Global Alliance to Eliminate Lead Paint/Lead Paint Alliance (LPA)

Advisory Council Meeting

Wednesday 6 November 2019, 13:30 – 15:30 Geneva Time

Skype Meeting

Item 4.b of the provisional agenda

Communication and Outreach

I. Newsletter

Since the last Advisory Council meeting in May 2019, two newsletters were sent for the Lead Paint Alliance.

- Full format: Eliminating lead paint matters! - World Environment Day Edition, June 2019 was sent on Tuesday 4th June to 1091 recipients.
- Short blast: Eliminating lead paint matters! International Lead Poisoning Prevention Week Edition, September 2019 was sent on Tuesday 1st October to 1077 recipients.

Open: number of distinct recipients who have open the email

Clicks: number of distinct recipients who have clicked one or more links inside the email

The decrease in the number of recipients comes from the fact that Mailchimp removes (unsubscribes) the hard-bounced email addresses. There is a steady increase in the opening and
clicking rates, also explained by the fact that the audience is reduced by removing not relevant recipients.

The LPA is having an average rate of opening similar to the industries one

- Government: Opens 15.2% Clicks 0.6%
- Non-profit: Opens 20.4% Clicks 2.0%

Visitors countries of origin

- Always: mainly opened in USA, Switzerland, France, Kenya, UK (the last three countries in alternate order)
- June: Japan, Luxembourg, Canada, Russia, Ukraine
- October: Thailand, Czech Republic, Panama, Russia, Singapore

It is important to note that the LPA newsletter is in English. This could be a factor for people originated from countries in region like Latin America and the Caribbean or Africa not open it.

The October Newsletter was “manually” forwarded to UNEnvironment-Economy-CH-Branch (98 contacts). In future editions, the email address unenvironmenet-economy-ch-branch@un.org has been added as a subscriber in mailchimp audience so it will be sent directly. If you have any other groups email addresses to add please send them to leadandcadmium@un.org to be added too.

20 new people subscribed to the newsletter since February 2019.

Openings happen mainly within the first day of sending the newsletter, hence it must be well chosen. On the graph below we see that around 200 opens happen within the first 8 hours of the campaign. But openings carry on afterwards. What really show interest and engagement of the audience are the clicks and the fact that people click links after the first day.

Top 5 links clicked

<table>
<thead>
<tr>
<th>June edition</th>
<th>Total clicks</th>
<th>Unique clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Alliance to Eliminate Lead Paint ACTION PLAN for 2019–2020 (document)</td>
<td>18 (17%)</td>
<td>12 (15%)</td>
</tr>
</tbody>
</table>
October edition

International lead poisoning prevention week of action (page)
https://www.who.int/ipcs/lead_campaign/en/ 31 (24%) 19 (21%)

Campaign resource package (document)
https://apps.who.int/iris/bitstream/handle/10665/326646/WHO-CED-PHE-EPE-19.5-eng.pdf 29 (23%) 23 (25%)

Model Law and Guidance for Regulating Lead Paint (publication)
https://www.unenvironment.org/resources/publication/model-law-and-guidance-regulating-lead-paint 9 (7%) 5 (5%)

CEE and Central Asia Regional Meeting Supports Governments to Phase Out Lead in Paint (story)

Global Alliance to Eliminate Lead Paint (page)
http://www.unenvironment.org/noleadinpaint 8 (6%) 6 (7%)

2. Twitter activities

In October, 10 tweets were published on the SAICM Twitter account (cf. Appendix II from more detailed statistics). Overall the tweets generated the following statistics:
- 7,928 impressions (number of time people saw the tweets)
- 230 engagements (number of time people reacted to it, including clicking on related link)
- 86 likes
- 36 retweets
- 28 link clicks (when people click on the link provided in the tweet)
- 13 media engagements (when people watch the video or open the photo attached)

SAICM twitter account is currently followed by 372 followers.
Appendix I. Tweet posted

**SAICM @ChemandWaste**

International Lead Poisoning Prevention Week is in less than two weeks. Do you know about the dangers of lead in paint? Check out the UN Environment #LeadPaint fact sheet here! #LPPW2019 #BanLeadPaint https://tinyurl.com/yyexljug
pic.twitter.com/AK0xOQ1Ey7

