

National communication activities



Global Alliance to Eliminate Lead Paint



Raising awareness about the need for lead paint laws

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WHO Regional Office for Africa

Outline

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

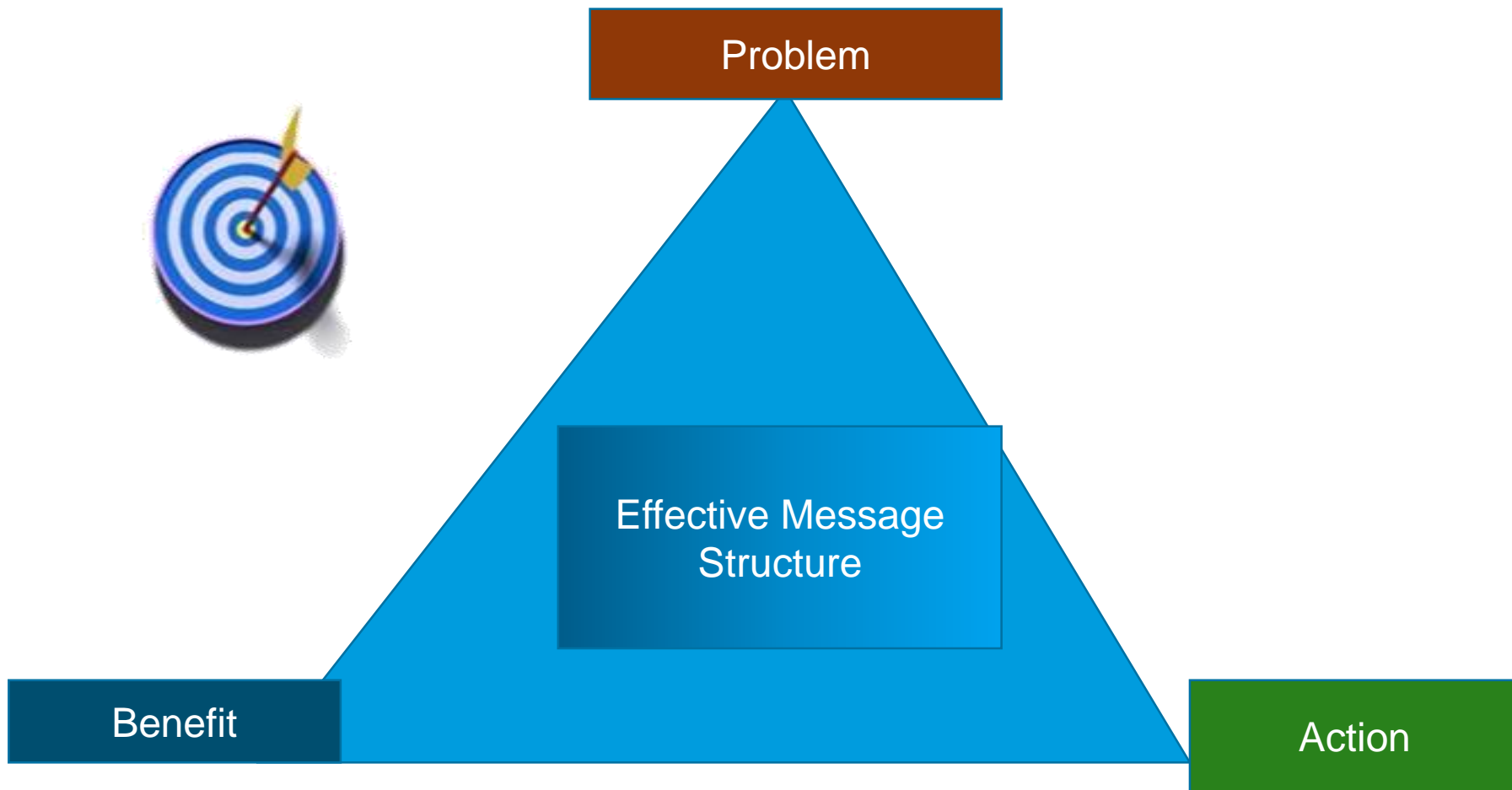
Purpose of communication

- 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



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.

