



Learn the Risks



Educate Your Community



Ban Lead Paint

#ILPPW2017
#BanLeadPaint



International Lead Poisoning Prevention Week 2017

Resource Package



World Health
Organization



Global Alliance to
Eliminate Lead Paint

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“ Lead paint is a serious threat to the long-term health of our children. Yet lead paint is still on sale in many countries and is used to decorate homes and schools. WHO calls on all countries to phase out lead paint by 2020 to protect the health of this and future generations. ”



— Dr. Maria Neira

Director, Department of Public Health, Environmental and
Social Determinants of Health, World Health Organization

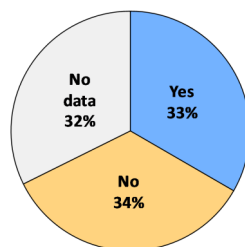
What Is International Lead Poisoning Prevention Week?



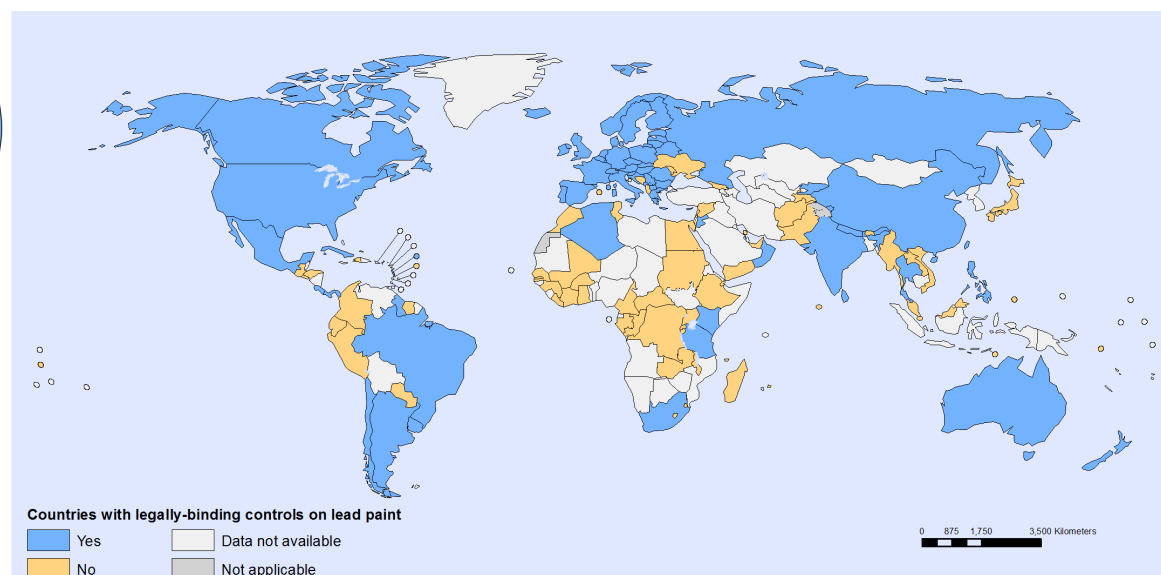
The International Lead Poisoning Prevention Week (ILPPW) raises awareness and promotes actions to address the human health effects of lead exposure, especially for children. During the week, governments, academia, industry and civil society promote efforts to prevent childhood lead poisoning, and specifically laws to eliminate lead in paint.

While many countries have long-established bans on lead paint, **it is still legal to sell lead paint for use in homes, schools and other buildings in more than one third of the world's countries.**

Children living in low- and middle-income countries, where there are few governmental controls on lead, are disproportionately affected.



Last year, over one hundred ILPPW events took place in 42 countries. This year the fifth annual ILPPW will take place in **the week of 22-28 October 2017.**



Countries with Legally Binding Controls on Lead Paint
as of February 2017

Mobilizing for Change

This year's ILPPW aims to help individuals, organizations, industry and governments work together to ban lead from paint.

The ILPPW messages to stakeholders:

1. **Learn the Risks:** Find out about the hazards of lead and, in particular, of lead paint.
2. **Educate Your Community:** Organize activities to raise awareness and promote action to prevent lead poisoning, particularly in children.
3. **Ban Lead Paint:** Encourage your national government to establish a law to eliminate lead from paint, or to ensure the effective enforcement of lead paint regulations.

This resource package provides customizable tools and materials for partnering countries and local groups to share with diverse audiences.

Available materials include:

- **Key Messages**
- **Developing an Action Plan**
- **Organizing Awareness Activities**
- **Tools for Effective Laws**
- Graphic Materials:
 - **Icons**
 - **Posters, Flyers and Web Banners**
- **Social Media and Multimedia Outreach**
- **Online Resources**

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, and the blood and immune systems.
- Lead is especially dangerous to children's developing brains, and causes reduced intelligence quotient (IQ) and attention span, impaired learning ability, and increased risk of behavioural problems. These health impacts also have significant economic costs to countries.