**Impressions**: 3,487

Times people saw this Tweet on Twitter

**Total engagements**: 58

Times people interacted with this Tweet

**Detail expands**: 16

Times people viewed the details about this Tweet

**Profile clicks**: 11

Number of clicks on your name, @handle, or profile photo

**Likes**: 9

Times people liked this Tweet

**Link clicks**: 7

Clicks on a URL or Card in this Tweet

**Retweets**: 6

Times people retweeted this Tweet

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**SAICM @ChemandWaste**

What can civil society orgs do for #LPPW2019? Health orgs can engage the medical and health care community, reach out to schools, & engage with governments and industry to support legal limits on lead in paint.
http://www.who.int/ipcs/lead_campaign/en/... #BanLeadPaint
pic.twitter.com/VrMjOkDjtb

**Impressions**: 585

Times people saw this Tweet on Twitter

**Total engagements**: 21

Times people interacted with this Tweet

**Likes**: 7

Times people liked this Tweet

**Link clicks**: 3

Clicks on a URL or Card in this Tweet
Impressions
624

Total engagements
24

Likes
7

Link clicks
6

deads on a URL or Card in this Tweet

Retweets
4

times people retweeted this Tweet

Media engagements
2

number of clicks on your media counted across videos, vines, gifs, and images

SAICM @ChomandWasta

Read about the workshop organised by the Global Alliance to Eliminate Lead in Paint. @WHO, @UNEEnvironment and SAICM.

https://twitter.com/ISD_SDGs/status/1182322396547176960 ...

Impressions
481

times people saw this Tweet on Twitter

Total engagements
9

times people interacted with this Tweet

Likes
7

times people liked this Tweet

Retweets
1

times people retweeted this Tweet
What can industry do for #ILPPW2019? Stop the manufacture, import and sale of lead paint where legal limits are not yet in place, and show commitment to comply with a legal limit where it exists or is being established. https://bit.ly/1aBmiEL
#SanLeadPaint pic.twitter.com/k7Jpc9u8Ct

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>Impressions</td>
<td>490</td>
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<tr>
<td>Media views</td>
<td>61</td>
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<tr>
<td>Total engagements</td>
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<tr>
<td>Likes</td>
<td>4</td>
</tr>
<tr>
<td>Retweets</td>
<td>3</td>
</tr>
<tr>
<td>Media engagements</td>
<td>2</td>
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</table>
SAICM @ChemandWaste

Governments, industry, academia and civil society organisations are collaborating toward the goal of establishing lead paint laws worldwide. Learn more about the Global Alliance to Eliminate Lead Paint: https://www.unenvironment.org/inoleadpaint #BanLeadPaint #LPPW2019 pic.twitter.com/dS9qA9WtLZJN

Impressions 392
times people saw this Tweet on Twitter

Total engagements 14
times people interacted with this Tweet

Likes 7
times people liked this Tweet

Link clicks 3
clicks on a URL or Card in this Tweet

Retweets 2
times people retweeted this Tweet

Media engagements 1
number of clicks on your media counted across videos, vines, gifs, and images

SAICM @ChemandWaste

Even though most countries have banned leaded gasoline - more than 50% still allow the use of lead paint. International Lead Poisoning Prevention week began on 20th October to tackle this critical issue. It is time to #BanLeadPaint #LPPW2019
https://twitter.com/DrTedros/status/1185954851216595885 ...

Impressions 330
times people saw this Tweet on Twitter

Total engagements 4
times people interacted with this Tweet

Detail expands 2
times people viewed the details about this Tweet

Retweets 1
times people retweeted this Tweet

Likes 1
times people liked this Tweet
<table>
<thead>
<tr>
<th>Tweet</th>
<th>Impressions</th>
<th>Total engagements</th>
<th>Likes</th>
<th>Retweets</th>
<th>Media engagements</th>
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</thead>
<tbody>
<tr>
<td>@ChemandWaste</td>
<td>414</td>
<td>25</td>
<td>17</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>Lead Fact Available</td>
<td>732</td>
<td>55</td>
<td>20</td>
<td>10</td>
<td>7</td>
</tr>
</tbody>
</table>
**SAICM @ChemandWaste**
Organized by @UNEP and @WHO through the Global Alliance to Eliminate Lead in Paint, International Lead Poisoning Prevention Week 2019 aims to raise awareness and promote actions to address the human health effects of lead exposure, especially in children. #ILPPW2019
https://twitter.com/UNEP_Europe/status/1187647753767346177 ...

<table>
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<tr>
<th>Impressions</th>
<th>383</th>
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<tr>
<td>times people interacted with this Tweet</td>
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<table>
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<tr>
<td>times people liked this Tweet</td>
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<table>
<thead>
<tr>
<th>Retweets</th>
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</tr>
</thead>
<tbody>
<tr>
<td>times people retweeted this Tweet</td>
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