

Awareness-raising activities: International lead poisoning prevention week (ILPPW)

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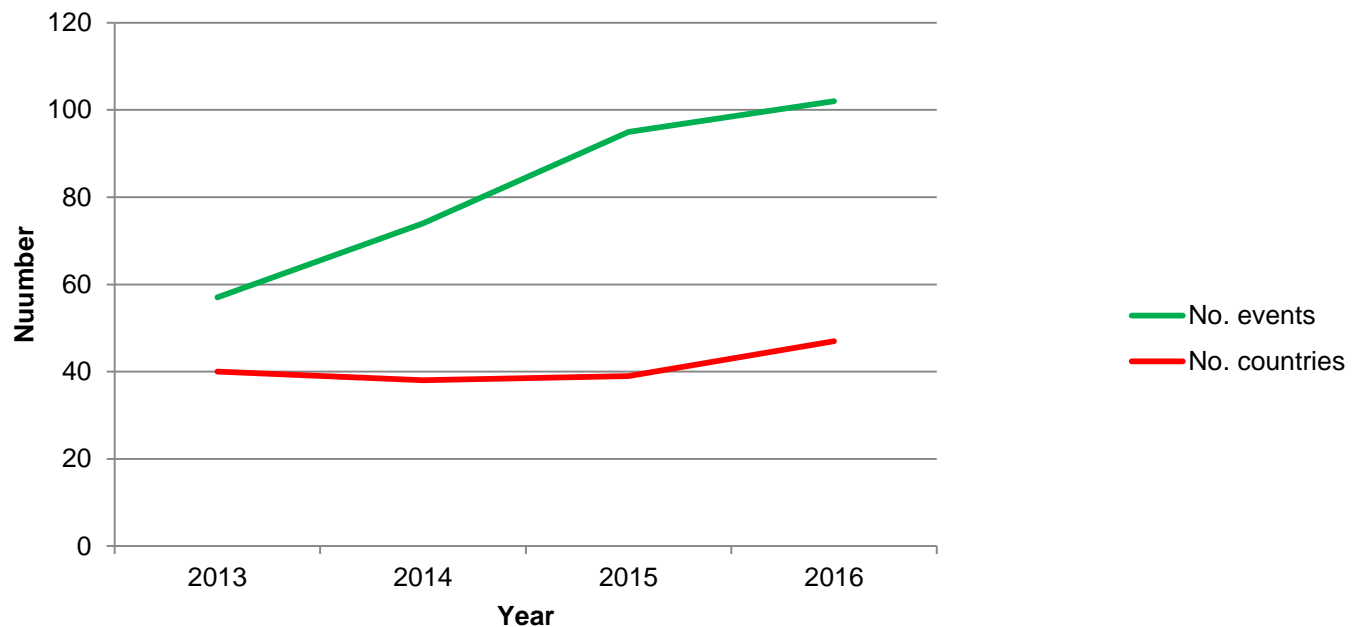
**World Health
Organization**

Background

- ILPPW is an initiative of, and supported by, the Global Alliance to Eliminate Lead paint (Lead Paint Alliance)
- First ILPPW in October 2013
- Annual week of action in the last full week of October – this year **22-28 October 2017**
- Aims are to:
 - raise awareness about lead poisoning
 - highlight efforts to prevent childhood lead poisoning
 - urge further action to eliminate lead paint

High level of participation in ILPPW

- 2016 – events in 47 countries
 - 5 countries in Americas: Canada, Colombia, Mexico Paraguay, USA



Support from Lead Paint Alliance partners – campaign resource pack



Campaign Theme and Goals



The theme of this year's ILPPW is **Lead Free Kids for a Healthy Future**, with a special focus to ban lead from paint. The International Lead Poisoning Prevention Campaign aims to:

1. **Raise awareness** about the hazards of lead and, in particular, of lead paint.
1. **Draw attention** to the importance of preventing lead poisoning, particularly in children.
1. **Urge further action** by governments to ban lead paint by 2020.

This toolkit provides customizable tools and materials for partnering countries and local groups to share with diverse audiences. Available materials include:

- Key Messages.
- Icons.
- Posters.
- Banners.
- Social Media.
- Online Resources.
- Multimedia Outreach.
- Awareness Activities.
- Ways to Develop a Campaign Plan.