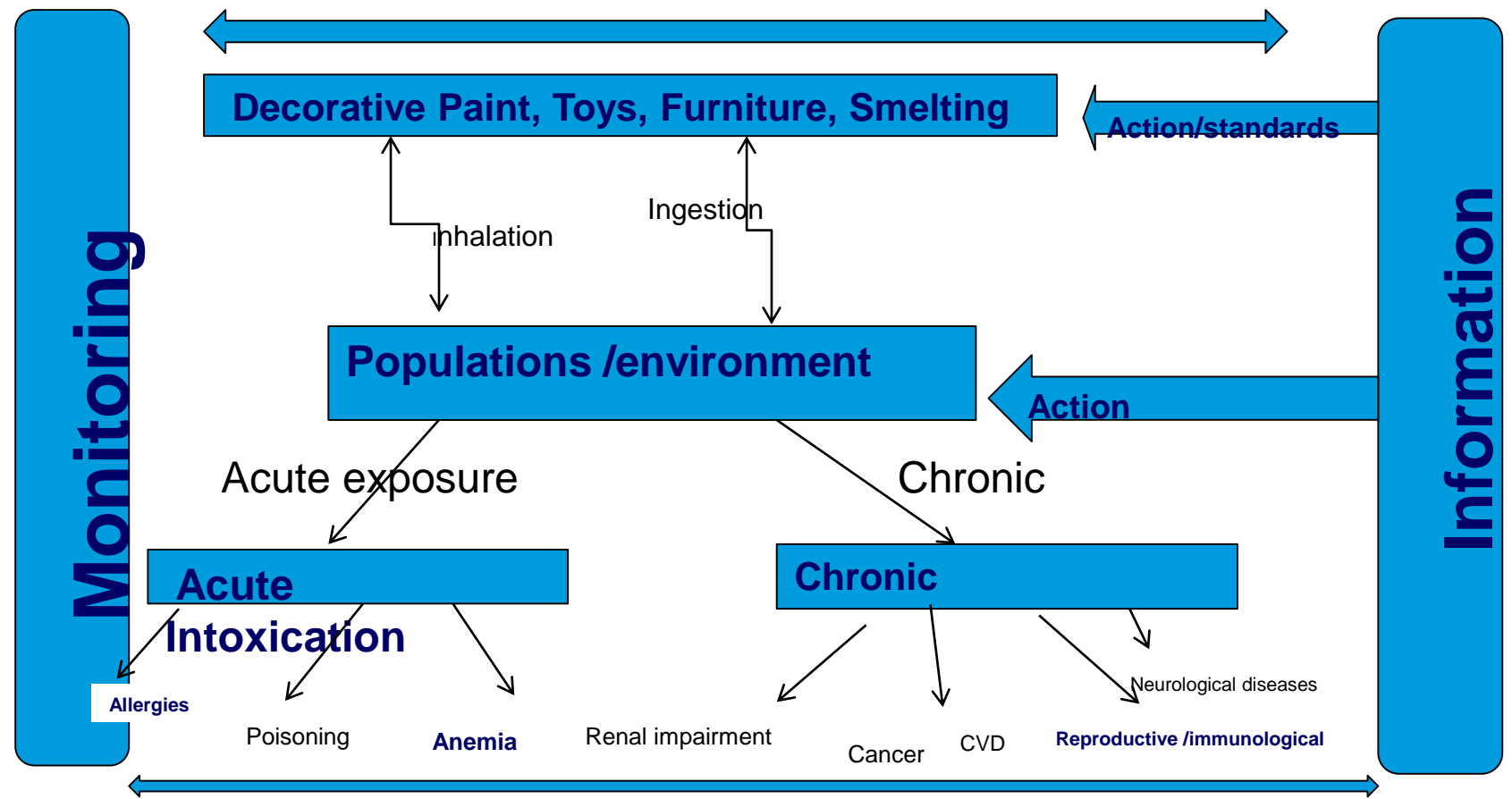
- Lead is added to some paints as coloured pigments, to speed up drying and to prevent corrosion.
- As lead paint ages, it flakes and crumbles, creating lead-contaminated dust and soil.
- When used in homes, schools, and playgrounds, it can be a source of lead exposure to children, who easily ingest 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.

