

The Global Alliance to Eliminate Lead Paint (Lead Paint Alliance)

Raising Awareness

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East Africa Sub-Regional Workshop
on Establishing Legal Limits on Lead in Paint
Addis Ababa, Ethiopia, 2-3 December 2015



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Module I

Conducting awareness-raising
campaigns on lead

International Lead Poisoning Prevention Week



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Outline

- Background
- Support available
- Steps in planning a campaign
- Examples of campaign activities and materials
- Registering events
- Reference and point of contact

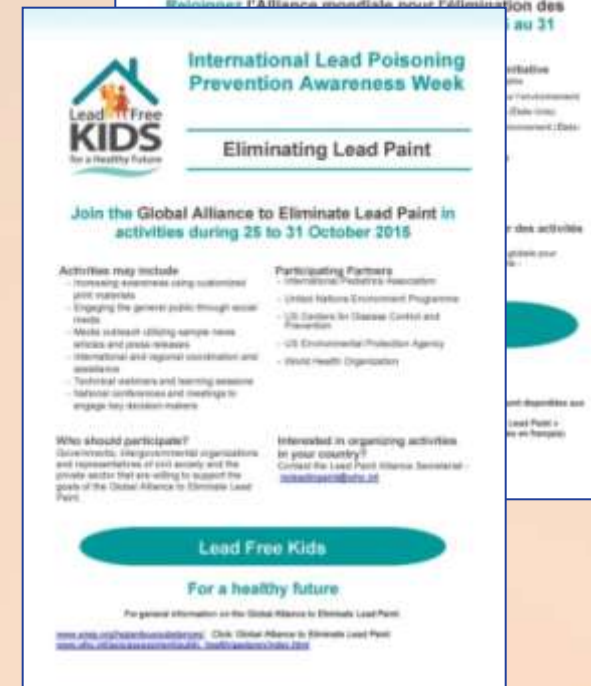
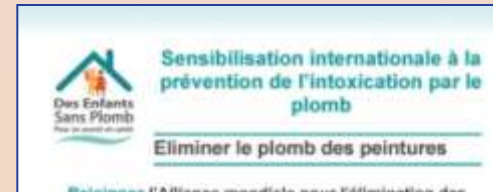
Background

- 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

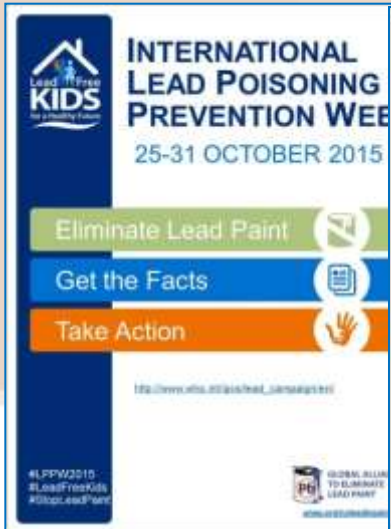
- Raise awareness about lead poisoning
- Highlight efforts to prevent childhood lead poisoning
- Urge further action to eliminate lead paint



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Support provided by Lead Paint Alliance partners

- Customisable materials developed for use in local campaigns
 - Posters, flyers, icons, fact sheets, Questions and Answers
- Materials provided in Arabic, Chinese, English, French, Spanish and Russian



Support provided by Lead Paint Alliance partners

- Materials can be downloaded from WHO website
- Event organizers can customize and distribute materials through outreach activities in their area

The screenshot shows the WHO website's 'International Programme on Chemical Safety' page. The main heading is 'International lead poisoning prevention week of action'. Below this, there are sections for 'Campaign materials' and 'Posters'. The posters are available in multiple languages: Chinese, English, French, Russian, and Spanish. There are also sections for 'Icons for use in local campaign materials' and 'Web banners'.

The screenshot shows the WHO website's 'International lead poisoning prevention week of action' page. The main heading is 'International lead poisoning prevention week of action'. Below this, there is a large graphic with the text 'Lead Free KIDS for a Healthy Future'. To the right of the graphic, there is a text box explaining the importance of lead poisoning prevention. Below the graphic, there are three large numbers: '143 000', '600 000', and 'Overall 99%'. There are also sections for 'Campaign materials' and 'Web banners'.



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"



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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



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Examples of activities in Africa from 2015 campaign

- Investigating lead concentrations of paint sold at local markets (Cameroon, Cote d'Ivoire, Ethiopia, Zambia);
- Public awareness events (Nigeria, Tanzania, Tunisia, Uganda, Zambia);
- Blood sampling to test for levels of lead (Cameroon);
- Training for residents on how to conduct non-violent advocacy initiatives (Kenya);
- Workshops involving various stakeholders (Kenya, Nigeria)



An opening speech by representative of the Ministry of Environment and Forest (Photo by PAN Ethiopia)



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Examples of activities in Africa from 2015 campaign

- National consultative forum including formation of national working group on lead in paint (Kenya)
- Translating and distributing materials including posters and leaflets (Tanzania, Tunisia);
- Social media campaigns (Kenya, Uganda);
- Broadcasting information about the health impacts of lead via radio and television (Cameroon, Côte d'Ivoire, Ghana);



Twitter campaigns #StopLeadPaint, forwarded by multiple organizations and individuals



Invitation for a “professional demonstration of lead painting of a deteriorated paint surface”



Some examples of other campaign materials

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



- Plumbi është helm. Ai ka pasqja serioze për shëndetin.**
- Nuk ka nivel të sigurt të ekspozimit ndaj plumbit.
 - Plumbi është veçanërisht i dëmshëm për fëmijët dhe gratë shtatzëna, pasi dëmton trurin dhe sistemin nervor në zhvillim të fëmijëve.
 - Plumbi lëviz në organizëm kryesisht përmes gjajës dhe frymëzimit të grincave të vogla.

