

**Conducting  
Awareness-Raising  
Campaigns on Lead**

**Toolkit for establishing  
laws to eliminate  
lead paint**

Second Edition

International  
Lead Poisoning  
Prevention Week

Module E-3



**Global Alliance to  
Eliminate Lead Paint**

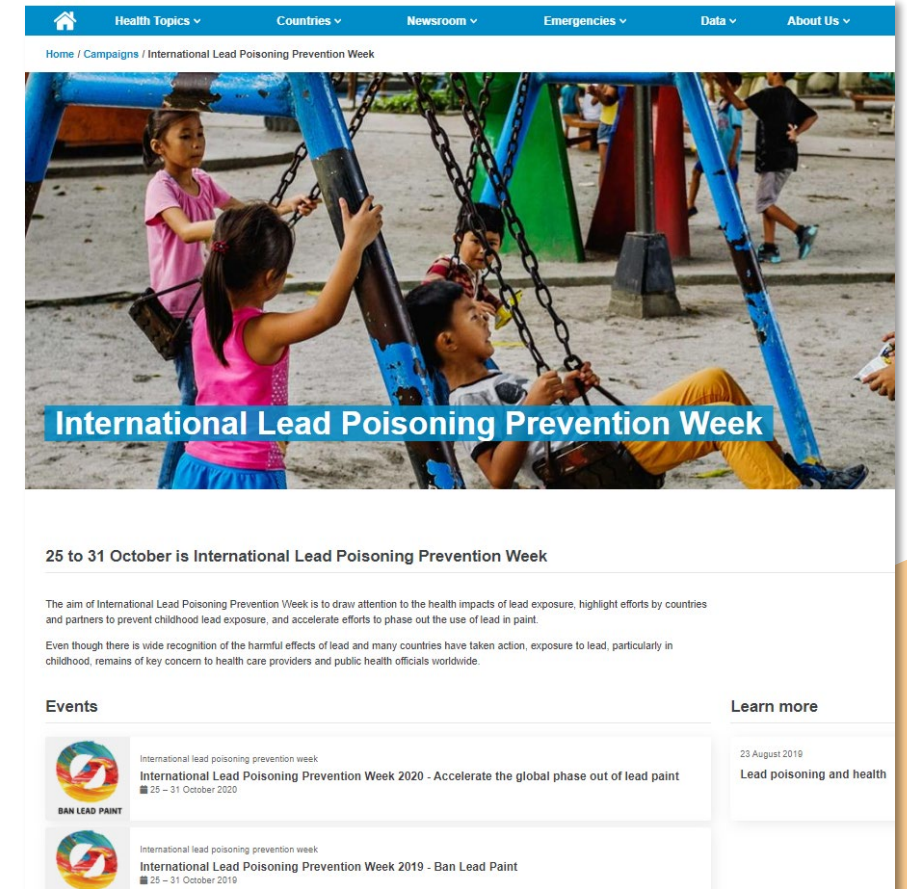
# Outline

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- 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



Home / Campaigns / International Lead Poisoning Prevention Week



**International Lead Poisoning Prevention Week**

25 to 31 October is International Lead Poisoning Prevention Week

The aim of International Lead Poisoning Prevention Week is to draw attention to the health impacts of lead exposure, highlight efforts by countries and partners to prevent childhood lead exposure, and accelerate efforts to phase out the use of lead in paint.

Even though there is wide recognition of the harmful effects of lead 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.

**Events** **Learn more**

	International lead poisoning prevention week <b>International Lead Poisoning Prevention Week 2020 - Accelerate the global phase out of lead paint</b> 25 - 31 October 2020	23 August 2019 <b>Lead poisoning and health</b>
	International lead poisoning prevention week <b>International Lead Poisoning Prevention Week 2019 - Ban Lead Paint</b> 25 - 31 October 2019	

<https://www.who.int/campaigns/international-lead-poisoning-prevention-week>

# Aims of International Lead Poisoning Prevention Week (ILPPW)

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## 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

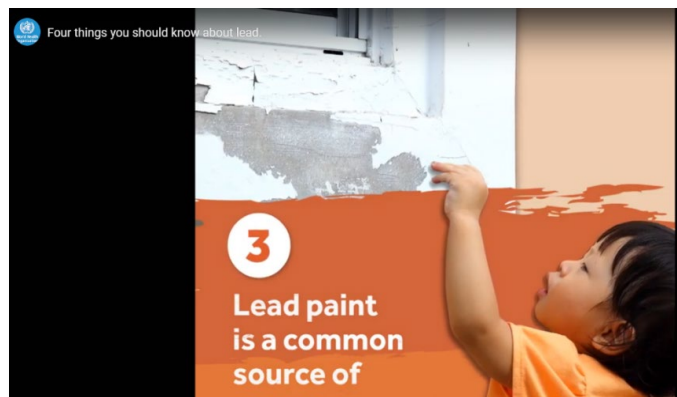
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- Range of communication materials in 6 languages
- Guidance on organizing campaigns
- Dedicated campaign webpages

*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.

