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**PREVENTION OF LEAD CONTAMINATION IN ITEMS DISTRIBUTED BY THE  
CALIFORNIA DEPARTMENT OF PUBLIC HEALTH**

**Interim Guideline on Use of Promotional Items**

**October 12, 2007**

The California Department of Public Health (CDPH) recently issued a moratorium on the use of promotional materials distributed by its programs following the unexpected finding of lead contamination in promotional lunch boxes and the subsequent recall of those lunch boxes. Acting with an abundance of caution to safeguard the public, CDPH determined that the moratorium should include all promotional materials distributed by CDPH programs until a comprehensive assessment of their health risk is completed. After initial review of the potential risk, CDPH is distributing the following interim guideline to provide additional guidance specific to materials used by many public health programs.

To clarify the scope of this interim guideline, the moratorium referenced above does not apply to materials which fit all of the following criteria:

- Provides key health education guidance.
- Composed solely of paper--specifically: brochures, fliers, pamphlets, booklets (bound like a standard telephone book or assembled with staples), and posters. Paper materials bound with metal or plastic spiral binding or similar construction are still under the moratorium.
- Not intended for use by children under the age of 6.

Materials that meet all of the above criteria may be distributed by programs and our partners. CDPH is establishing a list for priority testing of additional items for future clearance and addition to this list. In light of these recent events and almost daily reports of new product recalls, CDPH is evaluating policies related to the use and distribution of promotional materials. More information will be forthcoming on this issue when determined. Please visit [www.cdph.ca.gov](http://www.cdph.ca.gov) where updated information and resources will be posted.