Communication and awareness raising
Purpose of communication

- To generate support and to promote the development and enforcement of legal control of lead in paint (ban, limit, restrict)

  using science-based information

  with support from IPEN and WHO (working mostly with Ministries of Health)
Communication strategy

- **Who?**
  - to communicate to
  - should do it

- **What?**
  - to communicate about
  - is available

- **How?**
  - which technologies/media to use
  - which partners to involve
Who to communicate to and raise awareness

- Government authorities and regulators,
- Industry and private sector
- Consumers, workers, trade unions, health-care providers
- .....
What information

- 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
Main principles of communication

- Basic principles
  - strong scientific background
  - audience-oriented
  - key-messages
  - preparedness to objections
  - multiple communication techniques

Awareness-raising activities depending on policy cycle
Partners

National

- Allied governmental bodies
- Scientists
- Public
- Parents
- Students
- Teachers
- Etc.

International

- LPA partners:
  - WHO
  - UNEP
  - International NGOs (IPEN)
  - International industry associations
  - Leading scientific centers
  - Professional societies
Sources of information

- Regulatory Toolkit
- Status report on lead paints law (UNEP) and the interactive map (WHO GHO)
- Model law
- Brief guide to analysis of lead in paint
- WHO fact sheet
- ILPPW
- Useful information (examples of practice)
- Actions of government, industry, public
- Related stories, videos
International Lead Poisoning Prevention Week (ILPPW): Background

- Lead Paint Alliance identified a lead poisoning prevention awareness campaign as a key activity area
  - takes place in the last full week of October
  - first campaign was in 2013

- Campaign week is supported by Lead Paint Alliance partners

- ILPPW 2019: 20 to 26 October
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 540,000 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, 228kb]
Questions & Answers [pdf, 189kb]

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

Posters

Learn the Risks

Call for Action

Ban Lead Paint

More about the campaign
Additional support from WHO

- Organize webinars,
- Assist with development of locally relevant materials,
- Provide slide sets for presentations (see also the Toolkit),
- Provide consultant and expert support for communication and advocacy,
- Gather and summarise new knowledge
Q for discussion in break-out groups

- What kind of outreach/advocacy will you need to do?

- What kind of support would you need?
Thanks for your attention