2. Lead paint is an important source of lead exposure.

- Lead is added to paints to enhance colour, speed drying, or reduce corrosion on metal surfaces.
- As lead paint ages, it flakes and crumbles, creating lead-contaminated dust. When used in homes, schools, and playgrounds, it can be a source of lead exposure to children, who easily ingest dust by putting their hands in their mouths.
- It is more cost-effective to ban new lead paint and promote lead-safe alternatives than to remediate contaminated homes, schools and playgrounds.
- The manufacture of paint without added lead does not involve significant additional cost. Many paint manufacturers have already stopped adding lead to their paints or have committed to do so.

3. We can work together to reduce human health impacts from lead paint.

- Read the “2017 Global Update on the Status of Laws” to find out if your country has a strong legal limit, or refer to a map on the WHO website (see page 11).
- Learn about establishing effective laws in your country, by using the new “Model Law and Guidance for Regulating Lead Paint.”
- Ask your government leaders to commit to working toward a lead paint law by 2020, by making a voluntary commitment at the third United Nations Environment Assembly (UNEA3) in December 2017.
- Businesses and civil society organizations can also make their own pledges at UNEA3 to respond to the challenge of lead paint.

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Developing an Action Plan

As you begin preparing for ILPPW, you should localize your outreach efforts by developing an action plan tailored for your local communities and organizations.

A successful campaign does all of the following:

- Frames and presents your effort so that it catches the attention of your audience.
- Clarifies your message so that it is unambiguous and clear.
- Communicates a benefit to the audience.
- Is consistent in messaging.
- Uses materials that arouse emotions as well as give facts.
- Creates trust by presenting information that is authoritative and reliable.
- Includes a call to action by asking the audience to do something, such as encouraging governments to establish legally-binding controls on lead in paint, or encouraging manufacturers to produce paint without adding lead.

Consider the following action steps:

1. Develop a single overarching communication objective. Define the parameters of the issue and focus on why you want to it now. Define your audience and what change you want to see as a result of your communication strategy.
2. Ensure your main message is clear, concise, and relevant to the audience.
3. Determine which materials you want to use.
4. Companies and organizations can work to create and mobilize local networks to distribute information.
5. Develop a long-term plan to continue to address lead in paint.

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Organizing Awareness Activities

By organizing in-person activities and events, you can both increase awareness and create a sense of urgency to stop lead exposure in your community.

Organize and implement an activity or event for ILPPW by taking the following steps:

1. Talk to, and partner with, local stakeholders to identify your community's specific needs.
2. Develop a localized activity plan with goals appropriate to your audience.
3. Create a budget for materials needed.
4. Secure a venue and promote your event.
5. Develop a call-to-action to mobilize your audience toward meaningful results.
6. Promote your activities during and after the event.
7. After the event, identify areas for follow-up and next steps.

Examples of Successful 2016 Activities:

In Zambia, government institutions and the Children's Environmental Health Foundation visited hardware shops to discuss lead paint. At one stop, a shop owner called for a regulation to be issued immediately "so that the health of children is protected."

In Tunisia, AEEFG convened a meeting which drew participation from various stakeholders including officials of the National Agency for Sanitary and Environmental Control (ANC-SEP). Key outcomes included adding lead in paint in ANC-SEP's national plan for 2017, and linking ANC-SEP and WHO to work on the issue of lead paint.

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Tools for Effective Laws

This year, the Global Alliance to Eliminate Lead Paint will provide new resources to support organizations and governments in motivating action during International Lead Poisoning Prevention Week, to be posted at <http://bit.ly/2gP4qvW>.

Model Law and Guidance for Regulating Lead Paint:

- Provides guidance for countries drafting new laws or modifying existing laws to restrict lead in paint;
- Includes a model law that can be adapted to fit a country's legal system;
- Promotes international consistency by recommending a specific lead limit for paint; and
- Recommends the most protective and feasible legal limit currently used by other countries.

2017 Global Update on the Status of Laws:

- Provides a global and regional overview of lead paint laws;
- Offers supplemental information about the impacts of lead in paint and benefits of establishing legal limits;
- Informs citizens about whether countries have a strong legal limit; and
- Can be used to promote action in your country or region.

Urge Your
Government to
Make a Voluntary
Commitment to
Eliminate Lead Paint

In preparation for the United Nations Environment Assembly (UNEA3) in December 2017, governments have the opportunity to make voluntary commitments to contribute to a pollution free planet.

Your government can use this opportunity to pledge to work toward establishing a lead paint law. Companies and organizations can also make pledges to support this global effort to eliminate lead paint, by advocating for lead paint laws and by joining the Global Alliance to Eliminate Lead Paint.

Sample commitment forms for governments, companies and organizations are available at <http://bit.ly/2wLn2Rb>.

Graphic Materials: Icons

The ILPPW has tools to support you in organizing events in your local community. We encourage you to use these materials to create a common visual identity for the entire ILPPW campaign. When creating materials for your communities or organizations, using the official icons will tie your local efforts into the broader global effort.

