

Toolkit for Establishing Laws to Control the Use of Lead in Paint

Module I

Conducting awareness-raising campaigns on lead

International Lead Poisoning Prevention Week

Adapted for: East Africa Workshop on the Development of National and Regional Regulations and Standards on Lead in Paints, 13-14 September 2016, Dar es Salaam, United Republic of Tanzania



Outline

- Background
- Support available
- Examples of campaign activities and materials
- Registering your campaign
- Sources of additional information

Background

- Initiative of, and supported by, the Global Alliance to Eliminate Lead paint (Lead Paint Alliance)
- Annual week of action in the last full week of October – this year **23-29 October**
- Started in October 2013
- Aims are to:
 - raise awareness about lead poisoning
 - highlight efforts to prevent childhood lead poisoning
 - urge further action to eliminate lead paint



Support provided by Lead Paint Alliance partners

- Customisable materials developed for use in local campaigns
 - posters, flyers, icons, fact sheets, Questions & Answers, videos
- Materials provided in Arabic, Chinese, English, French, Spanish and Russian



Lead in Free KIDS
for a Healthy Future

INTERNATIONAL LEAD POISONING PREVENTION WEEK

OCTOBER 23-29, 2016

Eliminate Lead Paint

Get the Facts

Take Action

#BanLeadPaint
#LeadFreeKids
#LPPW2016

GLOBAL ALLIANCE TO ELIMINATE LEAD PAINT



Niños Libres de plomo
Free of Lead children

Semana de acción internacional para prevenir la intoxicación por plomo

25 a 31 de octubre de 2015

Eliminar el plomo en la pintura

Conocer los hechos

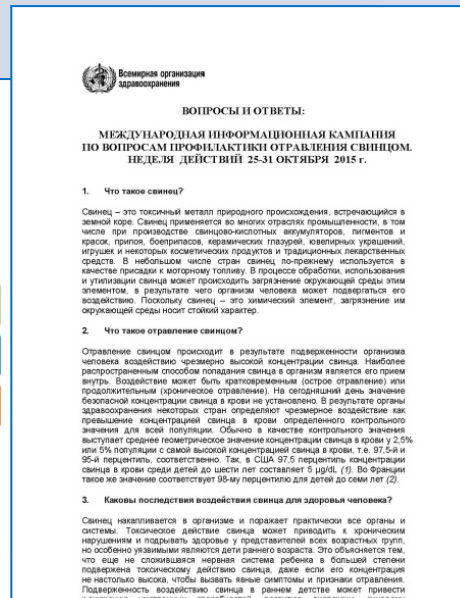
Adoptar medidas

http://www.who.int/ipcs/lead_campaign/es/

Alianza Mundial para Eliminar el Uso del Plomo en la Pintura

#LPPW2015
#LeadFreeKids
#StopLeadPaint

www.who.int/leadpaint



Всемирная организация здравоохранения

ВОПРОСЫ И ОТВЕТЫ:

МЕЖДУНАРОДНАЯ ИНФОРМАЦИОННАЯ КАМПАНИЯ ПО ВОПРОСАМ ПРОФИЛАКТИКИ ОТРАВЛЕНИЯ СВИНЦОМ. НЕДЕЛЯ ДЕЙСТВИЙ 25-31 ОКТЯБРЯ 2015 г.

1. Что такое свинец?

Свинец – это токсичный металл природного происхождения, встречающийся в земной коре. Свинец применяется во многих отраслях промышленности, в том числе при производстве свинцово-кислотных аккумуляторов, пигментов и красок, припоев, боеприпасов, керамических глазури, керамических украшений, игрушек и некоторых косметических продуктов и традиционных лекарственных средств. В небольшом числе стран свинец по-прежнему используется в качестве присадки к моторному топливу. В процессе обработки, использования и утилизации свинца может происходить загрязнение окружающей среды этими элементами, в результате чего организм человека может подвергаться его воздействию. Поскольку свинец – это химический элемент, загрязнение им окружающей среды носит стойкий характер.

2. Что такое отравление свинцом?

Отравление свинцом происходит в результате подверженности организма человека воздействию чрезмерно высокой концентрации свинца. Наиболее распространённым способом попадания свинца в организм является его попадание внутрь. Воздействие может быть кратковременным (острое отравление) или продолжительным (хроническое отравление). На сегодняшний день значение биологической концентрации свинца в крови не установлено. В результате органы здравоохранения некоторых стран определяют чрезмерное воздействие как превышение концентрации свинца в крови определённого контрольного значения для всей популяции. Обычно в качестве контрольного значения выступает среднее геометрическое значение концентрации свинца в крови у 2,5% или 5% популяции с самой высокой концентрацией свинца в крови, т.е. 97,5% и 95-й перцентиль, соответственно. Так, в США 97,5 перцентиль концентрации свинца в крови среди детей до шести лет составляет 5 мкг/л (1). Во Франции такое же значение соответствует 95-му перцентилю для детей до семи лет (2).

