADSmart Sign would be presented to the service with the support of the Lead Alliance Committee.

All facilities who re-engage with the LEADSmart Education Program will receive:

- ✓ An updated LEADSmart Sign and presentation
- ✓ Access to Lead Alliance Promotional Material
- ✓ Up to three interactive activities per school year aimed at health, hygiene and healthy eating.
- ✓ Professional development for staff
- ✓ Attendance to events or activities

Congratulations to the following Mount Isa facilities who have joined the LEADSmart Education Program.

- ✓ Barkly Highway State School
- ✓ Central State School
- ✓ Mount Isa Day Nursery and Kindergarten
- ✓ Sunset Community and Kindergarten



Mount Isa Day Nursery and Kindergarten

# Backyard Improvement Program

The Backyard Improvement Program continues to be a success in encouraging Mount Isa residents to make essential behavioural changes to reduce the risk of elevated blood lead levels in our children.

The aim of the Backyard Improvement program is to encourage Mount Isa residents to reduce the amount of bare soil areas in their backyards that are accessible to young children, ensuring we work together as a community to reduce the possible risk of high blood lead levels in our children. This initiative of the Lead Alliance is part of our commitment to continuously work with the Mount Isa community for a healthy lifestyle. Over the past seven years we have had a fantastic response to this program with over 145 Mount Isa families making a change to their gardens and improving their lifestyle, ensuring their children have a safe and healthy environment to play.

The 2018 Backyard Improvement Program competition saw 25 local families entering this year's competition. Upon entering the Backyard Improvement Program, all families were provided with a "get started pack". The pack contained drought hardy grass seed, a tap timer, garden gloves, vegetable seed packs, a voucher to Mount Isa Home and Garden Centre and helpful information on creating a lead safe and water wise garden. All entrants were allowed four months to make improvements to their backyards before submitting "after" photographs.



*Before and after photos for first place winner*

Thank you to the Backyard Improvement Program 2018 Sponsors: Adels Grove, Bunnings Mount Isa, Mount Isa Home & Garden Centre, and The North West Star.

It is essential that the Mount Isa community contributes to improving the health, safety and wellbeing of Mount Isa city children, they are our future and essential to the growth of our community and it showed in the number of entrants to this competition.

The Lead Alliance thanks all of our sponsors for making this program an ongoing success.





## Community Engagement and Events

The Lead Alliance is committed to delivering up to date and current information on living safely with lead to the Mount Isa community by attending a variety of community events and activities held throughout the year. A realignment and review of community engagement strategies was undertaken which resulted in a more hands on and interactive approach to engage with the Mount Isa community.

The Lead Alliance has attended and supported 16 local community events throughout the 2018/2019 year:

- ✓ Aboriginal and Torres Strait Islander Children's Day
- ✓ Department of Aboriginal and Torres Strait Islander Partnerships Family Fun Day
- ✓ George Fisher Mine Family Day
- ✓ Gidgee Healing Back to School Event
- ✓ Healy State School Under 8s Day
- ✓ Messy Play May – Playgroup Queensland
- ✓ MINEX
- ✓ Mount Isa Show
- ✓ Mount Isa Street Festival
- ✓ NAIDOC Family Fun Day
- ✓ Ngukuthati NAIDOC Fun Day
- ✓ Playgroup Queensland Mega Playgroup
- ✓ Sunset State School Under 8s Day
- ✓ Welcome Babies Day
- ✓ Yallambee Back to School Event
- ✓ Youth Week Concert and Family Event

The Lead Alliance has been involved with the Mount Isa Probation and Parole Service on a Community Service Project since May, 2019. Community members subject to Community Service have been assigned to the Lead Alliance project which includes packing tote bags for community wide distribution at events and activities.

The Lead Alliance and Maternal, Child and Youth Health collaborated in June, 2019. The collaboration was to encourage Mount Isa families in the 0-5 years target group to consider an uptake in getting their children's blood lead levels tested. As an incentive, the successful winner, drawn at random won a family pass to enjoy the Mount Isa Show. As a result of the week long collaborative effort, 22 children were tested, an increase of approximately 120% from the average.



← Winner of the Family Pass to the Mount Isa Show

Students at Healy State School under 8s Event after playing the "no germs on me" activity →



## Marketing and Advertising Review

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The Lead Alliance utilises a range of media technologies to support its commitment to raising awareness and keeping the Mount Isa community informed about ways to reduce lead exposure, and about the Lead Alliance's programs and activities. To ensure a broad reach throughout the community, the Lead Alliance previously delivered information and announcements through broadcasting media (television and radio), internet media (website, Facebook, E-newsletter) and print media (posters, newspaper, and flyer mail-outs).