**Web Banners**



Download BANNER (square)  
in PDF format  
Arabic | Chinese | English | French | Russian | Spanish  
in JPG format  
Arabic | Chinese | English | French | Russian | Spanish

Download BANNER (vertical)  
in PDF format  
Arabic | Chinese | English | French | Russian | Spanish  
in JPG format  
Arabic|Chinese|English | French | Russian | Spanish



Download BANNER (horizontal)  
in PDF format Arabic | Chinese | English | French | Russian | Spanish  
in JPG format Arabic | Chinese | English | French | Russian | Spanish

<https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2020>



World Health Organization

Home / Newsroom / Events / Detail / International Lead Poisoning Prevention Week 2020 - Accelerate the global phase out of lead paint

International Lead Poisoning Prevention Week 2020 - Accelerate the global phase out of lead paint

25 – 31 October 2020

WHO, the UN Environment Programme (UNEP), governments, civil society organizations, health partners, industry and others will organize activities and events during the eighth International Lead Poisoning Prevention Week.

This week of action is an initiative of the Global Alliance to Eliminate Lead Paint (the Lead Paint Alliance), which is jointly led by UNEP and WHO. The primary goal of the Alliance is to promote the global phase-out of lead paint through the establishment of appropriate legally binding measures to stop the manufacture, import, export, distribution, sale and use of lead paints in every country. International Lead Poisoning Prevention Week is an opportunity to draw attention to the need for action on lead paint and other sources of lead exposure.

**Objectives of International Lead Poisoning Prevention Week**

- raise awareness about health effects of lead exposure;
- highlight the efforts of countries and partners to prevent lead exposure, particularly in children; and
- urge further action to eliminate lead paint through regulatory action at country level.

**Call for action**

Lead exposure from paint is entirely preventable. Paints for a range of uses can be manufactured without the addition of lead compounds. WHO calls on all countries that have not yet done so to establish the necessary legally binding measures to stop the use of lead in paint.

# 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

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- 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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### 6 Principles of Effective Communication

- Accessible
- Actionable
- Credible and trusted
- Relevant
- Timely
- Understandable

# Steps in Planning a Campaign:

## The Message (7 Cs)

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- 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

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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)

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Additional examples of events are available on the [awareness-raising guide on page 21](#)

### 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

# Identify Partners for Your Campaign on Lead Paint

## National

- Allied governmental bodies
- Scientists
- General public (parents, students, teachers)
- Civil society
- Paint industry, workers

## International

- WHO
- UNEP
- International NGOs (IPEN)
- International industry associations
- Leading scientific centres
- Professional societies

# Examples of Campaign Activities Around the World

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- 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

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- 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.



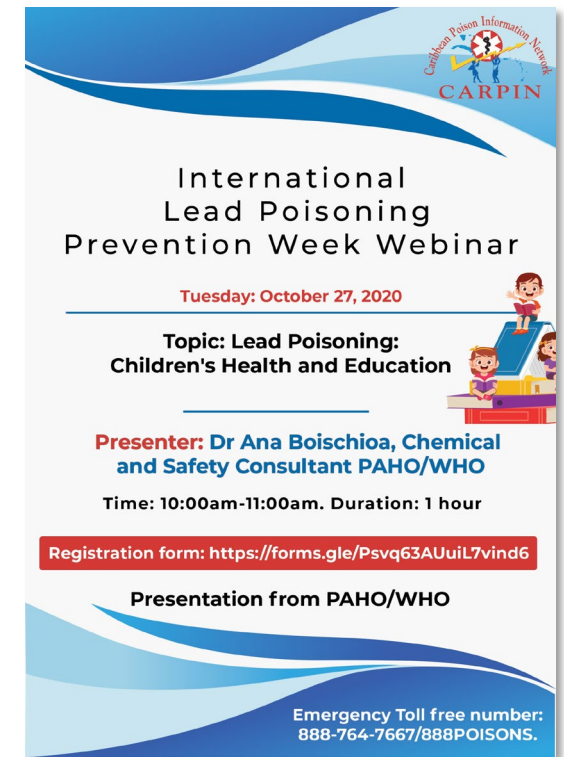
# ILPPW Activities in Jamaica, 2020

- The Caribbean Poison Information Network (CARPIN) organized two webinars:



**International Lead Poisoning Prevention Week Webinar**  
Thursday: October 29, 2020  
Topic: Preventing Lead Paint Exposure, Applicable Interventions  
Presenters:  
1. Jemel Guarino, Global Lead Paint Elimination Campaigner, IPEN, Philippines  
2. Gilber Kuepouo, CREPD, Cameroon, Africa  
3. Sofia Chavez, Director General, Casacem, Mexico  
4. Sherika Whitelocke-Ballingsingh, Poison Information Coordinator, CARPIN, Jamaica  
Time: 9:00am-11:30am. Duration: 2 hours, 30 minutes  
Country Presentations  
Philippine Jamaica  
Cameroon Mexico  
Registration form: <https://forms.gle/Psvq63AUuiL7vind6>  
Partnership: UNEP, IPEN  
Emergency Toll free number: 888-764-7667/888POISONS.