3. Каковы последствия воздействия свинца для здоровья человека?

Свинец накапливается в организме и поражает практически все органы и системы. Токсическое действие свинца может приводить к хроническим нарушениям и подрывать здоровье у представителей всех возрастных групп, но особенно уязвимыми являются дети раннего возраста. Это объясняется тем, что у них не сформировалась нервная система ребенка в достаточной степени, подержана токсическому действию свинца, даже если его концентрация не настолько высока, чтобы вызвать явные симптомы и признаки отравления. Подверженность воздействию свинца в раннем детстве может привести к снижению умственных способностей, развитию дислексии, синдрому



Des Enfants Sans Plomb

Pour un avenir en santé



培养无铅儿童，
创建健康未来

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

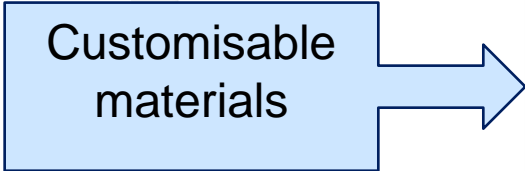
Chemical risk assessment network

Publications

International lead poisoning prevention week of action



Lead poisoning is entirely preventable, yet according to WHO estimates, lead exposure accounts for 853 000 deaths and 16.8 million disability adjusted life years (DALYs) due to long-term effects on health. The highest burden is 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.



INTERNATIONAL LEAD POISONING PREVENTION WEEK
25-31 OCTOBER 2015

Eliminate Lead Paint
Get the Facts
Take Action

↓ Campaign flyer
pdf, 89kb

↓ Initial briefing for event organiser
pdf, 2.94Mb

↓ Poster (18 x 24)
pptx, 321kb

↓ Poster (8,5 x 11)
pptx, 316kb

Campaign materials (posters, icons and web banners)