Ju dhe fëmijët tuaj mund të jeni të ekspozuar ndaj plumbit

- Në shumë vende plumbi është gjetur në bojrat që përdoren në shtëpi.
- Bojrat me plumb përdoren gjithashtu tek lodrat e fëmijëve, sheshet e lojtarëve dhe produkte të tjera për fëmijë.
- Plumbi nga bojrat përfundon në pluhurat e shtëpisë.



Mbroni familjen tuaj

- Lani duart e fëmijëve për të larguar pluhurin e padukshëm të plumbit.
- Pastori rregullisht shtëpinë për të larguar pluhurin dhe papastëritë që mund të përmbajnë grincë plumbi.
- Kërko bojra pa plumb. Alternativat ekzistojnë.

http://www.who.int/ipcs/assessment/public_health/pb_campaign/en/index.html



La Alianza Global para Eliminar el Uso de Plomo en la Pintura (GALP)

El plomo es el principal contaminante del uso de la pintura en la pintura y es un peligro para la salud. El Programa de Acción Mundial para la Eliminación del Plomo en la Pintura (PAP) es un programa de acción mundial para eliminar el uso de plomo en la pintura.

Para más información:

http://www.who.int/ipcs/assessment/public_health/pb_campaign/en/index.html

Ministerio de Salud

Niños Libre de Plomo

Para un futuro saludable.

El plomo en las pinturas, un riesgo que debemos evitar

Ministerio de Salud, Presidencia de la Nación



AZ IVŐVÍZ SZENNYEZETTSÉGE

Pb

Van-e határérték az ivóvíz ólomszennyezésére?

Hogyan kerülhet ólom az ivóvízbe?

Mit tegyünk, ha kevesebb ólom van az ivóvízben?

Mit tegyünk, ha sok ólom van az ivóvízben?

International Lead Poisoning Prevention Awareness Week

10-16 October 2014

How to minimize exposure of lead to paint:

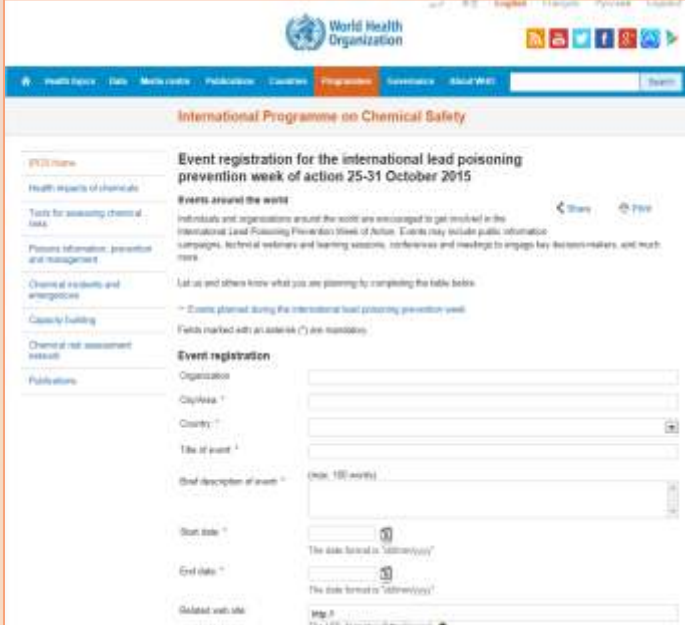
- Establishing regulatory framework with mandatory limits of lead in paint.
- Enforcing legislation that governs inherited lead contamination in the environment.
- Conducting frequent comprehensive studies and decreasing frequent levels of lead in the environment.

Lead Free paint

For more info: <http://www.leadfreepaint.com>

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



The screenshot shows the WHO website's event registration page. The header includes the WHO logo and navigation links. The main content area is titled "International Programme on Chemical Safety" and "Event registration for the international lead poisoning prevention week of action 25-31 October 2015". It features a sidebar with navigation links and a main registration form with fields for Organization, City/Area, Country, Title of event, Brief description of event, Start date, End date, and Related web site.



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References and Point of Contact

Originally presented at the Global Alliance to Eliminate Lead Paint Workshop on Establishing Legal Limits on Lead in Paint, 22 – 23 September 2014, New Delhi, India. Adapted for inclusion in the Lead Paint Alliance “Toolkit” for Governments, April 2015.

- For additional information about the campaign send an email to:

noleadpaint@who.int

- For information about the Global Alliance to Eliminate Lead Paint:

www.unep.org/noleadpaint

Thank you!

Contact:

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Agency

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