

# National communication activities



Global Alliance to Eliminate Lead Paint



Raising awareness about the need for lead paint laws  
Regional workshop  
Panama, 12<sup>th</sup> and 13<sup>th</sup> 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



*The major source of lead exposure among U.S. children is lead-based paint and lead-contaminated dust; which should be professionally removed.*



# 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

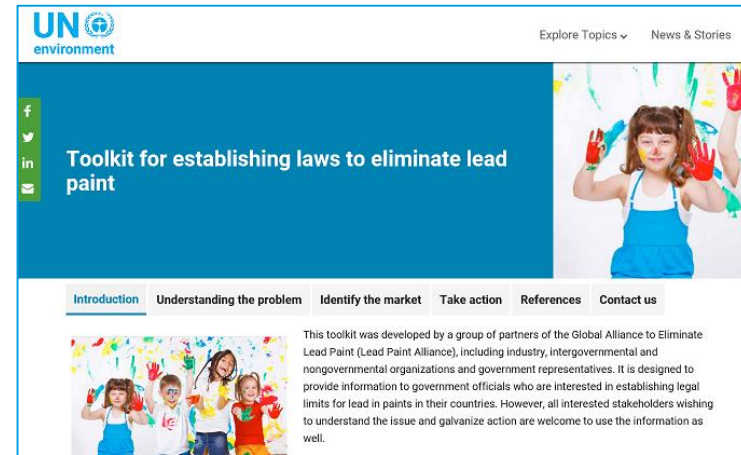
# Key messages - examples

- **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
- <https://www.unenvironment.org/toolkit-establishing-laws-eliminate-lead-paint>

- 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 Eduardo Menezes, [emendez@fcien.edu.uy](mailto:emendez@fcien.edu.uy)

## Model Law and Guidance for Regulating Lead Paint

The United Nations Environment Programme Revised July 2018

Guía breve de métodos analíticos para  
determinar el contenido de plomo de la  
pintura

# International Lead Poisoning Prevention Week (ILPPW)



## 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



The image displays two versions of a campaign resource pack: an English version on the left and a Spanish version on the right. Both versions feature a colorful circular logo with a white 'P' or 'PROHIBIR' text. The English version is titled 'Resource Package' and 'BAN LEAD PAINT', with dates '21-27 October 2018' and 'International Lead Poisoning Prevention Week 2018'. It lists activities: 'Learn the Risks', 'Call for Action', and 'Ban Lead Paint', along with hashtags #ILPPW2018 and #BanLeadPaint. The Spanish version is titled 'Paquete de recursos' and 'PROHIBIR LA PINTURA CON PLOMO', with dates 'Del 21 al 27 de octubre de 2018' and 'Semana internacional de prevención de la intoxicación por plomo 2018'. It lists activities: 'Conocer los riesgos', 'Llamamiento a la acción', and 'Prohibir la pintura con plomo', along with hashtags #ILPPW2018 and #BanLeadPaint. Both versions include logos for UN Environment, World Health Organization, and the Global Alliance to Eliminate Lead Paint. A central section titled 'Mensajes clave' (Key Messages) contains three numbered points:

