Requires the secretary to sponsor a series of public service announcements on radio, television, the internet, and print media about the nature of lead-based paint hazards, the importance of standards for lead poisoning prevention in the certification and training properties, program administered by the department of community, trade, economic development under chapter 70.103 RCW, and purposes and responsibilities set forth in this act. developing and coordinating this public information initiative, the secretary shall seek the participation and involvement of private industry organizations, including those involved in real estate, insurance, mortgage banking, and pediatrics.

Requires that, by January 1, 2008, the secretary shall develop culturally and linguistically appropriate information pamphlets regarding childhood lead poisoning, the importance of testing for elevated blood-lead levels, prevention of childhood lead poisoning, treatment of childhood lead poisoning, and, where appropriate, the requirements of this act. These information pamphlets shall be distributed to parents or other legal guardians of children six years of age or younger on the following occasions: (1) By a health care provider at the time of a child's birth and at the time of any childhood immunization or vaccination unless it is established that such information pamphlet has been provided previously to the parent or legal guardian by the health care provider within the prior twelve months; and

(2) By the owner or operator of any child care facility or preschool or kindergarten class on or before October 15th of each calendar year.