Communicating Along the Causal Chain



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

Consumers

- Choose lead-free paint
- Urge manufacturers to stop lead ingredients
- Know about need to remove old lead paint in a safe manner

Civil society

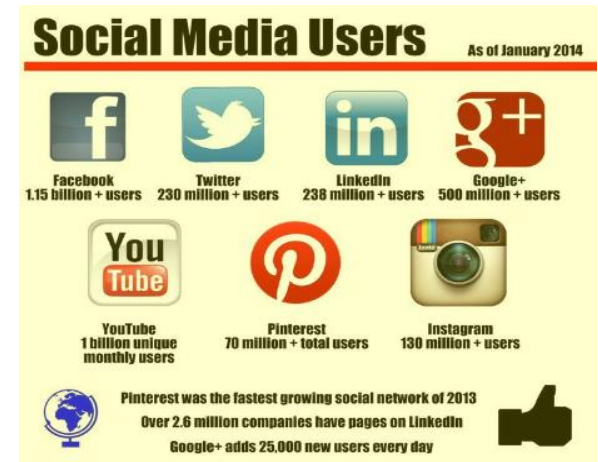
- Engage with government to develop lead paint restriction laws
- Awareness raising of population
- Information to policy makers, schools and media

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

Resource Package / Ресурсный пакет

BAN LEAD PAINT / ЗАПРЕТИМ ИСПОЛЬЗОВАТЬ СВИНЕЦ В КРАСКАХ

21-27 October 2018 / 21-27 октября 2018 года

International Lead Poison Prevention Week / Международная неделя по предотвращению отравления свинцом 2018

Learn the Risks / Узнайте о рисках
Call for Action / Призыв к действию
Ban Lead Paint / Запрет свинца в красках

#ILPPW2018 / #BanLeadPaint

UN Environment / Всемирная организация здравоохранения
World Health Organization / Global Alliance to Eliminate Lead Paint

Ключевые идеи

- 1** Воздействие свинца влияет на здоровье человека, особенно на детей.
 - Безопасный уровень воздействия свинца неизвестен. Даже низкий уровень воздействия свинца может вызвать поведенческие проблемы со здоровьем.
 - Свинец токсичен, он накапливается в организме и затрагивает практически все системы органов, включая центральную нервную систему, мозг, репродуктивную систему, почки, сердечно-сосудистую систему, систему кровообращения и иммунную систему.
 - Свинец особенно опасен для развивающегося мозга детей и может вызывать снижение коэффициента интеллекта (IQ) и концентрации внимания, нарушение способности к обучению и повышенный риск поведенческих проблем. Эти последствия для здоровья также приводят к значительным экономическим издержкам для страны.
- 2** Содержащие свинец краски как основной источник воздействия свинца.
 - Свинец добавляется в некоторые краски в качестве цветных пигментов для ускорения высыхания и предотвращения коррозии.
 - Со временем содержащая свинец краска шелушится и распыляется, создавая свинец, загрязняющий пыль и почву.
 - При использовании в жилых помещениях, в школах и на детских площадках краска может быть основным источником воздействия свинца на детей, которые беспрепятственно заглатывают пыль, частицы почвы или краски, когда берут руки в рот.
 - Риски для здоровья детей и работников можно избежать, производя и используя краски без добавления свинца.
- 3** Принятие законов о запрете свинцовых красок необходимо с целью сокращения использования свинца во всем мире.
 - С точки зрения экономики значительно выгоднее запретить новые источники производства свинцовых красок и продвигать альтернативные варианты, чем устранять заражения в домах, школах и на детских площадках.
 - В каждой стране требуются законы, нормативные акты или стандарты, направленные на то, чтобы остановить производство, импорт и продажу красок, содержащих свинец.
 - Производство красок без добавления свинца не требует значительных дополнительных расходов по причине доступности альтернативных ингредиентов, не содержащих свинец. Многие производители красок уже перестали добавлять свинец в свою продукцию или приняли обязательство сделать это в ближайшем будущем.

- 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



ПУТИ ВОЗДЕЙСТВИЯ СВИНЦА
#BanLeadPaint

Вдыхание
Частицы, выделяющиеся в результате производственных процессов или переработки отходов.

Заглатывание
Полупроводниковой пыли и пыли, образующейся при разложении красок, содержащих свинец, в частности, когда дети играют на земле, не беру игрушки или пачкают в рот пальцы.

Продукты, содержащие свинец
Повышенное содержание свинца в пищевой продукции, косметических средствах, керамических изделиях, керамических глазурях, и некоторых народных лекарственных или косметических средствах.