Develop a Campaign Plan



As you begin preparing for ILPPW, you should localize your outreach efforts by developing a campaign tailored for your local communities and organizations. To do this, you should:

1. Develop a single overarching communication objective. Define the parameters of the issue and focus on why you want to it now. Define your audience and what change you want to see as a result of your communication strategy.
2. Ensure your main message is clear, concise, and relevant to the audience.
3. Determine which materials you want to use.
4. Decide which communications channels are most appropriate for your message and audience.
5. Identify partners to work with throughout your campaign. You should create and mobilise local networks to distribute information.

A successful campaign does all of the following:

1. Frames and presents your campaign so that it catches the attention of your audience.
2. Clarifies your message so that it is unambiguous and clear.
3. Communicates a benefit to the audience.
4. Is consistent in messaging.
5. Uses materials that arouse emotions as well as give facts.
6. Creates trust by presenting information that is authoritative and reliable.
7. Includes a call to action by asking the audience to do something, such as encouraging governments to introduce legally-binding controls on lead in paint, or encouraging manufacturers to produce paint without adding lead.

Support from Lead Paint Alliance partners – communication materials

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



Materials available from WHO & UN Environment websites

www.unep.org/noleadinpaint - take link for International Lead Poisoning Prevention Week

The screenshot shows the WHO IPCS website page for the 2016 International Lead Poisoning Prevention Week of Action. The page features a navigation bar with categories like Health topics, Data, Media centre, Publications, Courses, Programmes, and Economics. The main content area includes a sidebar with links for IPCS Home, Health impacts of chemicals, Tools for assessing chemical risks, and more. The central text describes the week of action from 23 to 28 October 2016, highlighting the focus on eliminating lead paint. A prominent logo for 'Lead Free KIDS for a Healthy Future' is displayed. Below the main text, there are sections for '23-28 October 2016' with a list of resources (e.g., Information and resource pack, Infographic, Flyer, Poster) and 'Related links' including the Official website of the Global Alliance to Eliminate Lead Paint. A 'Campaign materials' section lists posters, flyers, and web banners.

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

The screenshot shows the UN Environment website page for the 2016 International Lead Poisoning Prevention Week of Action. The page features a navigation bar with categories like About, Calendar, Multimedia, News, Stories, Publications, and Resources. The main content area includes a sidebar with links for Chemicals & Waste, WHO WE ARE, WHAT WE DO, PARTNERSHIPS, NEWS, EVENTS, and RESOURCES. The central text describes the week of action from 23 to 28 October 2016, highlighting the focus on eliminating lead paint. A prominent logo for 'UN environment' is displayed. Below the main text, there are sections for 'INTERNATIONAL LEAD POISONING PREVENTION WEEK OF ACTION 2016', 'FIND the 2016 report on activities that took place during the week of Action HERE', and 'The key messages for this campaign were:'. A 'LEAD PAINT ALLIANCE' sidebar lists objectives, legal limits, partners, past events, resources, legislation toolkit, and contact info.

Examples of activities from previous campaigns

● Educational events

- Lead-awareness stand in a shopping area
- Technical meetings / webinars on health effects of lead and alternatives to lead in paint
- School education session and competition to develop slogans

● Declaration that action has been taken

- Introducing control measures on lead paint
- Joined Global Alliance to Eliminate Lead Paint
- Painting a school with lead-free paint

Caribbean Poison Information Network (CARPIN)
collaborates with the
World Health Organization (WHO)
in celebrating

INTERNATIONAL LEAD POISONING WEEK

October 19-25, 2014



Lead is one of the most toxic metals known. It is a cumulative poison that is retained in the body. Even at low levels, lead that is not excreted through the digestive system accumulates in the body and is absorbed directly from the blood stream into other tissues.

Unlike other metals, lead has no known functions or health benefits for humans. It is considered a Metabolic Poison which means that it inhibits some basic enzyme functions.

Symptoms of Lead Poisoning
Symptoms of lead poisoning become visible over the course of several weeks in adults and several days in children. Symptoms in children tend to be more severe. These symptoms include:

- Vomiting
- Prolonged gastrointestinal colic
- Blue discoloration of the gum
- Muscle weakness
- Diarrhea
- Loss of appetite
- Confusion
- Metallic taste in the mouth

Tips for a Lead Free Environment

- Do not buy foods in cans sealed with lead solder which may leak into foods.
- Do not store alcoholic beverages or acidic foods or beverages such as vinegar and



Examples of activities from previous campaigns

- Providing information on lead paint
 - IPEN report on studies of lead paint in selected countries
 - interview with legislators working on new regulations
 - newspaper articles on the hazards of lead, lead poisoning prevention and the need for regulatory controls
- Social media
 - e.g. twitter #BanLeadPaint, #LeadFreeKids
- Art events
 - e.g. drama / dance, art competition



GLOBAL LEAD PAINT ELIMINATION REPORT



Study finds lead dust a real threat to children

WHO warns
According to the World Health Organization, 2.4 per cent of global burden of disease is caused by lead poisoning.
Every year nearly 600,000 new cases of children suffering from intellectual disabilities due to lead poisoning.