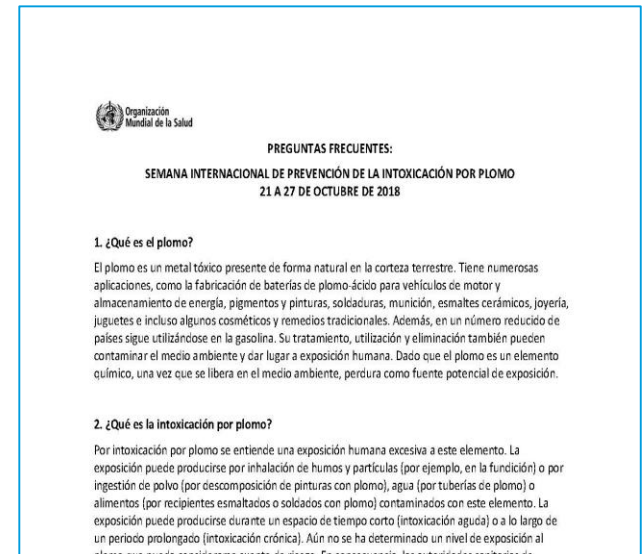
- 1** La exposición al plomo afecta a la salud humana, especialmente en los niños.  
No se conoce un nivel seguro de exposición al plomo. Incluso los niveles bajos pueden causar problemas de salud de por vida. El plomo es tóxico, se acumula en el cuerpo y afecta prácticamente a todos los sistemas orgánicos, incluidos el sistema nervioso central y el cerebro, el sistema reproductivo, los riñones, el sistema cardiovascular, la sangre y el sistema inmunológico. El plomo es especialmente peligroso para los cerebros en desarrollo de los niños y puede reducir el cociente intelectual a través de la disminución de las capacidades cognitivas, la dislexia, el trastorno de déficit de atención y los problemas de conducta antisocial. Estos perjuicios para la salud suponen costes económicos, sociales y sanitarios significativos.
- 2** La pintura con plomo es una de las principales fuentes de exposición al plomo.  
El plomo se añade a algunas pinturas como pigmentos, de color, para acelerar el secado y prevenir la corrosión. A medida que la pintura con plomo envejece, se escama y se descompone, creando polvo y tierra contaminados por el plomo. Cuando se usa en hogares, escuelas y patios de recreo, puede ser una fuente de exposición al plomo para los niños, que fácilmente ingieren polvo, tierra o partículas de pintura al llevarse las manos a la boca. Producir y usar pinturas sin plomo puede evitar los posibles riesgos para la salud de los niños y los trabajadores.
- 3** Se necesitan leyes para la pintura con plomo para reducir la exposición al plomo en todo el mundo.  
Es significativamente más rentable prohibir nuevas fuentes de pintura a base de plomo y promover alternativas seguras para el plomo, que rehabilitar hogares, escuelas y patios de recreo contaminados. Se necesitan leyes, regulaciones o estándares aplicables en todos los países para detener la fabricación, la importación y la venta de pinturas con plomo. La fabricación de pintura sin plomo adicional no implica un gasto adicional significativo y hay disponibles ingredientes alternativos sin plomo. Muchos fabricantes de pintura ya han dejado de añadir plomo a sus pinturas o se han comprometido a hacerlo.

- 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

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


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#### 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/](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/)

# 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

**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)

# National campaigns

## • Communication materials



**OPS**

Organización Panamericana de la Salud

Organización Mundial de la Salud

**Java Ndërkombëtare e Veprimit për Parandalimin e Helmimeve nga Plumbi 20-26 Tetor, 2013**  
**Të eliminohet Plumbi në Boja**

**JO Plumbit të fëmijët**

Plumbi është helm. Ai ka pasqje serioze për shëndetin:  
 ✓ Nuk ka cove të sigurt të ekspozimit ndaj plumbit;  
 ✓ Plumbi është vëllanë i dëmtuar për fëmijët dhe gratë shtazëna, pasi dëton trurin dhe sistemin nervor në zhvillim të fëmijëve;  
 ✓ Plumbi lëviz në organizmat kryesorë përmes gjëve dhe lëndimeve të gruveve të vogla.

**Jo dhe fëmijët tuaj mund të jenë të ekspozuar ndaj plumbit!**  
 ✓ Në shtëpi vendet plumbi është gjetur në tapet që përdoren në antikë;  
 ✓ Bujat në plumbi përdoren gjithashtu në tokat të fëmijëve, sidomos si lëngje dhe produkte të tjera për fëmijë;  
 ✓ Plumbi nga tapetet përfundim në pajisjet e antikës.

**Mirëni familjen tuaj!**  
 ✓ Lani duart e fëmijëve për të larguar plumbin e paktëshkël të plumbit;  
 ✓ Përdorni rregullisht shovene për të larguar plumbin dhe papastëritë që mund të përmbajë gjytha plumbi;  
 ✓ Mëkëta tapet në plumbi, alternativet e tjera.

[http://www.who.int/ipcas/assessment/public\\_health/ips\\_campaign/index.html](http://www.who.int/ipcas/assessment/public_health/ips_campaign/index.html)

**¿Cómo se puede prevenir la contaminación por plomo?**

**Niños Libres de Plomo**

Para una prueba de sangre se puede determinar si su hijo está contaminado con plomo. Si esto ocurre debe acudir al médico de su hijo o al de la familia para que le indique cómo debe actuar.

DESCRIBA aquí, presente y controle los factores de riesgo por exposición de plomo para el desarrollo de la contaminación.

**El plomo en las pinturas, un riesgo que debemos evitar**

La Alianza Mundial para Eliminar el Uso de Plomo en la Pintura (GIEUP)

El riesgo de contaminación por plomo con la pintura es mayor en los niños, especialmente en los niños de 1 a 3 años de edad, ya que ellos tienden a llevarse la mano a la boca y a jugar con juguetes de plástico que pueden estar contaminados con plomo.

**Niños Libres de Plomo**

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**EL PLOMO PRESENTE EN PINTURAS ANTIGUAS PUEDE CONTAMINAR A NIÑOS QUE INTERACTÚAN CON ELAS.**

FOR DUDAS O MAYOR INFORMACIÓN CONSULTE A SU MÉDICO.