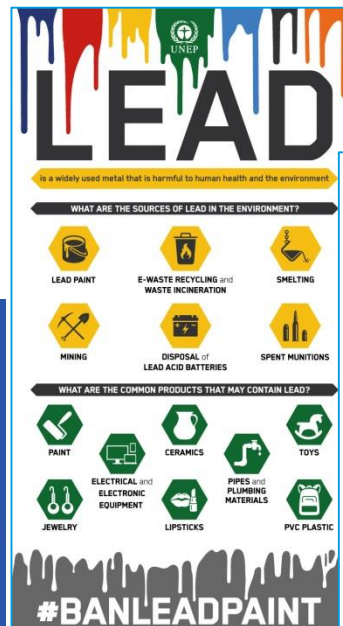
Пищевые продукты или вода

Безопасных уровней воздействия свинца не существует

Global Alliance to Eliminate Lead Paint

There is no safe level of lead exposure

World Health Organization



LEAD
is a widely used metal that is harmful to human health and the environment.

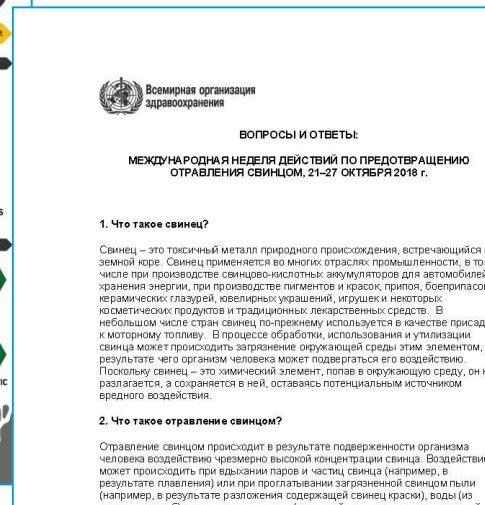
WHAT ARE THE SOURCES OF LEAD IN THE ENVIRONMENT?

- LEAD PAINT
- E-WASTE RECYCLING and WASTE INCINERATION
- SMELTING
- MINING
- DISPOSAL of LEAD ACID BATTERIES
- SPENT MUNITIONS

WHAT ARE THE COMMON PRODUCTS THAT MAY CONTAIN LEAD?

- PAINT
- ELECTRICAL and ELECTRONIC EQUIPMENT
- JEWELRY
- CERAMICS
- PIPES and PLUMBING MATERIALS
- LIPSTICKS
- TOYS
- PVC PLASTIC

#BANLEADPAINT



Всемирная организация здравоохранения

ВОПРОСЫ И ОТВЕТЫ:
МЕЖДУНАРОДНАЯ НЕДЕЛЯ ДЕЙСТВИЙ ПО ПРЕДОТВРАЩЕНИЮ ОТРАВЛЕНИЯ СВИНЦОМ, 21-27 ОКТЯБРЯ 2018 г.

1. Что такое свинец?
Свинец – это токсичный металл природного происхождения, встречающийся в земной коре. Свинец применяется во многих отраслях промышленности, в том числе при производстве свинцово-кислотных аккумуляторов для автомобилей и хранения энергии, при производстве пигментов и красок, приклад, боеприпасов, керамических глазурей, ювелирных украшений, игрушек и некоторых косметических продуктов и традиционных лекарственных средств. В небольшом числе стран свинец по-прежнему используется в качестве присадки к моторному топливу. В процессе обработки, использования и утилизации свинца может происходить загрязнение окружающей среды этим элементом, в результате чего организм человека может подвергаться его воздействию. Поскольку свинец – это химический элемент, попав в окружающую среду, он не разлагается, а сохраняется в ней, оставаясь потенциальным источником вредного воздействия.

2. Что такое отравление свинцом?
Отравление свинцом происходит в результате подверженности организма человека воздействию чрезмерно высокой концентрации свинца. Воздействие может происходить при вдыхании паров и частиц свинца (например, в результате плавления) или при проглатывании загрязненной свинцом пыли (например, в результате разложения содержащей свинец краски), воды (из http://www.who.int/ipcs/lead_campaign/ru/).



ЗАПРЕТИМ ИСПОЛЬЗОВАТЬ СВИНЕЦ В КРАСКАХ
#BanLeadPaint

- Изучить риски
- Обучить ваше сообщество
- Запретим использовать свинец в красках

21-27 октября 2018 г.