TV show - Brazil



Tabela 3 – Resultado do Ensaio de Concentração de Chumbo – Pb – Esmalte Sintético (Valor de referência 0,06%)

Marca	Fabricante/ Importador	Tipo	Cor	Concentração de Pb (%)	Resultado
Alessi	Tintas Alessi Ltda	Premium	Amarela	< 0,0005	Conforme
			Vermelha	< 0,0005	
			Preta	< 0,0005	
Coral	AkzoNobel	Coralit	Amarela	< 0,0005	Conforme
			Vermelha	< 0,0005	
			Laranja	< 0,0005	
Dacar	Dacar Química do Brasil S.A	Standard	Amarela	< 0,0005	Conforme
			Vermelha	< 0,0005	
			Laranja	0,0007	
Eucatex	Tintas Eucatex	Eucalux Premium	Amarela	< 0,0005	Conforme
			Vermelha	< 0,0005	
			Laranja	< 0,0005	
Killing	Killing S/A Tintas e Abrasivos	Bellacasa	Amarela	0,0032	Conforme
			Vermelha	< 0,0005	
			Laranja	0,0016	
Luztol	Luztol Industrial Química Ltda.	Standard	Amarela	0,092	Não Conforme
			Vermelha	0,0013	
			Laranja	0,072	
Renner	PPG Industrial do Brasil	Extra rápido	Amarela	0,0008	Conforme
			Vermelha	0,0005	
			Laranja	< 0,0005	
Resicolor	Resicolor Indústria de Produtos Químicos Ltda.	Standard	Amarela	0,052	Conforme
			Vermelha	0,0009	
			Laranja	0,0016	
Sherwin Williams	Sherwin-Williams	Novacor	Amarela	0,0042	Conforme
			Vermelha	0,0034	
			Laranja	0,0008	
Suvinil	BASF S.A	Premium	Amarela	< 0,0005	Conforme
			Vermelha	< 0,0005	
			Laranja	< 0,0005	
Unilar	Unilar Ind. Com. Tintas	Esmalte Sintético	Amarela	12,2	Não Conforme
			Vermelha	7,8	
			Laranja	10,1	
Univero	Univero Tintas e Vernizes Ltda.	Premium	Amarela	< 0,0005	Conforme
			Vermelha	< 0,0005	
			Laranja	< 0,0005	

Resultado: Das 12 marcas analisadas, 2 foram consideradas Não Conformes no Ensaio de Concentração de Chumbo.

- Brazil standards authority - results of lead in paint analysis
- g1.globo.com/fantastico/noticia/2015/10/inmetro-o-reprova-duas-marcas-de-tintas-com-presenca-de-chumbo.html
- Report: www.inmetro.gov.br/noticias/verNoticia.asp?seq_noticia=3735
- [Ministry of Environment](#)

Lead poisoning prevention campaign materials


University of Technology, Jamaica
207, Old Hope Road
Kingston 6

Public Education Programme
October 21-22, 2014
Brochure Information Dissemination to
Teachers and Parents
Manufacturers
Schools
The King and St. Lucia


Lead Poisoning Seminar
October 24, 2014
University of Technology, Jamaica
College of Health Sciences

Community Outreach
Programme
Saturday, October 25, 2014

International Lead Poisoning Week
The Caribbean Poison
Information Network
October 19-25, 2014



CARPIN
CARIBBEAN POISON INFORMATION NETWORK
INTERNATIONAL LEAD POISONING WEEK



October 19-25, 2014

CARPIN will be hosting a 40 minutes video presentation and discussion on Lead Poisoning in children

Tuesday, October 28, 2014
DIS/CARPIN Office | 3:00 - 4:00 p.m.

Directions: Ground floor College of Health Sciences, the glass door on your right going towards the pharmacy

Kindly confirm attendance by 2 p.m., Tuesday October 23, 2014 (limited space available)

Semana Internacional de Concienciación sobre la Prevención del Envenenamiento por Plomo
Eliminación del Plomo en las Pinturas

Niños Libres de Plomo
Para un futuro saludable

Infórmese acerca del envenenamiento causado por plomo

¡Nunca más volvas a tener el Ojo del Plomo en la Pintura!

