National communication activities

Raising awareness about the need for lead paint laws
Regional workshop
Panama, 12th and 13th June, 2019

• Ana Boischio, PhD, MSc
• Climate change and environmental determinants of health
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
Urging action by different stakeholders

- Policy makers
  - Take action to ban lead paint

- Health sector
  - Understand how lead exposure from paint occurs
  - Be able to recognise, diagnose and treat lead exposure
  - Collect data on lead exposure from paint as evidence to advocate for legal controls on lead paint
Urging action by different stakeholders

- Manufacturers / suppliers
  - Reformulate their paints to minimise lead content
  - Stop selling lead paint

- Consumers and Non governmental organizations:
  - Urge manufacturers to stop using lead ingredients
  - Know about need to remove old paint in a safe manner
Main principles of communication strategy

• Basic principles:
  ➢ Science-based
  ➢ Targeted at the audience
  ➢ Key messages are clear
  ➢ Preparedness for counterarguments
  ➢ Multiple communication techniques

• Timing of awareness-raising activities may depend on policy cycle

• Impact should be monitored and evaluated
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
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
Key messages - examples

• **Lead exposure affects human health, especially for children**
  - 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 paint is a significant and preventable source of lead exposure**
  - When used in homes, schools, and playgrounds, lead paint can be a source of lead exposure to children, who easily ingest dust, soil or paint chips by putting their hands in their mouths
Many types of information from Lead Paint Alliance

- Regulatory Toolkit


- Status of lead paint laws
  - report (UNEP)
  - interactive map (WHO GHO)

[https://www.who.int/gho/phe/chemical_safety/lead_paint_regulations/en/](https://www.who.int/gho/phe/chemical_safety/lead_paint_regulations/en/)
Many types of information from Lead Paint Alliance

- Model law and guidance
- Brief guide to analysis of lead in paint
- Low costs for in situ analysis*
- WHO fact sheet

* Facultad Ciencias, Universidad de la República, Uruguay, Dr Eduador Menezes, emendez@fcien.edu.uy
Objectives

• 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
  ➢ 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
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/
Organizers should register campaigns

- Description of campaign
- See who else is organising events in same area and consider joining forces
- Inputs analysed for annual report
National campaigns

• Communication materials
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
Wide range of campaign activities undertaken

• Social & mass media to spread the message
  ➢ Twitter campaigns e.g. #BanLeadPaint
  ➢ Facebook pages
  ➢ YouTube videos
  ➢ TV interviews

• Mobilizing the community
  ➢ marching against lead paint
High level of participation in ILPPW

- Target of 40 countries by 2020 already exceeded
- 2018 global
  - 82 events held by 73 organizations in 50 countries
- 2018 LAC
  - 19 events held by 13 organizations in 6 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
FUENTES DE EXPOSICIÓN AL PLOMO

#BanLeadPaint

Inhalación de partículas en actividades de fabricación y reciclaje.

Ingestión de partículas de suelos contaminados o de escombros de pintura con plomo, el mayor peligro siendo en los niños que juegan en el suelo y chupan juguetes que llevan los dedos o metales.

Productos que contienen plomo, como cerámicas, cerámicas y algunos materiales tradicionales.

Agua y alimentos contaminados por plomo.

Ningún grado de exposición al plomo es seguro.

World Health Organization

Global Alliance to Eliminate Lead Paint

International Lead Poisoning

Learn the Risks Call for Action

Recycling used lead-acid batteries: health considerations

21-27 October 2018
thanks for your attention,

- boischioa@paho.org