Conducting Awareness-Raising Campaigns on Lead
Internationa Lead Poisoning Prevention Week
Module E-3

Toolkit for establishing laws to eliminate lead paint
Second Edition
Outline

• Background
• Aims of the ILPPW
• Communication Materials Available for Use in Local Campaigns
• Guidance on Organizing a Campaign
• Planning and Registering Your Campaign
• Examples of Campaign Activities Around the World
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.

- International Lead Poisoning Prevention Week was established in 2013 – it takes place in the last full week in October.

[https://www.who.int/campaigns/international-lead-poisoning-prevention-week](https://www.who.int/campaigns/international-lead-poisoning-prevention-week)
Aims of International Lead Poisoning Prevention Week (ILPPW)

LEARN the Risks

Lead is a cumulative toxicant that affects multiple body systems and is particularly harmful to young children. There is no level of exposure to lead that is known to be without harmful effects.

JOIN the Action

Join the global movement by taking action to prevent lead poisoning, particularly in children. Materials are provided to organize an activity or event to highlight the harm that lead causes and the action that can be taken to prevent exposure, with a focus on the development of lead paint laws.

ELIMINATE Lead Paint

Work with governments and stakeholders to establish laws eliminating lead paint and ensuring effective enforcement of lead paint regulations.
Campaign Guidance and Materials Provided by Lead Paint Alliance Partners

- Range of communication materials in 6 languages
- Guidance on organizing campaigns
- Dedicated campaign webpages

*Note: See slides 6-8*
Range of Communication Materials Available for Use in Local Campaigns

- **Infographics**, posters, flyers, icons, web banners, fact sheets, Questions and Answers
  - Available in Arabic, Chinese, English, French, Spanish and Russian
  - Can be incorporated into or customized for local campaigns
- **4 things you should know about lead** - short video in English, French, Russian and Spanish

https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2020
Additional Materials Available from Dedicated WHO Web Page

The campaign-designated webpage is available in six WHO official languages. Event organizers can easily scroll down to access the repository of materials, registration form, list of registered events etc.

https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2020
Guidance on How to Organize a Campaign

• This document is based on the experience of the Lead Paint Alliance in promoting and facilitating successful awareness-raising campaigns, including International Lead Poisoning Prevention Week.

• The Guidance describes the principles of organizing effective advocacy or awareness-raising activities, describes methods that can be used for different audiences and provides examples of campaign activities.

https://apps.who.int/iris/handle/10665/334339
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:

## Six Principles of Effective Communication

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<thead>
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<th>Principle</th>
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<tr>
<td>Accessible</td>
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<tr>
<td>Actionable</td>
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<tr>
<td>Credible and trusted</td>
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<tr>
<td>Relevant</td>
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<td>Timely</td>
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<td>Understandable</td>
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Steps in Planning a Campaign:
The Message (7 Cs)

• Catch the attention - frame and present your campaign so that it catches the attention of your audience
• Clarify your message - keep your message(s) unambiguous and clear
• Communicate benefit - what will they gain?
• Be Consistent - make sure that all materials convey the same messages
• Cater to both the heart and the head - develop materials that arouse emotions as well as giving facts
• Create trust - make sure information is authoritative and reliable
• Call to action - ask the audience to act e.g.:
  ➢ Encourage governments to introduce legally-binding controls on lead in paint
  ➢ Encourage manufacturers to phase-out lead from paints
Steps in Planning a Campaign:

The Channels

Decide which communication channel(s) is/are most appropriate for your message and audience, e.g.:

**Events**

- Setting up an *information stand in a public location* with materials describing the health hazards of lead paint, and with personnel in attendance to answer questions
- Presentation at a paint *industry trade association* congress
- *Workshops, webinars and round-table discussions* with stakeholders: to present technical information and explanation of the rationale and supporting evidence for the elimination of lead paint

Additional examples of events are available on the [awareness-raising guide on page 21](#)
Steps in Planning a Campaign
The Channels (Continued)

Print

A policy brief that provides key information in a short document as a good way to introduce lead paint elimination to senior government officials who may be unfamiliar with the issue

Development of a series of case studies describing how other countries have regulated lead paint and/or how manufacturers have phased lead out of their products

Media

Newspaper or magazine articles, radio or television broadcasts can reach a wide audience: used to explain the need to eliminate lead paint

Social media posts can be used to convey key messages about lead paint and can provide links to more detailed information

Additional examples of events are available on the awareness-raising guide on page 21
Identify Partners for Your Campaign on Lead Paint

<table>
<thead>
<tr>
<th>National</th>
<th>International</th>
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<tr>
<td>• Allied governmental bodies</td>
<td>• WHO</td>
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<tr>
<td>• Scientists</td>
<td>• UNEP</td>
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<tr>
<td>• General public (parents,</td>
<td>• International NGOs (IPEN)</td>
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<td>students, teachers)</td>
<td>• International industry associations</td>
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<tr>
<td>• Civil society</td>
<td>• Leading scientific centres</td>
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<td>• Paint industry, workers</td>
<td>• Professional societies</td>
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</table>
Examples of Campaign Activities Around the World

• In the following slides brief descriptions are given of ILPPW activities in the selected countries:
  - Africa: Benin, Kenya
  - Americas: Honduras, Jamaica
  - Eastern Mediterranean: Lebanon, Morocco
  - Europe: Belarus, Tajikistan
  - South-East Asia: Nepal

Note: There are many more examples than are presented on this slide, including the social media campaigns at the end of this module.
ILPPW Activities in Benin, 2020

• Organized by the Ministry of Health and the Ministry Living Environment and Sustainable Development
  
  • Its main purpose was to inform and raise public awareness of the health and environmental impact of lead-containing paints.
  