SUR **DAWSON-WILLIAMS**



LAS PINTURAS CON PLOMO DAÑAN TU SALUD Y LA DE LOS TUYOS



- ✓ LAVAR LOS JUGUETES DE LOS NIÑOS Y ASURTES DE LOS NIÑOS DE LAS MUJERES
- ✓ RECORDAR QUE LA PINTURA DE LOS JUGUETES DE LOS NIÑOS PUEDE DAÑAR TU SALUD Y LA DE LOS TUYOS
- ✓ PREGUNTA SI LA PINTURA DE LOS JUGUETES DE LOS NIÑOS PUEDE DAÑAR TU SALUD Y LA DE LOS TUYOS

¡Nunca más volvas a tener el Ojo del Plomo en la Pintura!



Niños Libres de plomo
Para un futuro saludable

¿Cómo se puede prevenir la contaminación por plomo?

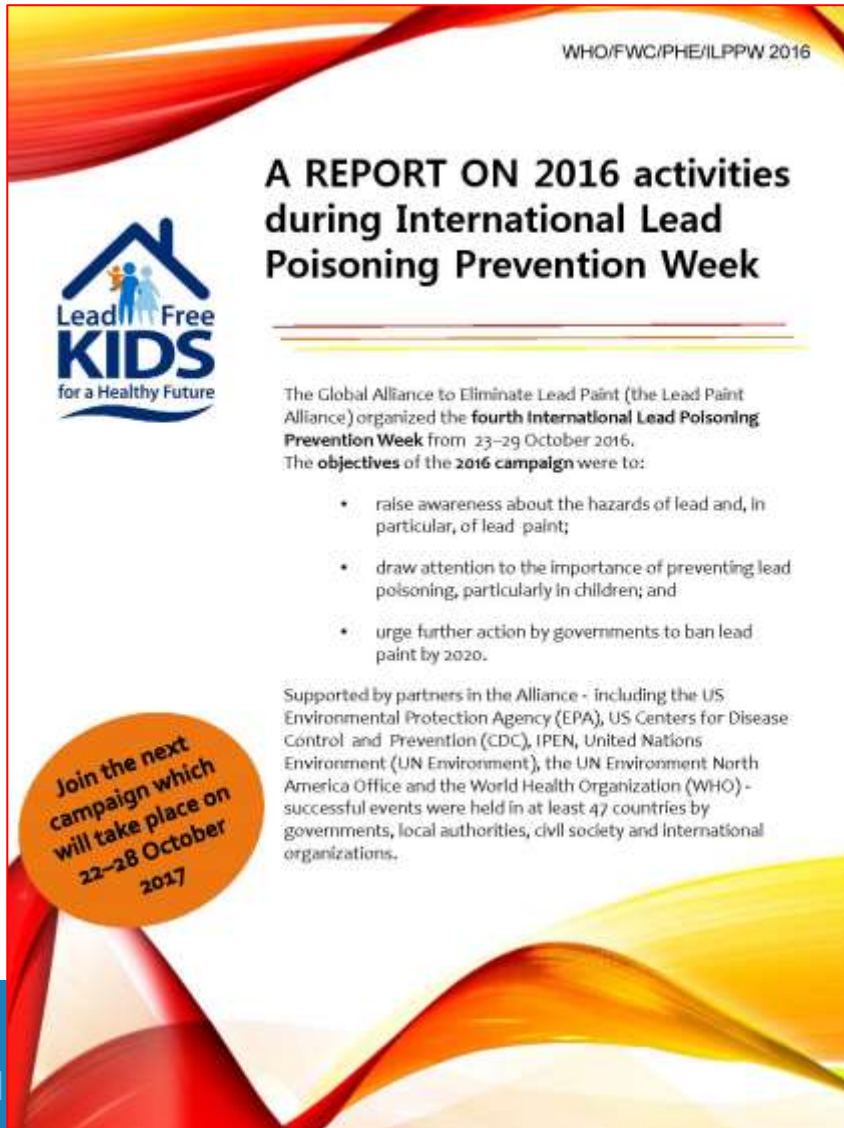


NIÑOS LIBRES DE PLOMO
Para un futuro saludable

¡Nunca más volvas a tener el Ojo del Plomo en la Pintura!