The Lead Alliance Executive committee requested a Marketing and Advertising review to be undertaken during 2019. The purpose of the review was to identify the Lead Alliance's marketing and advertising strategies and whether they continued to be effective and in line with the aims and objectives of the initiative.

The review document and recommendations were tabled at the Lead Alliance Committee Meeting in June, 2019. The review identified challenges with television advertising, as the digital footprint cannot be tailored to Mount Isa specifically. The television adverts were being broadcast across various states within Australia stimulating conversations on the liveability of Mount Isa as a City.

Outcomes proposed and agreed to by the Lead Alliance Committee were to cease all television, newspaper and most radio advertising for the Lead Alliance. Recommendations were to seek more localised and innovative opportunities to advertise for the benefit of the Mount Isa Community.

Television, Radio and Newspaper advertising ceased by June 30, 2019.



## The Lead Alliance Website




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The Lead Alliance website was established in 2008 to deliver information to the Mount Isa community on living safely with lead. The website has had over 50,000 users accessing the site for information since it was established.

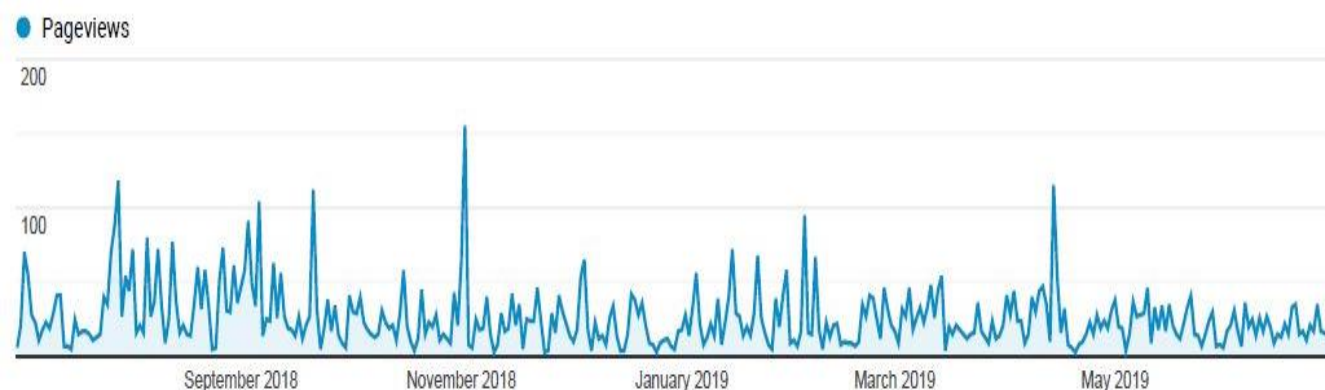
By accessing the Lead Alliance website, users can locate information on the following: The Lead Health Management Committee and the Lead Alliance Committee members and their action plans, information on the health risks to children, pregnant and breast feeding women, how to reduce exposure and how to reduce elevated blood lead levels, all news and media releases, all Lead Pathways reports, live air monitoring and all the programs run by the Alliance. Users can contact the Alliance directly through the website [www.leadalliance.com.au](http://www.leadalliance.com.au)

Lead Alliance Website Analytics from 1 July 2018- 30 June 2019 indicate the Lead Alliance webpage was viewed a total of 9,550 times with an average of 1 minute and 47 seconds spent on the webpage per viewer.

Areas of most interest continue to be:

-  Mount Isa air monitoring
-  Free blood lead testing
-  Moving to Mount Isa

### Lead Alliance Website Analytics 1 July 2018 – 30 June 2019



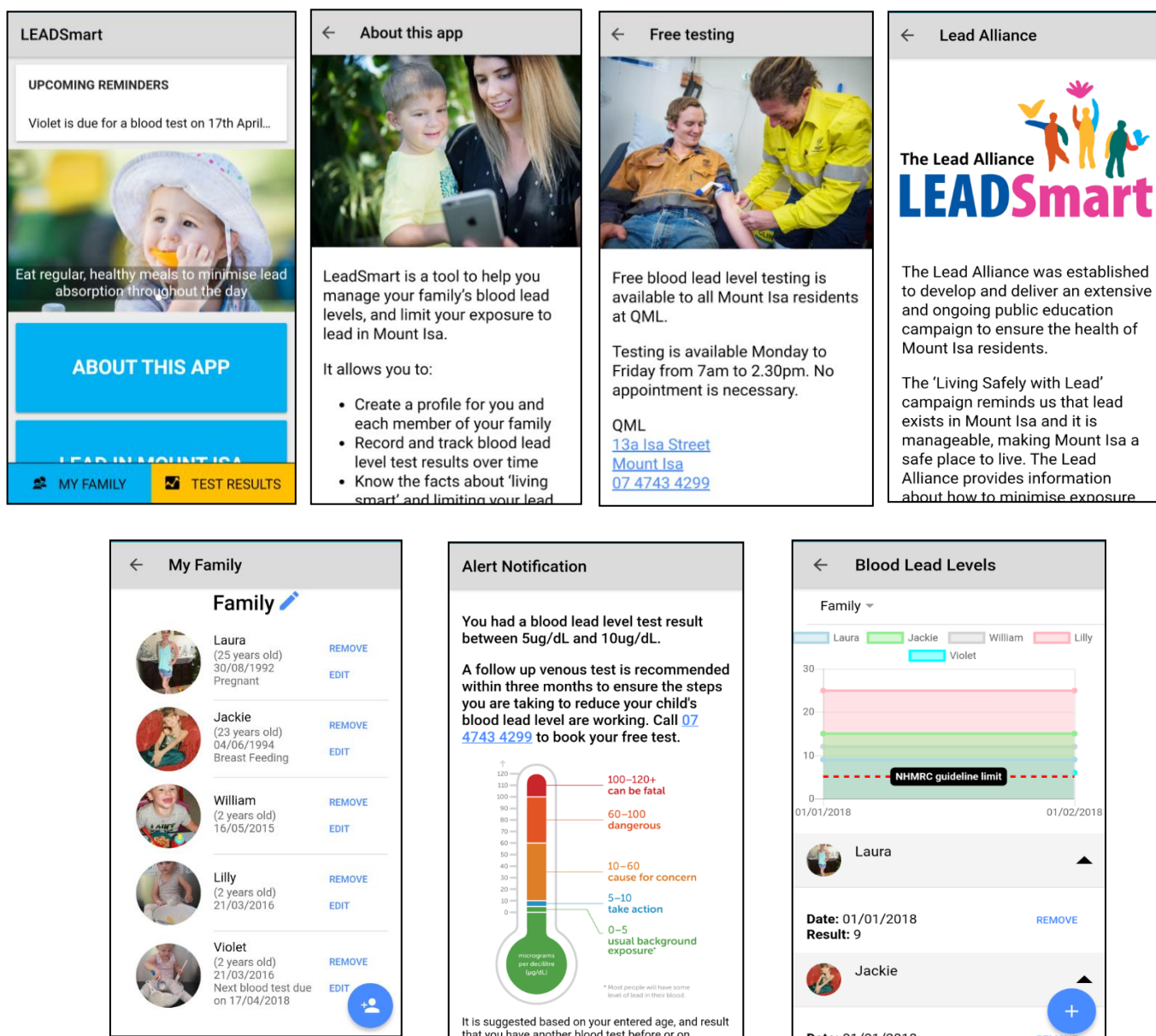
# LEADSmart Application (App)

The LEADSmart smartphone app is a new Lead Alliance initiative, launched on 22nd June 2018, at the Mount Isa Show. This tool enables families to monitor and manage their exposure to lead by providing fingertip access to useful information for limiting exposure to lead; and enabling families to track and monitor their member's blood lead levels.

The LEADSmart app is the next big step in the Lead Alliance's mission to achieve sustainable improvements in the health of the Mount Isa community through education, so we can work together towards a safer and healthier community. Development of the app was set as a goal in the 2017-2020 Action Plan. This initiative recognises that modern technology is the way forward in delivering information throughout the broader population.

With this app, users can access information about limiting lead exposure at their fingertips. Users can create profiles for each family member, record and track blood lead level results over time, receive reminders for testing dates, send appointment information to your smartphone personal calendar, receive notifications about the Lead Alliance programs, events and news.