- 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.



**International Lead Poisoning Prevention Week Webinar**  
Tuesday: October 27, 2020  
Topic: Lead Poisoning: Children's Health and Education  
Presenter: Dr Ana Boischioa, Chemical and Safety Consultant PAHO/WHO  
Time: 10:00am-11:00am. Duration: 1 hour  
Registration form: <https://forms.gle/Psvq63AUuiL7vind6>  
Presentation from PAHO/WHO  
Emergency Toll free number: 888-764-7667/888POISONS.

# 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.



# ILPPW Activities in Pakistan, 2020

- 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

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- 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.





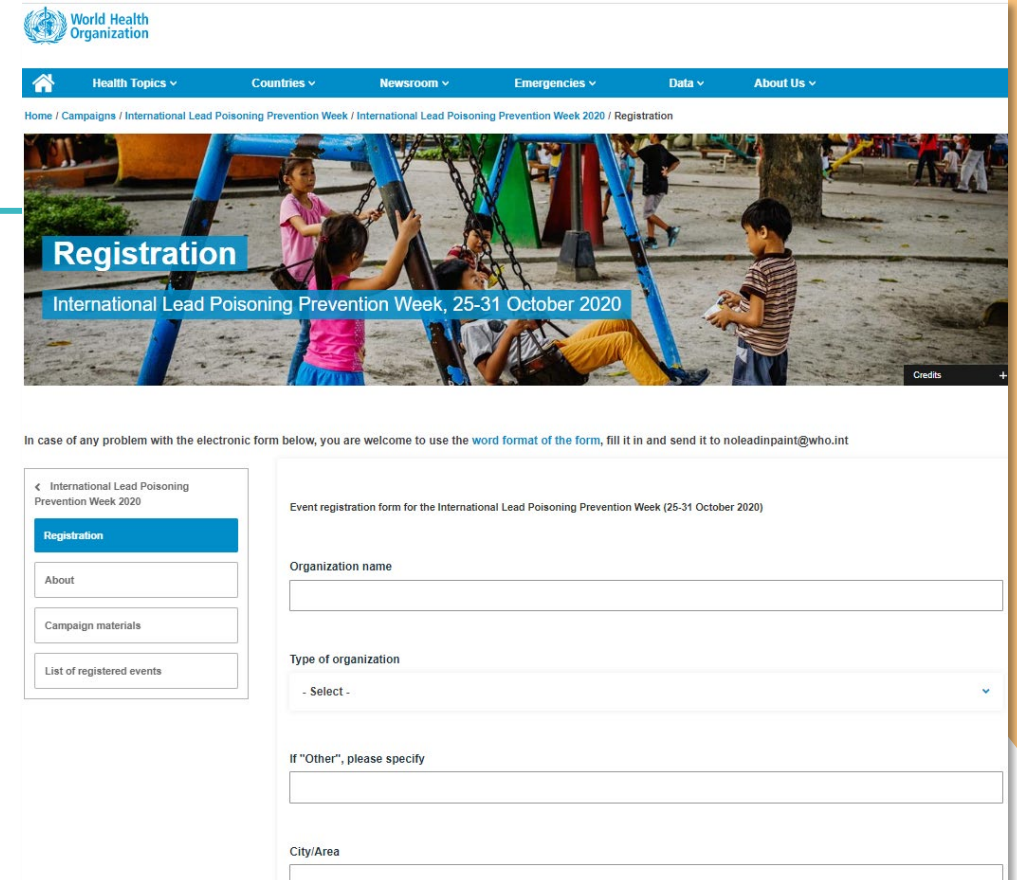
# Some Other Examples of Social Media Campaigns

- 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



The screenshot shows the WHO website's registration page for the International Lead Poisoning Prevention Week (25-31 October 2020). The page features a header with the WHO logo and navigation menus. Below the header is a banner image of children at a playground with a 'Registration' overlay. The main content area includes a breadcrumb trail, a note about using a word format for the form, and a registration form with fields for organization name, type of organization, and city/area.

World Health Organization

Home / Campaigns / International Lead Poisoning Prevention Week / International Lead Poisoning Prevention Week 2020 / Registration

Registration

International Lead Poisoning Prevention Week, 25-31 October 2020

In case of any problem with the electronic form below, you are welcome to use the word format of the form, fill it in and send it to [noleadpaint@who.int](mailto:noleadpaint@who.int)

< International Lead Poisoning Prevention Week 2020

Registration

About

Campaign materials

List of registered events

Event registration form for the International Lead Poisoning Prevention Week (25-31 October 2020)

Organization name

Type of organization

- Select -

If "Other", please specify

City/Area

# Resources of This Module

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- 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

# Disclaimer

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[noleadinpaint@who.int](mailto:noleadinpaint@who.int)



**Global Alliance to  
Eliminate Lead Paint**

