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 - 4 questions

- WHO
- WHY
- WHAT
- HOW
Developing a communication strategy - 4 questions

• Who?
  ➢ to communicate to
  ➢ should do it

• Why?
  ➢ what is the change you wish to see?
Developing a communication strategy - 4 questions

• What?
  ➢ to communicate about
  ➢ materials are available

• How?
  ➢ which technologies/media to use
  ➢ which partners to involve
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
Key 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 may depend on policy cycle

• Impact should be monitored and evaluated
Examples of messages

- Lead exposure affects human health, especially for children.
- Lead paint is a significant and preventable source of lead exposure.
- Worldwide, countries, businesses and other stakeholders are taking action to address lead in paint - but more needs to be done.
## Partners in communication

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Many types 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 by governments, 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
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 6 UN languages
Materials available from WHO website

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

• Mobilizing 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 Asia-Pacific & West Asia
  ➢ 26 events held by 26 organizations in 19 countries
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!