University of Technology, Jamaica  
 237, Old Hope Road, Kingston 6

Public Education Programme  
 October 21-22, 2014

Brochure Information Dissemination to Tinsias and Tobago  
 Barbados  
 St. Kitts and Nevis, St. Lucia

**International Lead Poisoning Week**

Lead Poisoning Seminar  
 October 24, 2014  
 University of Technology, Jamaica  
 College of Health Sciences

Community Outreach Programme  
 Saturday, October 25, 2014

**The Caribbean Poison Information Network**  
 October 19-25, 2014

**CARPIN**  
 CARIBBEAN POISON INFORMATION NETWORK  
**INTERNATIONAL LEAD POISONING WEEK**

October 19-25, 2014

CARPIN will be hosting a 40 minutes video presentation and discussion on Lead Poisoning in children

**Tuesday, October 28, 2014**  
 DIS/CARPIN Office | 3:00 - 4:00 p.m.

Directions: (ground floor College of Health Sciences, the glass door on your right going towards the pharmacy)

Kindly confirm attendance by 2 p.m., Thursday October 23, 2014. (Unreserved space available)



Semana Internacional de Concienciación sobre la Prevención del Envenenamiento por Plomo  
 Eliminación del Plomo en las Pinturas

**Niños Libres de Plomo**  
 Para un futuro saludable

Infórmese acerca del envenenamiento causado por plomo

**Alianza Mundial para Eliminar el Uso del Plomo en la Pintura**

¡Solo Tráncalo para esta promoción! Se proporcionará por el fabricante. Verifique la información de conservación de la información y seguridad.

**CONSTRUYENDO UN URUGUAY LIBRE DE PLOMO**

**PAUTAS DE MANEJO Y SEGUIMIENTO DE POBLACION PEDIÁTRICA SEGÚN VALORES DE PLOMBEMIA**

Grupos de riesgo	Menor de 6 años	Mayor de 6 años
0-1 años	Plomo de adicción, prevención de salud y prevención de riesgo ambiental. Plumbemia > 100 µg/dL	Plomo de adicción, prevención de salud y prevención de riesgo ambiental. Plumbemia > 100 µg/dL
1-2 años	Control con Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL.	Control con Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL.
3-5 años	Control con Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL.	Control con Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL.
6-11 años	Control con Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL.	Control con Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL.
12-17 años	Control con Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL.	Control con Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL. Plumbemia > 100 µg/dL.

Referencias

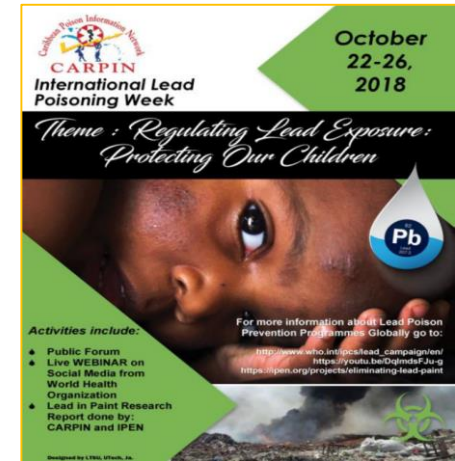
La plumbemia de 100 µg/dL es el nivel máximo de plomo en la sangre que se considera seguro para los niños de 0 a 6 años de edad. Los niveles de plomo en la sangre por encima de 100 µg/dL indican un nivel de plomo que puede ser perjudicial para la salud de los niños.

Según el Manual de Referencia de la OMS, el nivel de plomo en la sangre de un niño debe ser menor de 100 µg/dL. Si el nivel de plomo en la sangre de un niño es mayor de 100 µg/dL, se debe investigar la causa de la elevación y se debe tomar medidas para reducir el nivel de plomo en la sangre.

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# Wide range of campaign activities undertaken

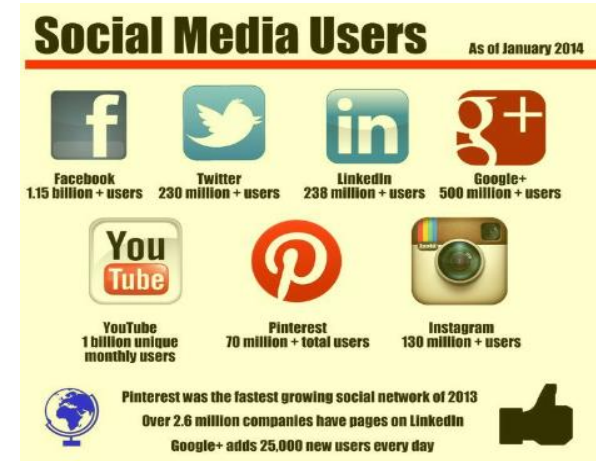
- Information and education on lead paint
  - Report published on results of study of lead paints on the market
  - Teaching parents and children
  - Workshops for officials
  - Lead-awareness stand in a shopping area
- Declaration that action has been taken to ban lead paint



