

National communication activities



Global Alliance to Eliminate Lead Paint



Raising awareness about the need for lead paint laws

Joanna Tempowski, WHO HQ

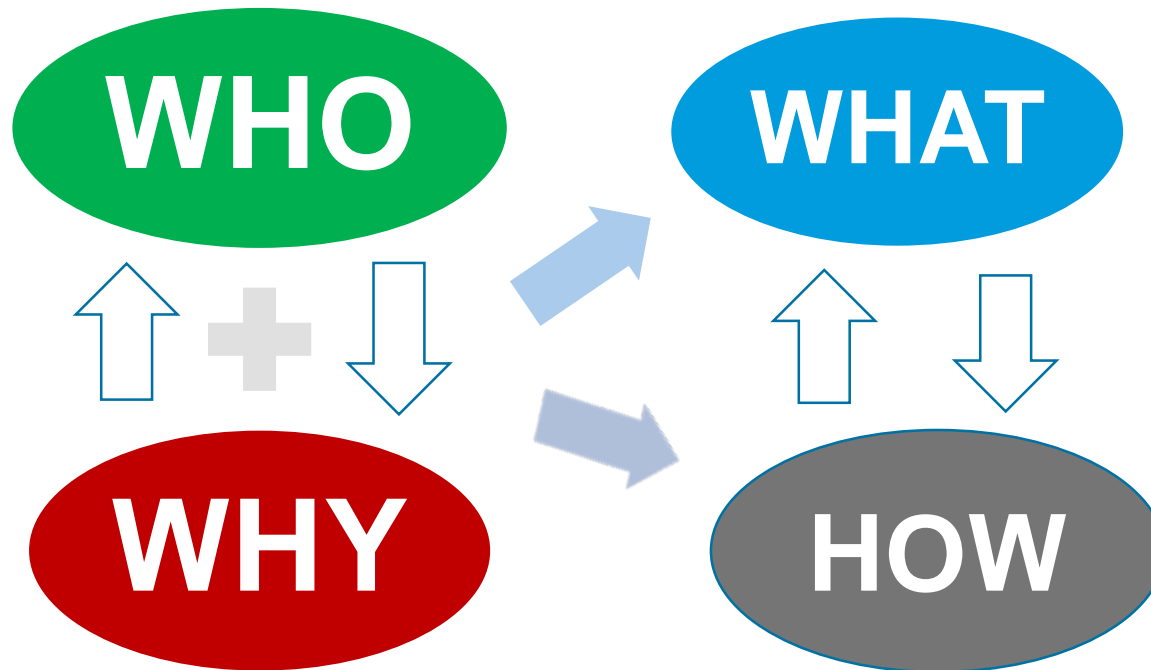
Outline

- 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



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

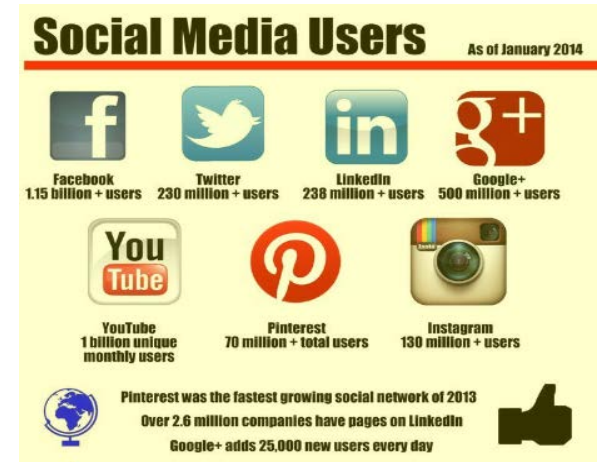
- What?
 - to communicate about
 - materials are available
- How?
 - which technologies/media to use
 - which partners to involve