↓ Q&A
pdf, 57kb

Related links

Official website of the Global Alliance to Eliminate Lead Paint

Technical resources

Toolkit for Establishing Laws to Control the Use of Lead in Paint

Ten chemicals of major public health concern - Lead

Global Alliance to Eliminate Lead Paint

Fact sheet on Lead poisoning and health

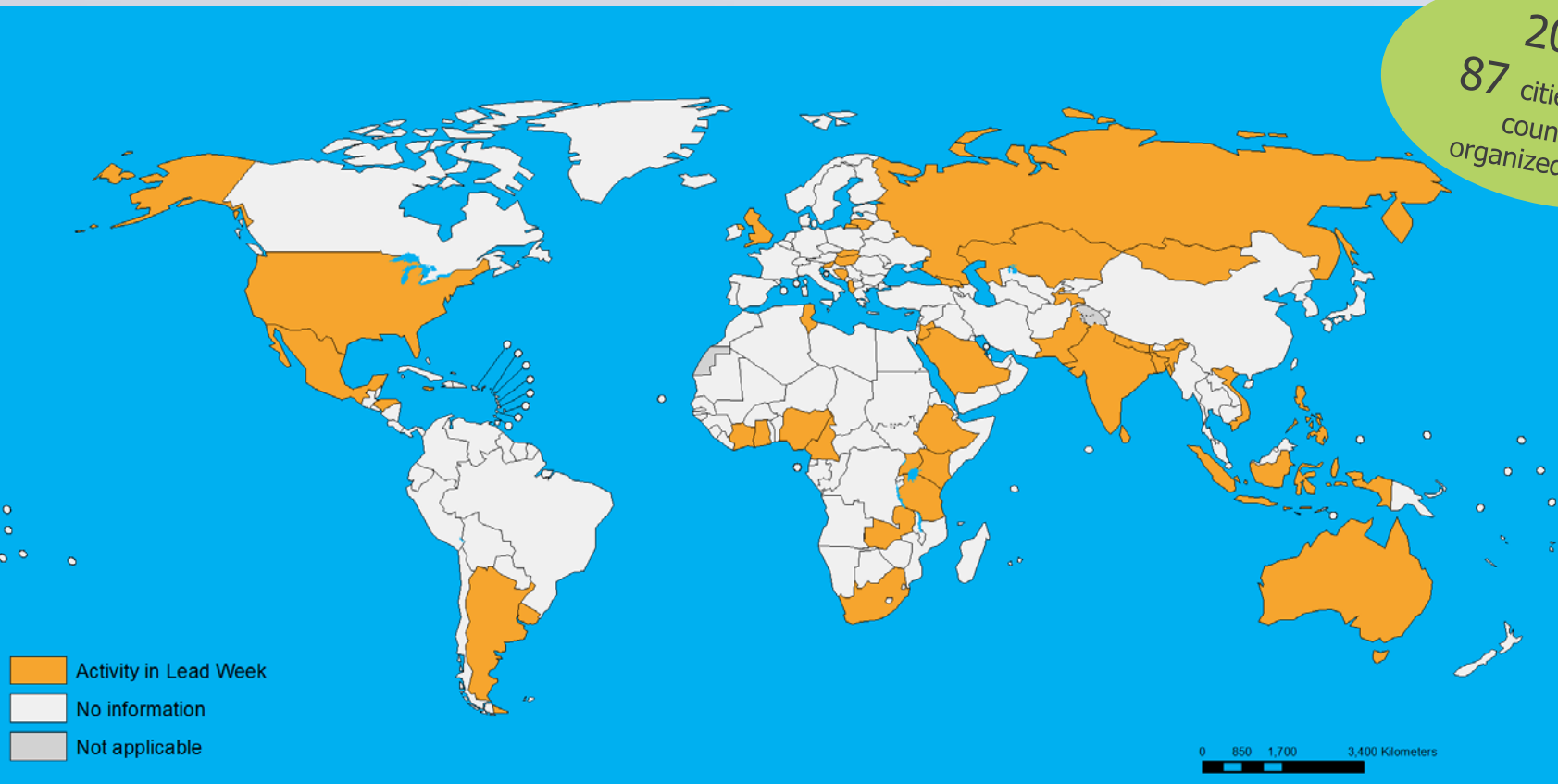
Event registration

Tell us about your event for the campaign

List of events

Active participation in ILPPW around the world

2015
87 cities in 39
countries
organized events



World Health
Organization



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Active participation in ILPPW in African region since 2013

- Cameroon
- Cote d'Ivoire
- Democratic Republic of Congo
- Ethiopia
- Gabon
- Ghana
- Kenya
- Nigeria
- Senegal
- South Africa
- Tanzania
- Uganda
- Zambia



Examples of activities in African countries

- Investigating lead concentrations of paint sold at local markets (Cameroon, Cote d'Ivoire, Ethiopia, Zambia)
- Public awareness events (Nigeria, Tanzania, Uganda, Zambia)
- Blood sampling to test for levels of lead (Cameroon)
- Training for residents on how to conduct non-violent advocacy initiatives (Kenya)
- Workshops involving various stakeholders (Ethiopia, Kenya, Nigeria)

Fortement concentrées en plomb Ces peintures qui tuent les Ivoiriens

Par Anderson Diédi
Les peintures vendues en Côte d'Ivoire contiennent une forte concentration de plomb, substance chimique dangereuse pour la santé. C'est ce que révèlent les résultats d'une récente étude.



décoratives blanches ont les plus faibles teneurs en plomb. Les peintures de couleurs jaunes ont les teneurs en plomb les plus élevées, suivies des peintures vertes et des peintures rouges, fait remarquer Dominique Bally. En somme, plus on ajoute du colorant dans les peintures, plus on a des concentrations élevées en plomb.

Le Dr Marie-Joseph Bitry, du ministère de la santé, souligne que «la question du plomb est un problème de santé publique mais est malheureusement méconnue du public. En effet, l'exposition au plomb ou son inhalation représente un danger pour la santé humaine. Il a un



Examples of activities in African countries

- National consultative forum including formation of national working group on lead in paint (Kenya)
- Professional demonstration of painting over a deteriorated paint surface (Kenya)
- Social media campaigns (Kenya, Tanzania, Uganda)
- Broadcasting information about the health impacts of lead via radio and television (Cameroon, Côte d'Ivoire, Ghana)

KIRDI
KENYA INDUSTRIAL RESEARCH AND DEVELOPMENT INSTITUTE (KIRDI)

KENYA VISION 2030

NATIONAL LEAD POISONING PREVENTION WEEK OF ACTION FROM 26th TO 31st OCTOBER 2015

Demonstration of Professional Painting of Deteriorated Surfaces Previously Painted with Lead-based Paint to Minimize Child Exposure to Lead

Our Lady of Mercy Primary School, Nairobi South on 27th October 2015

YOU CAN STOP THE POISONING OF KIDS NOW BY USING LEAD SAFE PAINT.

