Module I
Conducting awareness-raising campaigns on lead
International Lead Poisoning Prevention Week
Outline

• Background
• Support available
• Examples of campaign activities and materials
• Planning and registering a campaign
• Point of contact
Background

• One of the tasks of the Global Alliance to Eliminate Lead Paint (Lead Paint Alliance) is to raise awareness of the toxicity of lead to human health and the environment.

• The Business Plan of the Lead Paint Alliance identifies an awareness campaign as a priority action.
  ▪ Supported by the Third International Conference on Chemicals Management (ICCM3) in 2012.

• International Lead Poisoning Prevention Week was established in 2012 – it takes place in the last full week in October.
Aims of International Lead Poisoning Prevention Week (ILPPW)

• 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 – campaign resource pack

Provides advice on organizing campaigns, key messages, and links to customizable materials in the six UN languages
Support provided by Lead Paint Alliance partners – communication materials

• Range of materials developed for use in local campaigns
  ▪ Infographics, posters, flyers, icons, fact sheets, Questions and Answers

• Available in Arabic, Chinese, English, French, Spanish and Russian
Materials available from WHO website

- Event organizers can customize and distribute materials through outreach activities in their area

http://www.who.int/ipcs/lead_campaign/en/
Examples of campaign activities

- In the following slides brief descriptions are given of ILPPW activities in the following countries:
  - Georgia
  - Jamaica
  - Jordan
  - Kenya
  - Peru
  - The Philippines
  - Tunisia
  - Zambia
ILPPW activities in Georgia, 2015

• Organised by the National Centre for Disease Control and Public Health (NCDC)

• Meeting at NCDC for stakeholders and experts to discuss the impact of lead poisoning on human health and means for prevention; brochures and leaflets distributed

• Distribution of information to students at Tbilisi State Medical University and question and answer sessions held
ILPPW activities in Georgia, 2015

• Newspaper articles on impact of lead on health and current situation in Georgia

• Seminars at 2 kindergartens for parents and teachers about lead poisoning; distribution of information brochures; children taught to wash their hands
ILPPW activities in Jamaica, 2014

- Organised by the Caribbean Poison Information Network (CARPIN)
- Brochures and flyers produced
- Distributed to students at the University of West Indies and University of Technology, Kingston, Jamaica
- Sent also to the poison centre in Trinidad and Tobago
ILPPW activities in Jamaica, 2014

• Seminar held at University of Technology on “Strategies for reducing lead poisoning in children”
  ▪ Presentation was recorded for further dissemination among university students, faculty and personnel in Schools of Pharmacy, Engineering and Business

• Community outreach by volunteers in collaboration with University of Technology using presentations and written educational materials
ILPPW activities in Jordan, 2015

• Organized by Land and Human to Advocate Progress (LHAP)

• A public education event in Irbid (a city of 2 million people) to build support for lead paint elimination in Jordan

• Attended by community-based organizations and the Mayor of Kora, a district in Irbid
ILPPW activities in Kenya, 2015

• Organised by Kenya Industrial Research and Development Institute (KIRDI) in collaboration with industry and UNEP

• Launch at a primary school – attended by government officials, parents, teachers and children

• Song and dance performances by children about the dangers of lead paint
ILPPW activities in Kenya, 2015

• Paint company donated lead-free paint to the school

• Professional demonstration of painting over deteriorated lead paint surfaces to minimize occupational and child exposure to lead
ILPPW activities in Peru, 2014

• Organized by Environmental Health division of Ministry of Health (DIGESA)

• Workshop on health effects of lead poisoning
  ▪ Attended by public and private institutions, small enterprise associations, paint industry workers, college students and faculty

• Lecture and round table on metals in paint
  ▪ Attended by the chemical safety staff of ministries of health and environment, National Society of Industry, NGOs and paint industry
ILPPW activities in Peru, 2014

• Distribution of printed materials
ILPPW activities in the Philippines, 2016

• Organised by the EcoWaste Coalition

• Zombies dressed as lead paint cans ran after children to emphasize their vulnerability to the health effects from lead exposure. Towards the finish line, the participants stepped on a marker that said: “Phase Out Lead Paint by 31/12/16”. Upon reaching the marker, the Zombies dropped dead to signify that their time in the market was up.
ILPPW activities in Tunisia, 2015

• Organized by l’Association de l’Education Environnementale pour les Futures Générations (AEEFG)

• Awareness-raising activities in two schools: la Marsa and Nabeul

• Short film

• Drawing contest to illustrate the impact of lead paint

• Media outreach & coverage

• Awareness raising with Ministry of Environment
ILPPW activities in Zambia, 2015

- Organised by Department of Public Health, School of Medicine, University of Zambia in collaboration with the Zambia Environmental Management Agency

