Think carefully. Do you remember what you had for breakfast this morning? Do you remember where you’re supposed to be this afternoon? Do you remember the first question? Our children. Your child, may not. Because every day, the chances of becoming a victim of mercury poisoning increase.\(^1\) Mercury poisoning may cause neurological damage that impairs learning, language development, vision and memory.\(^2\) And mercury itself has become part of our everyday lives.\(^3\) Absorbed by certain fish. Taken into our bodies. And passed on to our children like a common cold.

But you can stop this.

Log on to EarthShare.org, and find out how.

Will you remember that?

A public service message brought to you by Earth Share and the Ad Council.
“Remember” Sources

1 “Today, mercury exposure usually results from eating contaminated fish and other foods that contain small amounts of mercury compounds. Since the body cannot get rid of mercury, it gradually builds up inside the tissues. If it is not treated, mercury poisoning can eventually cause pain, numbness, weak muscles, loss of vision, paralysis and even death.”
“Environmental Diseases.” National Institute of Environmental Health Sciences.
http://www.niehs.nih.gov/external/a2z/page3.htm

“Currently, concern is focused on the health impacts of chronic exposures to low levels of mercury from dietary sources. Preliminary estimates of mercury levels in hair and blood samples from the 1999 National Health and Nutrition Examination Survey suggest that approximately 10% of women have mercury levels within one tenth of potentially hazardous levels indicating a narrow margin of safety for some women. The National Research Council (NRC) issued a report estimating that as many as 60,000 newborns a year in the U.S. are now at risk for adverse neurodevelopmental effects from dietary mercury.”
http://orf.od.nih.gov/nomercury/health.htm

“Mercury poisoning affects a great number of newborns. A 2003 Centers for Disease Control Study that measured mercury concentrations in women’s blood estimated that one in 12 women of childbearing age in the U.S. has unsafe levels of mercury in their blood. This translates to more than 300,000 children born annually at risk of unsafe mercury exposure. The EPA recently released data that shows mercury is at higher concentrations in the fetus (as measured by umbilical cord blood) than in the mother’s blood, increasing the number of newborns exposed to unsafe levels of mercury in utero.”
“Polluting Our Future.” NYPIRG. 5/26/04.

“New (2004) estimates by the EPA indicate that one in six U.S. women of childbearing age has mercury levels in her blood high enough to put her baby at risk. That means approximately 630,000 newborns are at risk each year.”

“The Committee (Food and Agriculture Organization of the United Nations & World Health Organization) evaluated new information that became available since methylmercury was considered at the fifty-third JECFA meeting. This information included results of studies performed in laboratory animals and humans, and epidemiological studies investigating possible effects of prenatal methylmercury exposure on child neurodevelopment. Neurodevelopment was considered to be the most sensitive health outcome, and in utero exposure the most sensitive period of exposure.”

2 “Methylmercury is the form of mercury most commonly associated with a risk for developmental effects. Exposure can come from foods contaminated with mercury on the surface (for example, from seed grain treated with methylmercury to kill fungus) or from foods that contain toxic levels of methylmercury (as in some fish, wild game, and marine mammals). Mothers who are exposed to methylmercury and breast-feed their infant may also expose the child through the milk. The effects on the infant may be subtle or more pronounced, depending on the amount to which the fetus or young child was exposed. In cases in which the exposure was relatively small, some effects might not be apparent, such as small decreases in IQ or effects on the brain that may only be determined by the use of very sensitive neuropsychological testing. In instances in which the exposure is great, the effects may be more serious. In some such cases of mercury exposure involving serious exposure to the developing fetus, the effects are delayed. In such cases, the infant may be born apparently normal, but later show effects that may range from the infant being slower to reach developmental milestones, such as the age of first walking and talking, to more severe effects including brain damage with mental retardation, incoordination, and inability to move. Other severe effects observed in children whose mothers were exposed to very toxic levels of mercury during pregnancy include
eventual blindness, involuntary muscle contractions and seizures, muscle weakness, and inability to speak.”

“Methylmercury and metallic mercury vapors are more harmful than other forms, because more mercury in these forms reaches the brain. Exposure to high levels of metallic, inorganic, or organic mercury can permanently damage the brain, kidneys, and developing fetus. Effects on brain functioning may result in irritability, shyness, tremors, changes in vision or hearing, and memory problems.”

3 “When a substance is released from a large area, such as an industrial plant, or from a container, such as a drum or bottle, it enters the environment. This release does not always lead to exposure. You are exposed to a substance only when you come in contact with it. You may be exposed by breathing, eating, or drinking the substance or by skin contact.”


“Mercury pollution comes from coal-fired power plants, incinerators, cement kilns, and products such as mercury thermometers, thermostats, and fluorescent light bulbs. Due to the use of mercury amalgam, dental offices are the largest dischargers of mercury to waterways. One of the most common ways people are exposed to mercury is through eating fish. Fish consumption advisories for mercury are increasing faster than for any other pollutant.”