Icons are available in two colour schemes: white with blue background or blue with transparent background. Six languages are also available: **Arabic**, **Chinese**, **English**, **French**, **Russian**, and **Spanish**.

Download at who.int/ipcs/lead_campaign/materials/en/.



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Graphic Materials: Posters, Flyers and Web Banners

Modifiable templates for posters or flyers are available in six languages: **Arabic**, **Chinese**, **English**, **French**, **Russian**, and **Spanish**.

Adding a web banner to your organizations' webpage increases ILPPW visibility. Web banners are available in vertical, horizontal, or square shapes in six languages: **Arabic**, **Chinese**, **English**, **French**, **Russian**, and **Spanish**.

Download all materials online at who.int/ipcs/lead_campaign/materials/en/.

Sample Web Banners



Sample Poster/Flyer



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Social Media and Multimedia Outreach

A draft promotional email and sample social media posts for Facebook and Twitter, along with all materials for this year's campaign, are available for use at trello.com/b/AmFq8zWK/lead-paint.

You can also create your own posts highlighting your events for ILPPW. For the international campaign addressing lead in paint, use the hashtag **#BanLeadPaint**. For the broader lead campaign, including local, domestic and international programs, follow **#ILPPW2017**.

If you are using Twitter, tag **@UNEP**, **@WHO**, **@EPA**, **@EPAallnations**, **@CDCgov**, and/or **@ToxicsFree** to join in the conversation.



For useful video materials, link to:

- Video from UN Environment explaining the importance of banning lead in paint at vimeo.com/172100517.
- Video from SAICM explaining lead in paint as an emerging policy issue at vimeo.com/140759933.

Examples of Successful 2016 Activities:

In Benin, GAPROFFA organized events involving students, artisans, homeowners, painters, paint store managers and the Ministry of the Environment were covered in a major Benin newspaper.

In the Kyrgyz Republic, Independent Ecological Expertise wrote letters to the Kyrgyz Government recommending that authorities address lead paint, drawing immediate response from the concerned agencies.

In Paraguay, the Director General of Environmental Health and Alter Vida hosted a breakfast city meeting in the capital, which drew participants from the government and paint manufacturers.

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Online Resources

For general information about lead, visit:

- who.int/ipcs/assessment/public_health/lead/en/

For reports on the 2016 campaign, visit:

- who.int/ipcs/lead_campaign/ILPPW_2016_Report.pdf
- ipen.org/sites/default/files/documents/ipen-lead-week-of-action-2016-v1_3.pdf

For a map of countries with regulations and controls on lead paint, visit:

- who.int/gho/phe/chemical_safety/lead_paint_regulations/en/

For a map of lead levels in paint by country, visit:

- ipen.org/projects/eliminating-lead-paint/lead-levels-paint-around-world

For information about the ILPPW, including a fact sheet on lead poisoning, and health questions and answers, visit:

- **Arabic:** who.int/ipcs/lead_campaign/ar/
- **Chinese:** who.int/ipcs/lead_campaign/zh/
- **English:** who.int/ipcs/lead_campaign/materials/en/
- **French:** who.int/ipcs/lead_campaign/fr/
- **Russian:** who.int/ipcs/lead_campaign/ru/
- **Spanish:** who.int/ipcs/lead_campaign/es/

Examples of Successful 2016 Activities:

In India, Toxics Link organized school events and a national poster competition about lead paint hazards, and spoke on a radio talk show about lead-containing paints. A 10-second radio jingle about lead paint prepared by TL was repeatedly played on the radio.

In Jordan, at a consultation organized by Land and Human to Advocate Progress and a coalition of NGOs, more than 50 stakeholders including government representatives discussed the health and environmental impacts and socio-economic impacts of lead paints.

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Next Steps

1. Once your media campaigns and accompanying events and activities are organized, register your event on WHO's webpage, who.int/ipcs/lead_campaign/event_registration/en/.
2. Post about your event on Social Media (and share/retweet others' efforts) using the hashtag **#BanLeadPaint**.
3. Review and share helpful resources from the Global Alliance to Eliminate Lead Paint, including the **2017 Global Update on the Status of Laws** and the new **Model Law and Guidance for Regulating Lead Paint**.
4. Ask your government leaders to **commit to working toward a lead paint law** by 2020, by making a voluntary commitment at the third United Nations Environment Assembly (UNEA3) in December 2017.
5. Businesses and civil society organizations can join the Global Alliance to Eliminate Lead Paint and can make pledges at UNEA3 as well.

The Global Alliance to Eliminate Lead Paint

International Lead Poisoning Prevention Week is an initiative of the Global Alliance to Eliminate Lead Paint (Lead Paint Alliance). The Alliance is a public-private partnership with a joint Secretariat in UN Environment and WHO, chaired by U.S. EPA.

The overall goal of the Alliance is to prevent children's exposure to lead from paints, and to minimize occupational exposures to lead paint. The broad objective of the Alliance is to promote the phase-out of the manufacture and sale of paints containing lead and eventually to eliminate the risks that such paints pose.



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Global Alliance to
Eliminate Lead Paint