Step 1: Let the occupier be informed of possible lead exposure from the previously painted surfaces and should vacate the building until the - CLEANUP is COMPLETE

Step 2: Protect yourself / Avoid tracking lead dust away from the work area

Step 3: Secure and set-up the WORK AREA WITH PLASTIC SHEETING

Step 4: Minimize generation of dust – USE WET METHODS and DO NOT SAND LEAD PAINT

Step 5: Carry out repainting using lead free paint

Step 6: Use water and an all-purpose cleaner to clean floors, shelves, counters, and other building surfaces

Step 7: Dispose off the waste safely

Lead Free KIDS
for a Healthy Future

Sponsors: **Beco Paints**, **Dura Coat** ALL THE COLORS.



NEMA UGANDA

#Lead is toxic. It harms our bodies and the environment. No level is safe.
#stopleadpaint #LPPW2015 @nemaugED @WHO

Protect your child from Lead paint

Ask for lead free paint when purchasing paint

Adverse Impacts of Lead

- Affects IQ
- Developmental delays
- Attention deficit
- Learning disabilities
- Hearing loss

Protect your family from lead

- Wash your children's hands to remove invisible Lead
- Clean the house regularly to remove dust that may contain Lead particles
- Wash your children's shoes about away from inside

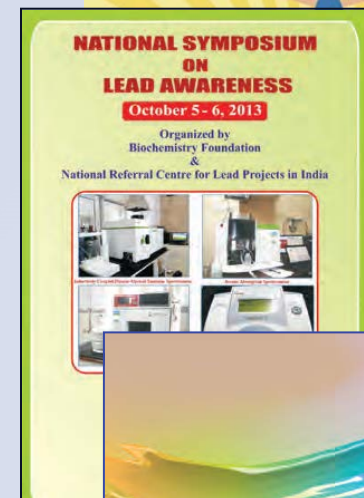
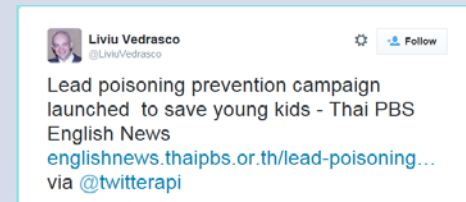
NATIONAL ENVIRONMENTAL MANAGEMENT AUTHORITY (NEMA)
10th Floor, Plot 17/18, Kampala Road, P.O. Box 1070, Kampala, Uganda
Tel: +256 414 222222, Email: info@nema.gov.ug

2:00 AM - 31 Oct 2015

Akatakunda Sheillah @Sheillah - Oct 31
@nemaug @nemaugED @WHO It will be better to break down the ways in which its harmful eg causes cancer of the lungs

Examples of other activities from ILPPW campaigns

- Twitter campaigns e.g. #BanLeadPaint – forwarded by multiple organizations and individuals
- YouTube videos
- Announcement that organization has joined the Global Alliance to Eliminate Lead Paint
- Technical meetings/webinars to discuss health effects of lead and alternatives to lead in paint
- Report published on the results of study of lead paint in selected countries




Examples of other activities from ILPPW campaigns

- Declaration that control measures on lead paint are being introduced
- Interview with legislators working on new regulations
- Newspaper articles on the hazards of lead, lead poisoning prevention and the need for regulatory controls
- School education session and competition to develop slogans
- Drama / dance to convey messages about lead



Read about last year's campaign

WHO/FWC/PHE/ILPPW 2015




International Lead Poisoning Prevention Week 2015

The third International Lead Poisoning Prevention Week (ILPPW) took place on 25-31 October 2015. Events took place in 87 cities in 39 countries - ranging from art competitions, statements of support and public demonstrations, to policy debates, workshops and scientific conferences. These events were organized by non-governmental organizations, academic institutions, government ministries and paint manufacturers. Events took place in schools, universities, shopping centres, community centres and on the street. Social media were widely used to spread the message.

This week of action is an initiative of the Global Alliance to Eliminate Lead Paint and events were supported by partners in the Alliance including the US Environmental Protection Agency (EPA), US Centers for Disease Control and Prevention (CDC), IPEN, the United Nations Environment Programme (UNEP) and the World Health Organization (WHO). Funding support for the global campaign from the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety, is gratefully acknowledged.

