National communication activities

Raising awareness about the need for lead paint laws

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Outline

• Planning a communication campaign
• International Lead Poisoning Prevention Week
• Campaign materials
• Examples of activities
Purpose of communication

• To generate support and to promote the development and enforcement of legal control of lead in paint
  ➢ using science-based information
  ➢ with support from IPEN and WHO (working mostly with Ministries of Health)
  ➢ with effective messages that are clear and acted upon
  ➢ target audience to take necessary actions and know the next steps
Developing a communication strategy

• Who?
  ➢ to communicate to
  ➢ should do it

• What?
  ➢ to communicate about
  ➢ materials are available

• How?
  ➢ which technologies/media to use
  ➢ which partners to involve
Framing messages for target audience

Problem

Effective Message Structure

Benefit

Action
Key Messages

1. Lead exposure affects human health, especially for children.
   - There is no known safe level of lead exposure. Even low levels of lead exposure may cause lifelong health problems.
   - Lead is toxic to multiple body systems, including the central nervous system and brain, the reproductive system, the kidneys, the cardiovascular system, the blood and the immune system.
   - Lead is especially dangerous to children’s developing brains, and can cause reduced intelligence quotient (IQ) and attention span, impaired learning ability, and increased risk of behavioral problems. These health impacts also have significant economic costs to countries.

2. Lead paint is a major source of lead exposure.
   - Lead is added to some paints as coloured pigments, to speed up drying and to prevent corrosion.
   - As lead paint ages, it flakes and crumbles, creating lead-contaminated dust and soil.
   - When used in homes, schools, and playgrounds, it can be a source of lead exposure to children, who easily ingest dust, soil or paint chips by putting their hands in their mouths.
   - Health risks to children and workers can be avoided by producing and using paints without added lead.

3. Lead paint laws are needed to reduce lead exposure globally.
   - It is significantly more cost-effective to ban new sources of lead paint and promote lead-safe alternatives, than to remediate contaminated homes, schools and playgrounds.
   - Laws, regulations or enforceable standards are needed in every country to stop the manufacture, import and sale of lead-containing paints.
   - The manufacture of paint without added lead does not involve significant additional cost, and alternative lead-free ingredients are available. Many paint manufacturers have already stopped adding lead to their paints or have committed to do so.
Actions for Target Audience

**Government**
- Take action to ban lead paint
- Strengthening existing legislations ensure they are effective

**Health sector**
- Data and evidence of health risks of lead exposure from paints
- Recognize, diagnose and treat

**Manufacturers**
- Engage with government to support regulations
- Reformulate paint to minimize lead content
- Stop selling lead paint
- Choose lead-free paint
- Urge manufacturers to stop lead ingredients
- Know about need to remove old lead paint in a safe manner

**Consumers**
- Engage with government to develop lead paint restriction laws
- Awareness raising of population
- Information to policy makers, schools and media

**Civil society**
What information do you need to share?

- Toxicity of lead in paints and health impact
- Sources of exposure for general population and workers
  - lead in paints and products coated with lead paints
- Availability of technically superior and safer alternatives
- Paint manufacturers and formulators that continue to produce and market paints containing lead
- National regulatory frameworks and best practice
- Economic costs and benefits of phasing out leaded paints
Main principles of communication

- Communication should:
  - Have strong scientific background
  - Be audience-oriented
  - Have clear key messages
  - Use multiple communication techniques
- Be prepared for counterarguments
- Timing of awareness-raising activities depends on policy cycle
- Impact should be monitored and evaluated
Partners in communication

**National**
- Allied governmental bodies
- Scientists
- General public
- Parents
- Students
- Teachers

**International**
- WHO
- UNEP
- International NGOs (IPEN)
- International industry associations
- Leading scientific centres
- Professional societies
Many sources of information from Lead Paint Alliance

- Regulatory Toolkit
- Status of lead paint laws
  - report (UNEP)
  - interactive map (WHO GHO)
- Model law and guidance
- Brief guide to analysis of lead in paint
- WHO fact sheet
Other information can be shared in project

