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**MORATORIUM RELATED TO PROMOTIONAL ITEMS DISTRIBUTED BY THE  
CALIFORNIA DEPARTMENT OF PUBLIC HEALTH**

**Updated Interim Guidelines on Use of Promotional Items**

**January 28, 2008**

This serves as an update to the *Interim Guideline on Use of Promotional Items* released October 12, 2007 by the California Department of Public Health (CDPH). The guideline of 10-12-07 clarified that the moratorium on distribution of promotional items relating to potential lead hazards did not apply to certain paper products used for key health education guidance.

As part of the department's continuing efforts to minimize lead hazards and based upon recommendations of the Department of Toxic Substances Control, promotional items distributed by CDPH programs will require testing for lead if the items meet any of the following criteria:

Lead Testing Criteria

- Items intended for children under age 6 years
- Items with components small enough to be ingested by children
- Items that contact food or beverages
- Items with paints or coatings
- Items with vinyl components

CDPH will continue the moratorium on metal items. Policies and procedures are being developed that will provide details on how such items will be tested. Details will be released as soon as they are available.

In the meantime, the CDPH moratorium on distribution of promotional items is lifted for those items that provide key health education guidance and which meet NONE of the Lead Testing Criteria listed above. Examples of promotional items that are no longer under the moratorium include: plastic gift cards, compact discs, DVDs, and video cassettes. More information and resources will be available on the use and distribution of promotional items and will be posted to our website on the "**Promotional Items and Potential Health Hazards**" web page.