# 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

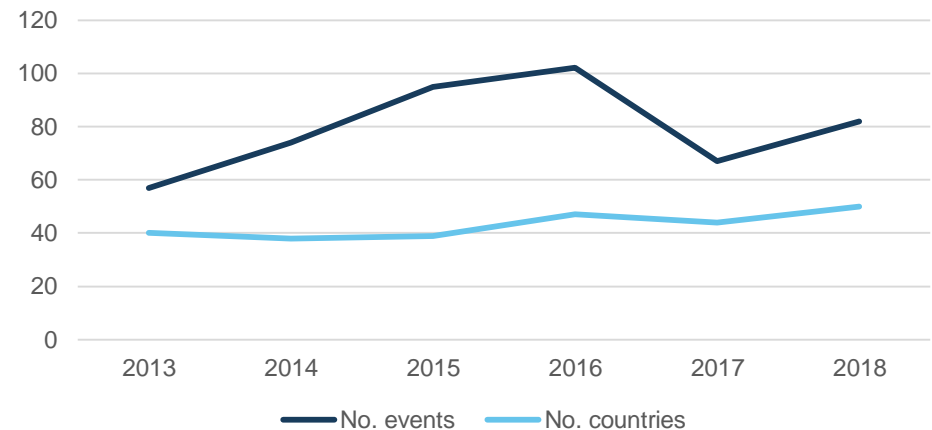


# High level of participation in ILPPW



- 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

Number of ILPPW events and number of countries 2013-18

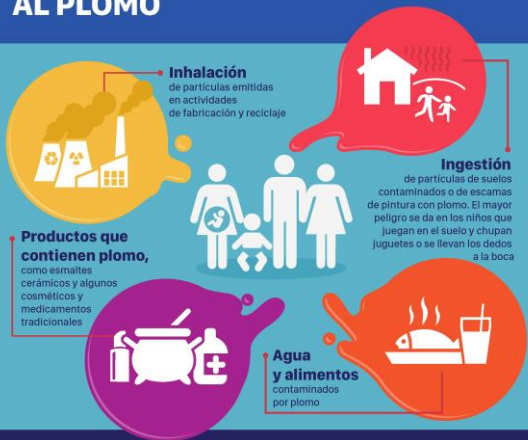


# Project support from WHO for advocacy activities



- 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

# FUENTES DE EXPOSICIÓN AL PLOMO #BanLeadPaint





Ningún grado de exposición al plomo es seguro  Organización Mundial de la Salud



## BAN LEAD PAINT

21-27 October 2018

 Learn the Risks  
 Call for Action

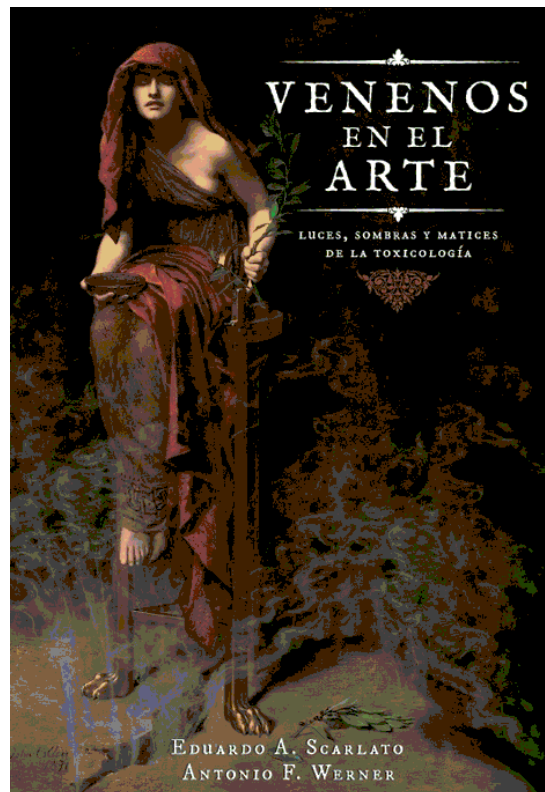
# International Lead Poisoning



Recycling used lead-acid batteries: health considerations

thanks for your attention,

- [boischioa@paho.org](mailto:boischioa@paho.org)



Johannes Vermeer (1632-1675) - The Girl With The Pearl Earring (1665).jpg