## Layout of the LEADSmart App



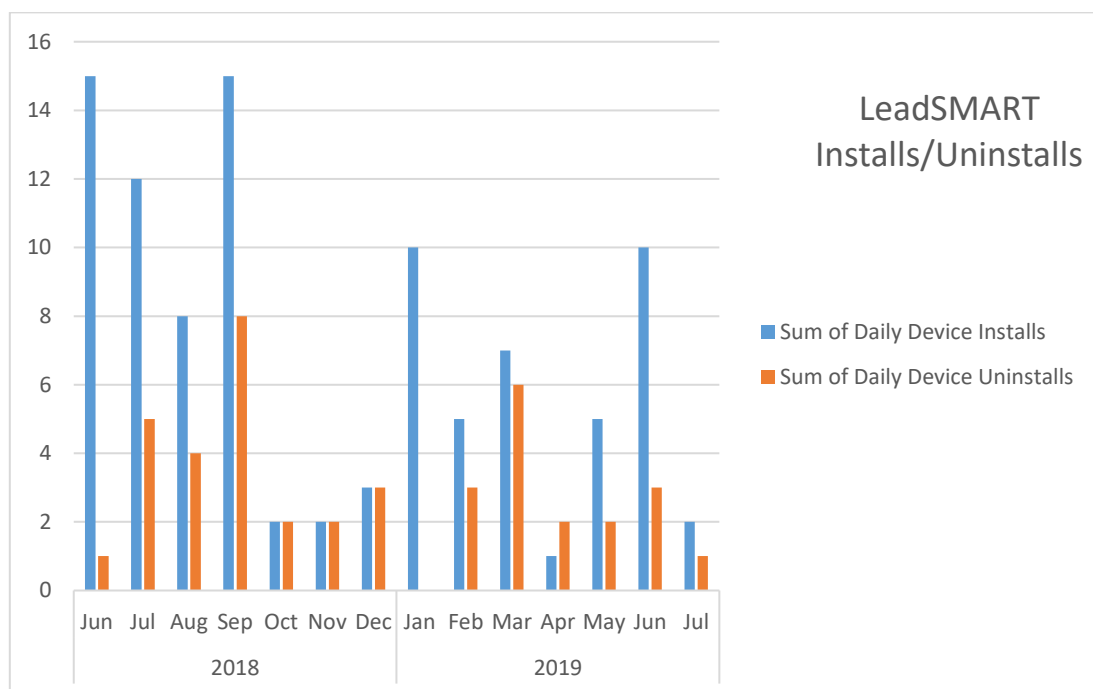


## LEADSmart Application (App) – Analytics

The LEADSmart App has been available for Mount Isa residents to access and monitor blood lead levels for 12 months. The app is suitable for both IOS and Android phones and can be downloaded via the App Store or Google Play at no cost for the consumer.

The tool enables families to monitor and manage their exposure to lead by providing fingertip access to useful information and offering families an opportunity to record and monitor their blood lead levels.

97 individuals have installed the LEADSmart App to their smartphone devices since the app was launched, an average of seven downloads per month over the last 12 months.



