

# Communication and awareness raising



World Health  
Organization

# 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

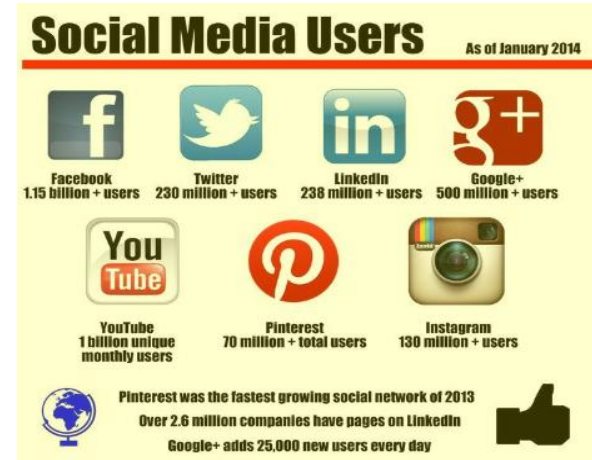
audience-oriented

key-messages

preparedness to objections

multiple communication techniques

Awareness-raising activities depending on policy cycle



# Partners

## National

- Allied governmental bodies
- Scientifics
- 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

Countries ▾ News ▾ Emergencies ▾ About Us ▾

**International Programme on Chemical Safety**

**International lead poisoning prevention week of action**

**BAN LEAD PAINT**




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

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

News ▾ Emergencies ▾ About Us ▾

**International Programme on Chemical Safety**

**International lead poisoning prevention week of action 2018**

**Campaign materials**

**Download the information and resource package**

Arabic | Chinese | English | French | Russian | Spanish

**2018 Infographics**

**LEAD PAINT MUST GO** #BanLeadPaint

The Global Alliance to Eliminate Lead Paint says that all countries should ban lead paint by 2020.

**FACT:** *Infographic showing global lead paint usage and health impacts.*

↓ 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/](https://www.who.int/ipcs/lead_campaign/en/) and [https://www.who.int/ipcs/lead\\_campaign/ru/](https://www.who.int/ipcs/lead_campaign/ru/)

# 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