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

National

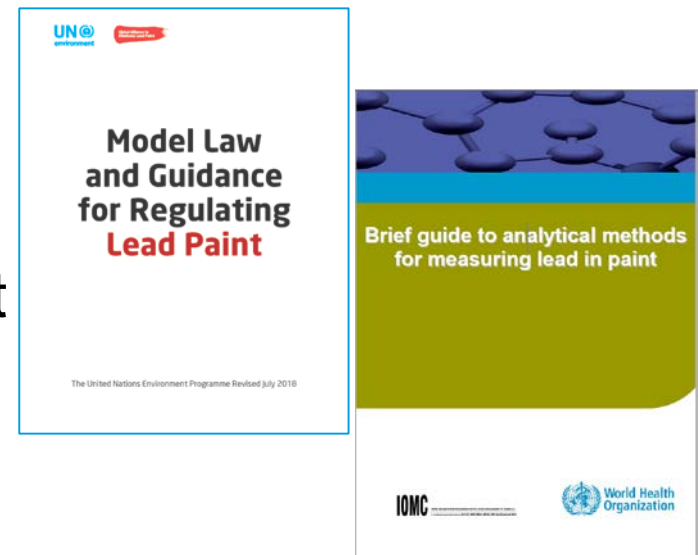
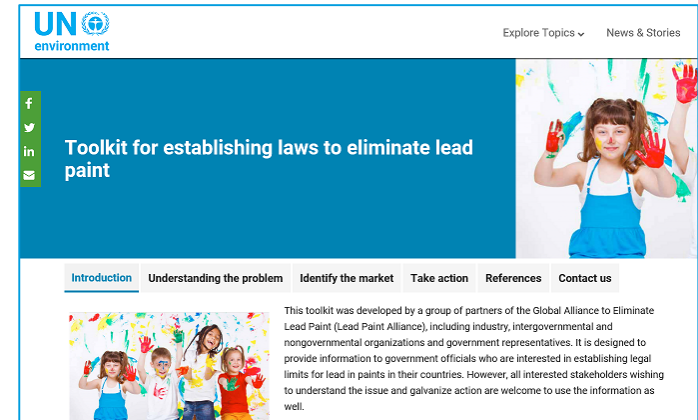
- Allied governmental bodies
- Academia
- General public
- Parents
- Students
- Teachers

International

- WHO
- UN Environment
- International NGOs (IPEN)
- International industry associations
- Leading scientific centres
- Professional societies

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

20-26 October 2019

International Lead Poisoning Prevention Week 2019

Campaign Resource Package

BAN LEAD PAINT

LEARN the Risks

JOIN the Action

ELIMINATE Lead Paint

who.int/ipcs/lead_campaign/en/
#ILPPW2019 #BanLeadPaint

UN environment World Health Organization Global Alliance to Eliminate Lead Paint

Advice on organizing campaigns, key messages, and links to customizable materials

Key Messages

1 Lead exposure affects human health, especially for children.

- There is no known level of lead exposure without harmful effects. 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.

Lead paint is a significant and preventable source of lead exposure.

- In many countries, it is still not prohibited to manufacture and sell lead paint that can be used in homes and schools, creating a significant risk of children's exposure to lead.
- 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.
- It is significantly more cost-effective to ban new sources of lead paint and promote lead-safe alternatives, than to have to remediate contaminated homes, schools and playgrounds.
- The manufacture of paint without added lead does not involve significant additional cost, and alternative ingredients are available.

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BAN LEAD PAINT

LEARN the Risks

JOIN the Action

ELIMINATE Lead Paint

20-26 October 2019

International Lead Poisoning Prevention Week 2019

www.who.int/lead_campaign/en/ #ILPPW2019 #BanLeadPaint

Global Alliance to Eliminate Lead Paint

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

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

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



↓ 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 20 to 26 October 2019

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

- 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



Adelaide Hills Council
@AHCouncil

Follow

This week is International Lead Poisoning Prevention Week - if you're planning some renovations, make sure you're prepared.
#ILPPW ow.ly/CJw450jqMYB



5:00 PM - 21 Oct 2018



EcoWaste Coalition
@ecowaste_info

Follow

PREVENT LEAD EXPOSURE: Painters say yes to "lead-safe work practices" to avoid the creation of dangerous lead-contaminated dust during painting and renovation activities.
#ILPPWA2018
#BanLeadPaint



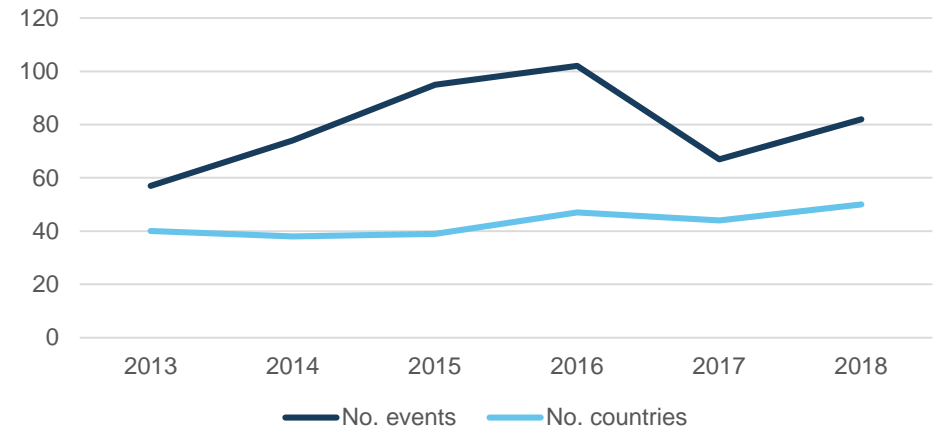
7:23 PM - 21 Oct 2018

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

Number of ILPPW events and number of countries 2013-18



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!