Международная неделя по предотвращению отравления свинцом 2018

http://www.who.int/ipcs/lead_campaign/ru/

Materials available from WHO website

Countries ▾ News ▾ Emergencies ▾ About Us ▾

International Programme on Chemical Safety

IPCS Home

Health impacts of chemicals

Tools for assessing chemical risks

Poisons information, prevention and management

Chemical incidents and emergencies


Capacity building

Chemical risk assessment network

Chemicals Road Map

Publications

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, 226kb]

Questions & Answers [pdf, 189kb]

Event registration

Tell us about your event for the campaign

List of events

News ▾ Emergencies ▾ About Us ▾

International Programme on Chemical Safety

International lead poisoning prevention week of action 2018


Arabic | Chinese | English | French | Russian | Spanish

Campaign materials

Download the information and resource package

Arabic | Chinese | English | French | Russian | Spanish

2018 Infographics



Arabic pdf, 1.51Mb

Chinese pdf, 1.00Mb


French pdf, 922kb

English pdf, 956kb

Russian pdf, 1.12Mb

Spanish pdf, 909kb

Posters



Arabic pdf, 451kb

Chinese pdf, 434kb

English pdf, 433kb

French pdf, 421kb

Russian pdf, 454kb

Spanish pdf, 418kb

About the campaign

Register your event to share your plans

List of events

Campaign materials in Arabic, Chinese, English, French, Russian and Spanish

More about the campaign

- 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

International Programme on Chemical Safety

**Event registration for the international lead poisoning prevention week of action
21 to 27 October 2018**

Events around the world

Individuals and organizations around the world are encouraged to get involved in the International Lead Poisoning Prevention Week of Action. Events may include public information campaigns, technical webinars and learning sessions, conferences and meetings to engage key decision-makers, and much more.

Let us and others know what you are planning by completing the table below.

— [Events planned during the international lead poisoning prevention week](#)

Fields marked with an asterisk (*) are mandatory.

Event registration

Organization name *

Type of organization *

If Other, please specify

City/Area: *

Country: *

What type of activity do you plan to organize for ILPPW 2018? *

Government-sponsored program or event (national or local government)
Community program or event
School or student program
Industry project or event
Advocacy to policy makers

To make multiple selections, press the "Ctrl key" and click on the items to choose.
Click to [Select / unselect all](#)

If Other, please specify

Title of event: *

Brief description of event: * (max. 100 words)

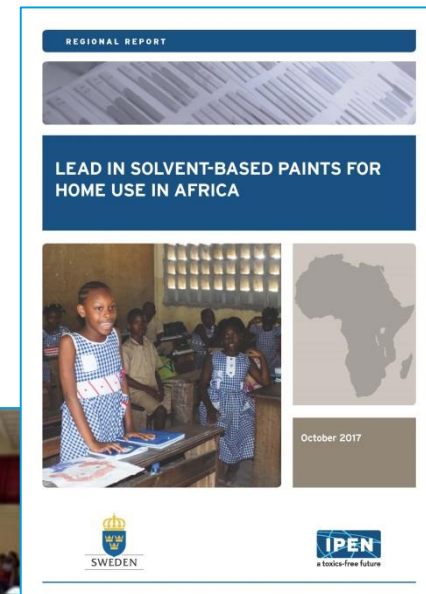
Wide range of campaign activities undertaken