- Examples of effective practice
- Actions of government, industry, public
- Related stories, videos
International Lead Poisoning Prevention Week (ILPPW)

- Initiative of the Lead Paint Alliance to raise awareness about need to take action on lead paint
  - first campaign was in 2013
  - takes place in the last full week of October – this year 20 to 26 October
- Campaign week is supported by Lead Paint Alliance partners
Aims of ILPPW

• Raise awareness about lead poisoning
• Highlight efforts to prevent childhood lead poisoning
• Urge further action to eliminate lead paint and other sources of lead exposure
Support for campaigns provided by Lead Paint Alliance

- Campaign resource pack

- Advice on organizing campaigns, key messages, and links to customizable materials in the six UN languages
Support for campaigns provided by Lead Paint Alliance

- Communication materials

- Range of materials developed for use in local campaigns
  - Infographics, posters, flyers, icons, fact sheets, Questions & Answers
  - Available in Arabic, Chinese, English, French, Spanish and Russian
Materials available from WHO website

- https://www.who.int/ipcs/lead_campaign/en/ and https://www.who.int/ipcs/lead_campaign/ru/

International Programme on Chemical Safety

International lead poisoning prevention week of action

From 21 to 27 October 2018 the international lead poisoning prevention week of action will take place, with a particular focus on eliminating lead paint. Lead poisoning is preventable, yet the Institute for Health Metrics and Evaluation has estimated that, based on 2016 data, lead exposure accounted for 54,000 deaths and 13.9 million years lost to disability and death due to long-term effects on health, with the highest burden in developing regions. Of particular concern is the role of lead exposure in the development of intellectual disability in children. Even though there is wide recognition of this problem and many countries have taken action, exposure to lead, particularly in childhood, remains of key concern to health care providers and public health officials worldwide.

- Objectives of the 2018 campaign

Campaign videos

Is lead paint a challenge in your country?

Video message from Dr Soumya Swaminathan, WHO Deputy Director-General for Programmes, on international lead poisoning prevention week.

Q&A video session on lead paint and health

Technical resources

- Ten chemicals of major public health concern - Lead
- Global Alliance to Eliminate Lead Paint
- Fact sheet on Lead poisoning and health
- Policy briefs [pdf, 226kb]
- Questions & Answers [pdf, 16kb]

Event registration

Tell us about your event for the campaign

List of events

Campaign materials

Download the information and resource package

- Arabic
- Chinese
- English
- French
- Russian
- Spanish

2018 Infographics

- Arabic
- Chinese
- English
- French
- Russian
- Spanish

Posters

- Arabic
- Chinese
- English
- French
- Russian
- Spanish

Learn the risks

Call for Action

Ban Lead Paint

21-27 October 2018
Organizers can register campaigns

- Description of campaign
- See who else is organising events in same area and consider joining forces
- Inputs analysed for annual report
Wide range of campaign activities undertaken

- Social & mass media to spread the message
  - Twitter campaigns e.g. #BanLeadPaint
  - Facebook pages
  - YouTube videos
  - TV interviews, newspaper articles

- Mobilising the community
  - marching against lead paint
Wide range of campaign activities undertaken

- Information and education on lead paint
  - Report published on results of study of lead paints on the market
  - Teaching parents and children
  - Workshops for officials
  - Lead-awareness stand in a shopping area

- Declaration that action has been taken to ban lead paint
High level of participation in ILPPW

- Target of 40 countries by 2020 exceeded
- 2018 global
  - 82 events held by 73 organizations in 50 countries
- 2018 Africa
  - 17 events held by 15 organizations in 10 countries
WHO AFRO Member States with lead paint laws as from September 2018
Project support from WHO for advocacy activities

- WHO will provide support to ministries of health
- Assistance in the development of tailored materials for advocacy with key stakeholders
  - Technical information e.g. on health effects of lead, rationale for banning lead paint
  - Awareness-raising e.g. key messages, adapted ILPPW or other materials
- Comment on text of draft laws
Thank You!