- Analysis of paints on the market in Lusaka:
  - 41 samples of locally-made and imported paints tested for lead content
  - no national standard for lead paint so took 90 ppm as the threshold
  - 11 paints (36.8%) had lead content >90 ppm (mostly local paints)
  - highest lead content for local paint: 9154 ppm and for imported paint: 103 ppm
ILPPW activities in Zambia, 2015

- ILPPW launched by Minister of Health on national television

- Children’s Environmental Health Foundation and Children Climate Ambassadors in Livingstone organised events:
  - Children interviewed government minister and other officials, who pledged to take action on lead paint
  - Call-in programme on national television on lead paint
  - Awareness-raising events in schools
Examples of activities from previous campaigns

• Twitter campaigns e.g. #StopLeadPaint – forwarded by multiple organizations and individuals

• Campaign Facebook page

• YouTube video

• Announcement that organization has joined the Global Alliance to Eliminate Lead Paint

• Lead poisoning prevention materials distributed at a local event

• Technical meetings/webinars to discuss health effects of lead and alternatives to lead in paint
Examples of activities from previous campaigns

- Report published on the results of a study of lead paint in selected countries
- 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
Some other examples of campaign materials

Java Ndërkombëtare e Veprimit për Parandalimin e Helmimeve nga Plumbi
20–26 Totor, 2013
Të eliminohet Plumbi në Bojra

Plumbi është hejm. Ai ka paseja serioze për shëndetin.
- Nuk ka nje që të sigurojë të eksozuar ndaj plumbit.
- Plumbi është veshtarëm i dëmtim për femijet dhe qëndra sita, pastaj dëmton t'ruhe dhe sistem higiene në shërbyje të tërkua.
- Plumbi hyn në organizim kryesisht përmes gjehzhe dhe tymimjen se grimat te vogla.

Mësuar familjen tuaj
- Lirëdu i i femijes për të larguar pëshqirën e postrët të plumbit;
- Pasurinat megjitshme shpërthiten për të larguar pëshqirën dhe popullarizojmë që mund të përmbyjnë shërbyje të plumbit;
- Kërko bojëa pa plumb. Alternativat ekzistojnë.


Vulnerable groups
- Anyone who is exposed to lead through the most vulnerable groups are children, pregnant women and workers. Children are especially vulnerable to the neurological effects of lead. Studies established that there are safe levels of lead exposure. Low levels of exposure exist in permanent damage to the CNS that lead to behavioral and learning deficits.
- Children make up the majority of the exposed population. The number of exposed children increases as the number of exposed adults increases. The risk of developing lead encephalopathy in children is greater than in adults. The effects of lead on cognitive function and behavior are more pronounced in children than in adults.

How to minimize exposure and control of lead
- A lead-free environment is essential for minimizing levels of lead in paint.
- Enforcing legislation that governs industrial lead emissions in the environment.
- Conducting frequent comprehensive studies and accounting for prevailing levels of lead in the environment.

International lead poisoning prevention awareness week

Stakeholders Consultation Forum Towards Elimination of Lead in Paint

KHEH Headquarters
South C Campus, P.O. Box 256, PO Box 7230
P.O. Box 1464, Lusaka, Zambia
Tel: +260-21-200-0620, 080-4028
Fax: +260-21-200-0621
E-mail: diana@kheh.org
For more info, please visit: http://www.kheh.org/lead/2014
Planning and registering your campaign
Steps in planning a campaign
Decide the objective

• Develop a single overarching communication objective - ask yourself:
  ▪ What is the issue you wish to cover?
  ▪ Why do you want to focus on the issue and why now?
  ▪ Who needs to change their behaviour (who is the audience)?
  ▪ What is the change you want to see as a result of your communication?

• Ensure your main message is clear, concise and relevant to your audience
  ▪ The audience should understand "what's in it for me"
Steps in planning a campaign
The message (7 Cs)

1. Command attention – frame and present your campaign so that it catches the attention of your audience

2. Clarify the message – keep your message(s) unambiguous and clear

3. Communicate a benefit to the audience – what will they gain?

4. Consistency counts – make sure that all materials convey the same messages
Steps in planning a campaign

The message (7 Cs)

5. Cater to the HEART and HEAD – develop materials that arouse emotions as well as giving facts

6. Create trust – make sure information is authoritative and reliable

7. Call to Action – ask the audience to do something e.g.:
   - Encourage governments to introduce legally-binding controls on lead in paint
   - Encourage manufacturers to change to producing lead-free paint
Steps in planning a campaign
The channels

• Decide which communication channel(s) is/are most appropriate for your message and audience, e.g.:
  - **Community activity** such as information stand in a shopping centre/market, poster competition, drama
  - **Educational activity** such as lectures for health professionals, teaching session at school/college
  - **Mass media campaign** such as advertisement/jingle on radio, participation in radio or television programme, newspaper article
  - **Social media** such as Facebook, Twitter, chat rooms, a special website, e-mail list

• Identify partners to work with in campaigns
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

Join the next campaign on 22–28 October 2017
Point 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