- 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

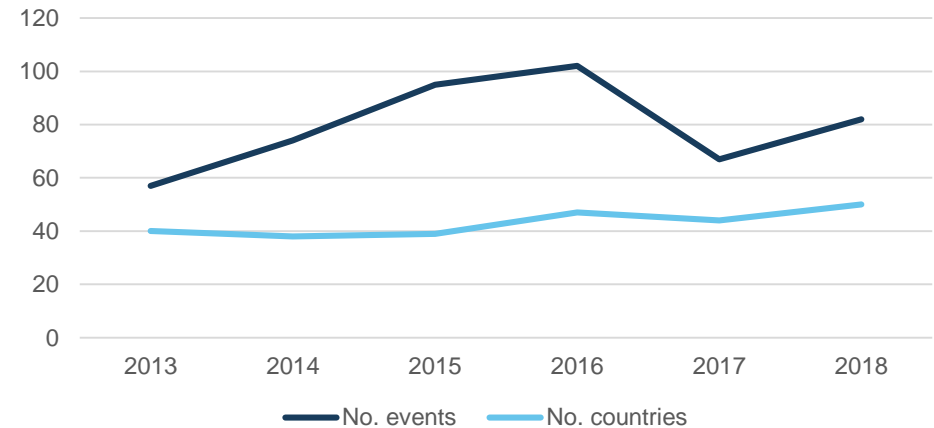


High level of participation in ILPPW



- 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

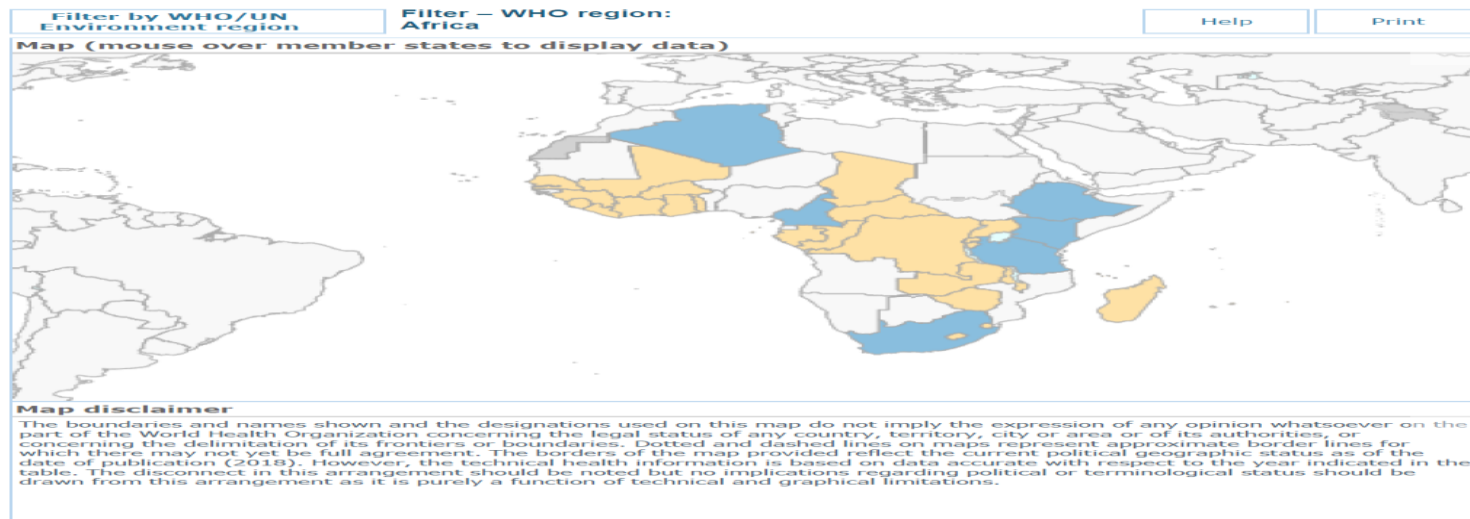
Number of ILPPW events and number of countries 2013-18



WHO AFRO Member States with lead paint laws as from September 2018

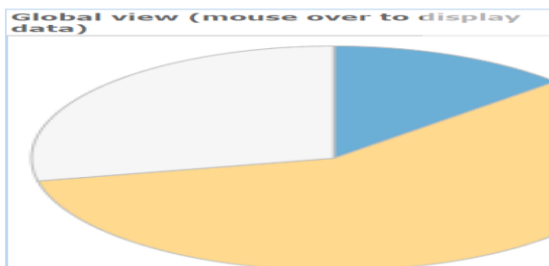


WHO member states with legally-binding controls on lead paint, as of 30 September 2018



Data source: World Health Organization/United Nations Environment Programme

REACH: European Commission Regulations: 1907/2006 on the Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH); 1272/2008 on classification, labelling and packaging of substances and mixtures (CLP); Directive 1999/45/EC on classification, labelling and packaging (CLP) of dangerous preparations.
The lowest and most protective regulatory limit that has been set in countries for lead in residential and decorative paints is 90 parts per million (ppm) total lead content, based on the weight of the total non-volatile content of the paint or the weight of the dried paint film



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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!