A NATIONAL CAMPAIGN TO BAN THE USE OF LEAD IN HOUSEHOLD SOLUBLE PAINTS

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Background:

In Ukraine, the issue of limiting lead content in soluble paints was raised for the first time by MAMA-86 and AUPLP in 2009 within the framework of the conference at the International Exhibition Interfarba-2009.

By 2016, solutions to this problem were on the way to the development of each individual paint manufacturer.
2016, проект IPEN “Study in Ukraine, as part of IPEN’s Lead Paint Elimination Campaign”.

The results of the project were presented for the first time as part of the WHO/UNEP global campaign, the International Lead Poisoning Prevention Week.

The research was first conducted in Ukraine by MAMA-86 in partnership with IPEN.
Study of lead content in domestic soluble paints in Ukraine as part of the global IPEN campaign to eliminate lead paints

June-August 2016:

- 53 samples of organ soluble household paints
- 19 brands from 17 major national and foreign manufacturers
- Specialized stores in Kiev, Kharkov, Dnipro
- Research in a certified laboratory in the United States that participates in the Lead Environmental Laboratory Accreditation Program (ELPAT) and is supported by the American Industrial Hygiene Association (AIHA), which ensures the reliability of analytical results.
On October 26, 2016 at 11:30 a.m. at the UNIAN news agency in Kiev there was held a press-conference on the theme "The invisible murderer in our house: Ukrainian health consequences of using lead paints".

The event was part of a global campaign, the International Lead Poisoning Prevention Action Week (ILPPWA) and the World Health Organization (WHO).
➢ **30% of paints** from lead paints (with the total concentration of lead exceeded 90 ppm) (for dry paint)

➢ In addition, **26% of paints** had total lead concentration over 600 ppm

➢ Also **15% of paints** - more than 10 000 h.p.m. The highest total lead concentration is 30,000 ppm in the yellow enamel alkyd PF-115 paint produced in Ukraine.

➢ **44% of bright colors (yellow and red colors)** - lead concentrations was higher than 90 ppm, these paints are often used to color walls in schools, kindergartens and playgrounds

➢ **70% of paints** - total concentration of lead was at the level of 90 ppm and lower, which indicates the availability of lead-free production technologies in Ukraine.
The results of the study is stimulating factor and a basis for starting work on the development of Technical Regulations on limiting the lead in paints and varnishes!

Association of Ukrainian Paint and Lacquer Manufacturers (AUPLP) and the OSCE, with the joint participation of MAMA-86 and NAMS Institute of Occupational Medicine - draft Technical Regulations on limiting lead in paints and varnishes
Volunteers of the Children's and Youth Association "Republic of Dreams" with the participation of the SEO "Mama-86-Zaporozhye" prepared a public service announcement urging to buy lead-free, health-safe paint.

Zaporizhzhya branch of MAMA-86 adapted the social video of the SAICM website (Strategic Approach to International Chemicals Management) for the audience of the Ukrainian segment of the Internet.

MAMA-86-New Kakhovka, an environmental organization, conducts public education on the harmfulness of lead.

MAMA-86 together with STB TV channel within the framework of the TV show "Everything will be good! (Everything will be fine!) have prepared a 25-minute story, "Why can playgrounds be dangerous for your child?" which includes information about the dangers of playgrounds that are painted with "lead" paint and how to protect children from such negative influences.
International Weeks on Lead Poisoning Prevention, Ukraine 2016, 2017, 2018 (2)

In Zaporizhzhya they call for a ban on the use of lead in paint! (https://www.facebook.com/search/str/%23D1% D1%84% D0%B0%D1%80%D1%D0%B8%D0%B1%D0%B5%D0%B7%D1%81%D0%B2%D0%B8%D0%BD%D1%86%D1%E/photos-keyword)

- Development of adapted information materials in Ukrainian (posters, web banners, booklets);

- Information campaign on the platform of GEGO websites "Mama-86-Zaporizhzhya" and in social networks "Prohibition to use lead in paints";

- Flashmob-Selfie "I'm against lead in paint" #Farbibezz lead (https://www.facebook.com/zps19.media/posts/1927734997310076);

- Preparation of methodological recommendations for teachers to carry out educational activities in children's educational institutions;

- Production of public service announcements;

- News about thematic events, including TV reports.
VEOO "MAMA-86" is the only organization in Ukraine, which participates in the International Weeks to prevent lead poisoning!
Continuous outreach activities for 10 years

• Media (TV channels, radio, newspapers)
• Press conferences, press briefings
• Conferences, round tables, seminars, including specialized seminars
• Gardens, schools, higher education institutions, parents and staff
• Joint environmental projects
A man for respect!
Thank you for your attention!
Thank you for your attention!

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