  • It brought the parties together in order to continue discussions for the drafting of a lead paint regulation in Benin.
  
  • The commemoration took place in two main activities: awareness raising and the drafting of a regulatory text.
ILPPW Activities in Kenya, 2020

• A series of activities were organized around the theme “Intensified campaigns to eliminate the import, export, manufacture, sale and use of lead paint across the East African Region (EAC).”

• The EAC virtual conference was sponsored by Basco Paint company with coordination of the Chemistry Department of the University of Nairobi.

• Kenya’s ILPPW activities were covered in a newspaper report in Nation Africa.

• In addition, a master’s student and three undergraduate students from the Chemistry Department disseminated findings on evaluation of lead levels in automotive paints in Kenyan markets and carried out a study of lead levels in the effluent treatment plants of paint companies in Kenya.
ILPPW Activities in Honduras, 2020

• The Secretariat of the Environment and Natural Resources, through its Pollutants Research and Control Center, organized two webinars and a competition on infographics for raising awareness about lead exposure.

• A national stakeholders’ dialogue on the development of a lead paint law took place with 31 participants from various ministries, paint manufacturing companies and academia.

• A webinar on lead-free children for a safe future had 91 participants from governments, civil society and the private sector.
ILPPW Activities in Jamaica, 2020

- The Caribbean Poison Information Network (CARPIN) organized two webinars:
  - Milestones on regulatory actions to eliminate lead in paints. The event had participants from governments, civil society and academia, including the CARICOM Secretariat.
  - Lead Poisoning: Your Child’s health and learning. Awareness-raising event targeted at parents and students about the impacts of lead in human health and specially, in children.
ILPPW Activities in Morocco, 2020

- The WHO Centre for Environmental Health Action in collaboration with the WHO Morocco Office and the Ministry of Health organized the ILPPW campaign to facilitate the implementation of the new lead paint standard in Morocco, to increase industry support to phase out the addition of lead to paint and to raise awareness about the importance to stop using lead-based ingredients in paints.

- A videoconference was organized to raise the importance of the new update of the national standard 03.3.338 covering the maximum content of lead in paints for household use. The videoconference was attended by 40 participants from main stakeholders involved in this area of work, especially private companies operating in the production of paints in Morocco, and Ministries of Interior, Industry and Environment.
The Ministry of National Health Services Regulations and Coordination, Government (MoNHSRC) facilitated a round-table conference to discuss the status of lead poisoning in Pakistan, and to synthesize the government response regarding which preventive measures should be taken to control lead exposure in children and adults.

Participants were representatives from Ministry of Health, Environmental Protection Agency, Ministry of Energy and Petroleum Division, Capital Development Authority, Pakistan Standard and Quality Control Authority, and Academia.

It was agreed that collective efforts were required to reduce the use and releases of lead, and to reduce environmental and occupational exposures, particularly for children and women of childbearing age.
ILPPW Activities in Belarus, 2020

• Under the “umbrella” title of “Facilitating the global phase-out of lead paint” a range of awareness-raising events was organized about the toxicity of lead in paints and the availability of high-quality technical and safer alternatives. The campaign was coordinated by the Republican Unitary Enterprise "Scientific and Practical Center for Hygiene“.

• Events included: round table discussions, webinar online presentations, journal publications, and events at a kindergarten.

• The target audiences were: government agencies, manufacturers of paints and varnishes, trade unions, medical workers and the education system
ILPPW Activities in Tajikistan, 2020

- Tajikistan is working on the development of national legislation on the prohibition of lead in paints and establishing a limit of 90 ppm for lead content.

- The activities started in October 2020 and continued through ILPPW 2020 and beyond.

- TajikStandard organized a series of meetings on the development of the Technical Regulation “Safety of paint and varnish products”.

- WHO participated in the meeting virtually and presented information on the health arguments for phasing out the use of lead.
ILPPW Activities in Nepal, 2020

• Center for Public Health and Environmental Development organized series of programs on advocacy and awareness raising with the technical and financial support from WHO Country Office, Government of Nepal, Ministry of Health and Population, National Health Education Information and Communication Center

• The activities were oriented to capacity building, prevention of lead exposure through effective implementation of lead paint standards in Nepal

• Along with customization of Lead Paint Alliance materials, production and broadcasting massively reached out over two millions people of Nepal.
Some Other Examples of Social Media Campaigns

- Twitter campaigns e.g., #BanLeadPaint – forwarded by multiple organizations and individuals
- Campaign Facebook page
- Live event on social media on lead poisoning
Register Your Campaign

- Register your event on the WHO webpage
  https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2020/registration

- 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
Resources of This Module

• Dedicated ILPPW website, available in six languages at:
  https://www.who.int/campaigns/international-lead-poisoning-prevention-week

• Guidance on organizing an advocacy or awareness-raising campaign on lead paint, available in six languages at:
  https://www.who.int/publications/i/item/9789240011496

• Report of the 2020 International Lead Poisoning Prevention week
Please contact the Chemicals and Health Branch of the United Nations Environment Programme and the Chemical Safety and Health team of the World Health Organization should you have any questions.

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