Read about last year's campaign

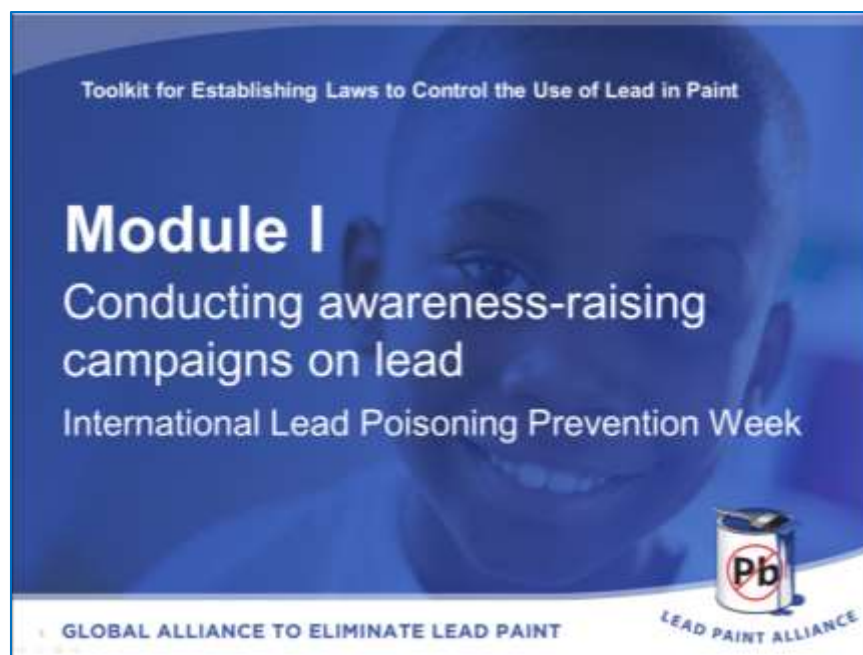


Join the next campaign on 22–28 October 2017

http://www.who.int/ipcs/lead_campaign/ILPPW_2016_Report.pdf?ua=1

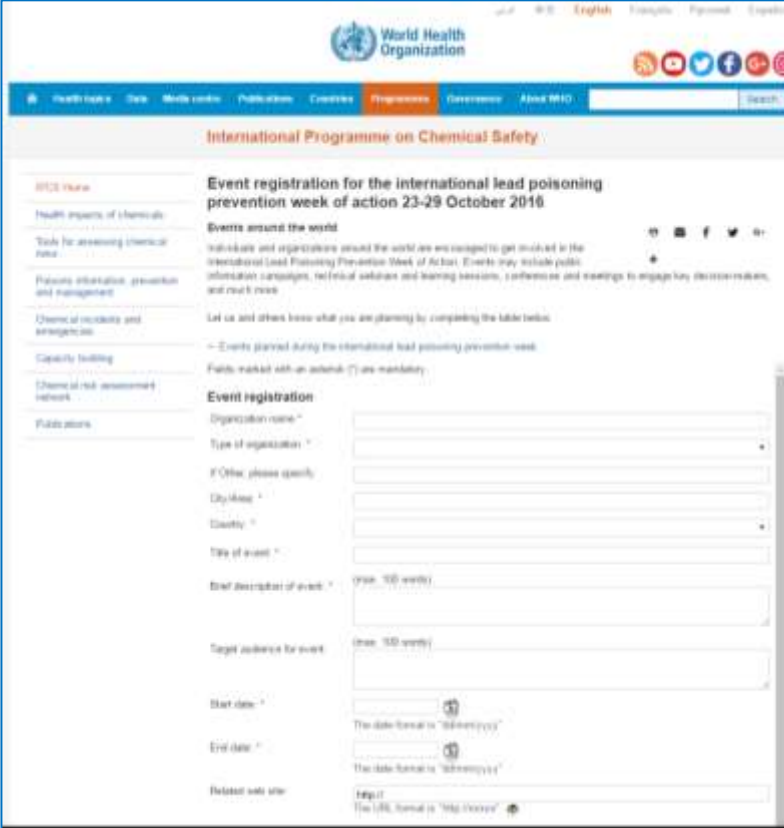
Planning your next campaign – suggestions & tips

- 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)



When you have planned your campaign please register it

- 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 heading is "International Programme on Chemical Safety" and "Event registration for the international lead poisoning prevention week of action 23-29 October 2016". The page is divided into a left sidebar with categories like "Health aspects of chemicals" and "Toxicology", and a main content area. The main content area includes a section for "Event registration" with a form containing fields for "Organization name", "Type of organization", "City/Area", "Country", "Title of event", "Brief description of event", "Target audience for event", "Start date", and "End date". There are also social media icons and a search bar at the top right.

Points of Contact

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