Join the next campaign on 23-29 October 2016



http://www.who.int/ipcs/lead_campaign/objectives/en/



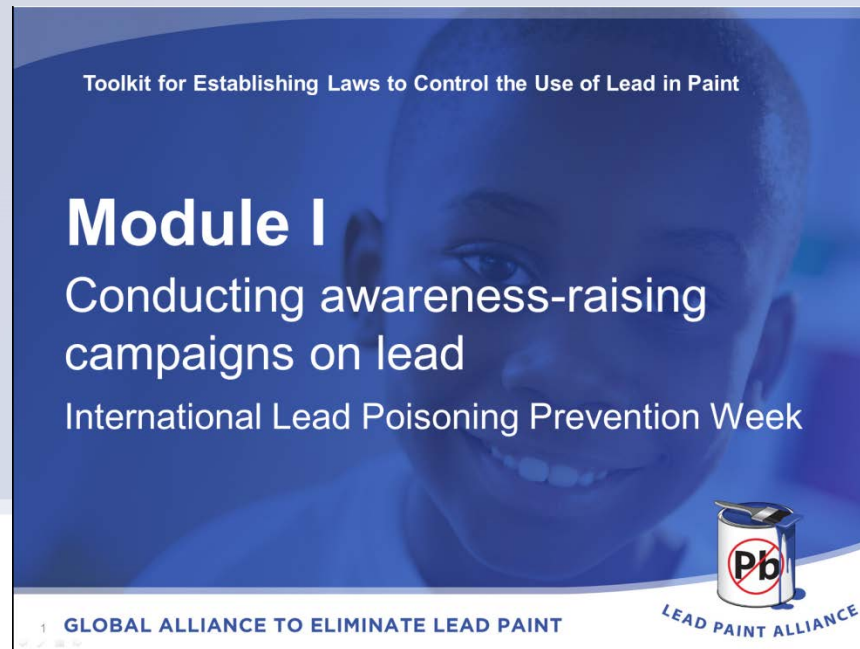
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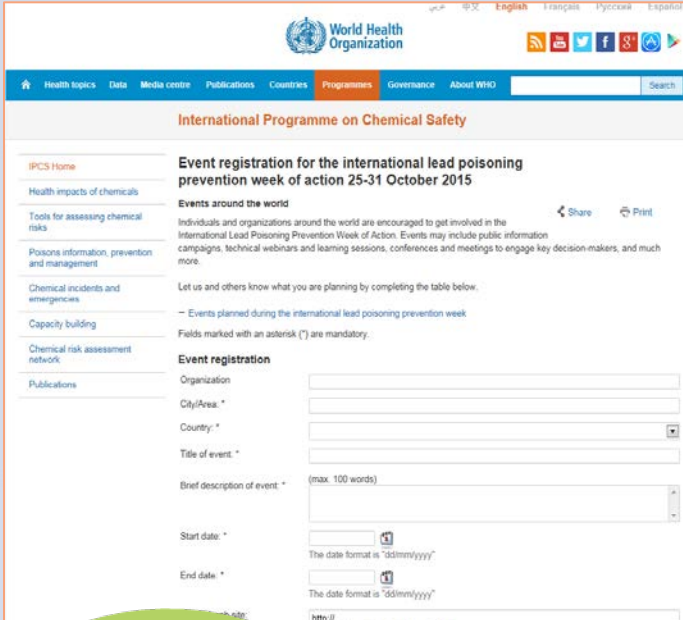
Planning your campaign – sources of suggestions & tips

- Campaign pack under development
- See Module I in Lead Paint Alliance Toolkit for Establishing Laws to Control the Use of Lead in Paint (www.unep.org/chemicalsandwaste/noleadinpaint/toolkit)



Register your campaign

- Register your event on the WHO webpage
http://www.who.int/ipcs/lead_campaign/event_registration/en/
- See who else is organising events in your area and consider joining forces
- Consider customizing Lead Paint Alliance materials
 - Multiple events using same icons and messages increases the global impact of the campaign



The screenshot shows the WHO website's event registration page. The header includes the WHO logo and navigation links. The main content area is titled "International Programme on Chemical Safety" and "Event registration for the international lead poisoning prevention week of action 25-31 October 2015". It features a sidebar with navigation links and a main registration form with fields for Organization, City/Area, Country, Title of event, Brief description of event, Start date, End date, and a URL field.

**Join the next
campaign on
23-29
October
2016**



**World Health
Organization**



LEAD PAINT ALLIANCE

Points of Contact

- For additional information about the campaign send an email to:
noleadinpaint@who.int
- For information about the Global Alliance to Eliminate Lead Paint:
www.unep.org/noleadinpaint



**World Health
Organization**



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