

Date: 19-10-2015

Our Ref:

Your Ref:

Pride in harmonising the relationship between man and nature



To whom it may concern

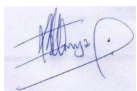
Subject: Request to be considered a contributor to the work of the Global Alliance to Eliminate Lead Paint

Eco Ethics Kenya (EEK) endorses the goals and objectives of the Global Alliance to Eliminate Lead Paint and wishes to be considered a contributor to the work of the Global Alliance.

In this regard, therefore, EEK seeks to undertake a public education campaign named ***Read Lead-Lead Rid*** on the lead poisoning prevention week of action. The overall objective of this campaign is to create awareness among market leaders and the general public on the nature, causes, effects and interventions for lead poisoning in Kenya. The public education will be run on social media (Facebook, WhatsApp, You-Tube and LinkedIn) and participants will be engaged in slide presentations, online discussions, question and answer sessions, and video demonstrations. Participation will be evaluated against online indicators viz: views, likes, comments and shares. Effectiveness of learning will also be evaluated against correct responses. At the end, participants will cast online votes to endorse an online petition to the county and national government authorities to make proper regulation of lead in paint. To this end, EEK will dedicate its website, social media, premises, internet and human resources and our networks with partners, beneficiaries and board to this event. A report documenting our achievements will be submitted to the Global Alliance. The campaign kicks-off at 0800 GMT on 25th October, 2015 and will run for one month. At the end, EEK will launch a 3year concept to eliminate leaded paints in Kenya's coastal region.

We understand that this letter of intent is not legally binding and that a copy of this letter of commitment and our name as an organization will be publicly listed on the Global Alliance web site.

Yours sincerely



Benards Okeyo (Ph.D)

Executive Director

Eco Ethics Kenya