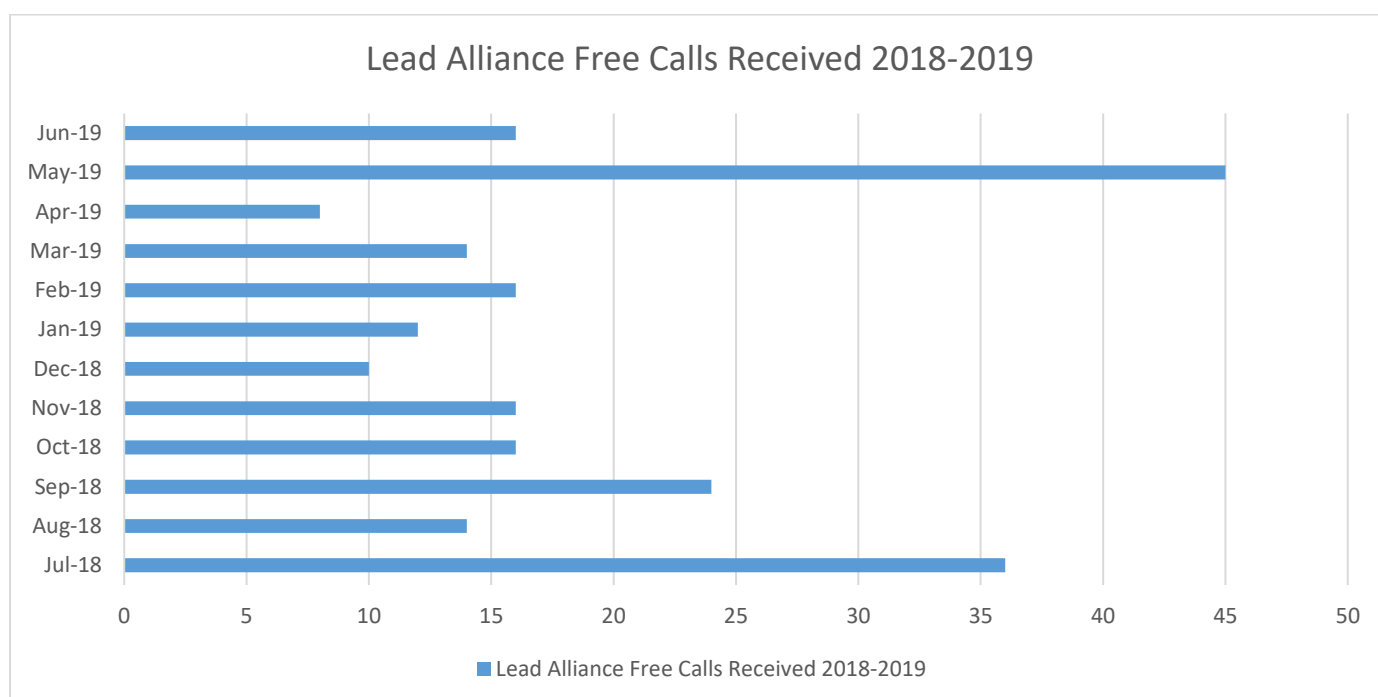
## Free call 1800 457 547

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To achieve a sustainable improvement in the health of the Mount Isa community, the Lead Alliance established the FREE CALL 1800 number in 2008.

The 1800 number gives Mount Isa residents the opportunity to discuss any issues, questions or queries they may have regarding lead. Parents have direct access to the Project Officer who can give information and facts regarding living safely with lead, the health risks and how to reduce the risk of elevated blood lead levels in children and family members.

Throughout 2018-2019 the Lead Alliance received a total of 227 telephone calls via the free call number. The free call number continues to be a popular method for Mount Isa residents to be able to contact the Lead Alliance.



## Social Media

Social Media has fundamentally changed the way that communication works between businesses and their customers. Whether you are on social media or not, it is an inescapable truth that individuals are paying attention to their social media accounts for up to two hours or more each day. Establishing a social media presence, building a following and engaging them effectively with quality content has been a key priority area of The Lead Alliance this financial year.

The Lead Alliance's preferred Social Media Platform to engage with the Mount Isa Community is Facebook. The Lead Alliance Facebook page has increased in engagement by 1167% between July 2018 and June 2019. The Project Officer has worked towards ensuring that a variety of content is posted and shared with the audience, along with sharing success stories and engaging with community members via Facebook messenger.

As a result of the hard work and dedication to the Social Media marketing of the Lead Alliance, 172 additional people have "liked" The Lead Alliance Facebook Page and many messages have been received requesting assistance or support to access blood lead level testing in Mount Isa.

We have found a significant increase in Mount Isa residents electing to utilise social media as a means of contacting the Lead Alliance. The current response for the Lead Alliance responding to a private Facebook messages is three hours. The Lead Alliance obtained great success with a Mother's Day competition which was posted in May, 2019. The competition attracted 544 engagements to the post and almost 300 entries.



Social Media competition for Mother's Day



Backyard Improvement Program Advert

# Statement of Comprehensive Income

Lead Alliance

For the year ended 30 June 2019

Account	2019	2018
<b>Income</b>		
Government Grants	246,625	204,813
Interest Received	46	1,347
<b>Total Income</b>	<b>246,671</b>	<b>206,160</b>
<b>Expenditure</b>		
Audit Fees	1,800	1,900
Advertising	36,117	41,254
Contract Work	46,635	-
Depreciation	-	1,354
Insurance	1,455	-
Management Fee Charge	4,000	4,000
Motor Vehicles	1,555	5,475
Office Expenses	5,209	800
Printing & Stationery	28	51
Program Expenses	8,161	87,332
Promotional Expenses	19,915	16,797
Rent	10,620	10,620
Staff Training & Welfare	225	-
Subscriptions	90	-
Sundry Expenses	1,192	2,886
Superannuation Contributions	5,581	-
Telephone	3,718	3,126
Wages	58,750	90,977
Website	843	233
Workers Compensation	2,750	1,965
<b>Total Expenditure</b>	<b>208,644</b>	<b>268,770</b>
<b>Surplus/ (Deficit) For The Year</b>	<b>38,027</b>	<b>(62,610)</b>