

RAISING AWARENESS OF TARGET STAKEHOLDERS AIMED AT PROMOTING ACTIONS ON ELIMINATING LEAD PAINT



**ЗАПРЕТИМ
ИСПОЛЬЗОВАТЬ
СВИНЕЦ В КРАСКАХ**

Image: Let's ban the
use of lead in paint

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SUB-REGIONAL WORKSHOP ON ELIMINATING LEAD PAINTS

FOR CENTRAL ASIA AND EASTERN EUROPE

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Background:

The issue of reducing lead in solvent-based paints in Ukraine was first raised by «MAMA-86» Ukrainian environmental NGO and the Association of Ukrainian manufacturers of paints and varnishes (AUPLP) in 2009 in the context of Interfarba-2009 International Exhibition conference.

By the year 2016 paint manufacturers were still addressing the issue on an individual scale.





IPEN “Study in Ukraine, as part of IPEN’s Lead Paint Elimination Campaign” 2016 project.

The project results were first introduced as part of the WHO/UNEP global campaign - the International Lead Poisoning Prevention Week.

The research was first conducted in Ukraine by «MAMA-86» in partnership with IPEN.



Study of lead levels in solvent-based paints for home use in Ukraine as part of IPEN's global campaign to eliminate leaded paint

June - August 2016:

- **53 samples** of solvent-based paint for home use
- **19 brands** from **17 major domestic and foreign manufacturers**
- **Specialist stores in Kiev, Kharkov and Dnipro**
- **Studies at US certified laboratory** engaged in Environmental Lead Proficiency Analytical Testing Program (ELPAT) and supported by the American Industrial Hygiene Association (AIHA) to ensure test reliability.



Research findings (1)

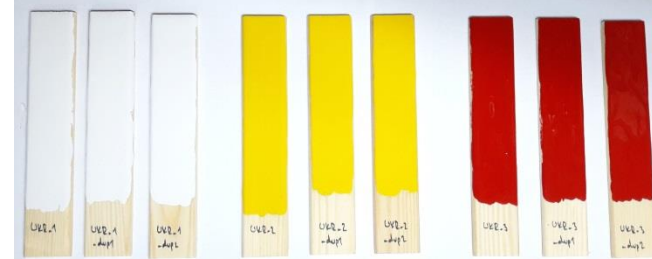
“Invisible killer in our house: adverse health impacts of lead paint in Ukraine” press conference held at UNIAN news agency at 11:30 a.m. on 26 October 2016.

The event was held within the framework of the International Lead Poisoning Prevention Action Week (ILPPWA) and the World Health Organization (WHO) global campaign.



Research findings (2)

- **30% of paints** – lead paints (total lead concentration exceeded 90 ppm (dry weight)).
- In addition, **26% of paints** – total lead concentration exceeded 600 ppm.
- Also **15% of paints** – over 10,000 ppm total lead. The highest lead concentration detected was 30,000 ppm in PF-115 yellow alkyd enamel paint manufactured in Ukraine.
- **44% of bright colored paints (yellow and red)** – total lead concentration exceeded 90 ppm. These paints are frequently used for schools, nurseries and playgrounds.
- **70% of paints** – total lead concentration at or below 90 ppm indicates that Ukraine has lead-free paint manufacturing technology.



Research findings (3)

Research findings are the basis and the incentive factor for promoting lead paint regulation!

OSCE and the Association of Ukrainian manufacturers of paints and varnishes (AUPLP) in cooperation with «МАМА-86» and the Institute of Occupational Health of NAMS of Ukraine – a joint project aimed at promoting lead paint technical regulation.



СВИНЕЦЬ В ОРГАНОРІЗЧИННИХ ФАРБАХ
ПОБУТОВОГО ПРИЗНАЧЕННЯ В УКРАЇНІ



жовтень 2016 року



RAISING AWARENESS OF TARGET STAKEHOLDERS (1)

- Paint and varnish market research and lead tests of solvent-based paints for home use in Ukraine conducted by «Mama-86»/IPEN are part of IPEN's Lead Paint Elimination Campaign
- «Mama-86» outreach program on preventing lead poisoning in more than 10 regions, including joint press conferences and press briefings with representatives of Ukraine's Ministry of Health and Ministry of Economic Development and Trade
- Active dialogue between Ukrainian manufacturers of paints and varnishes (AUPLP), «Mama-86» and OSCE
- Launch of lead paint retirement initiative within the framework of “Primus: Interfarba 2009” international exhibition (AUPLP, «Mama-86»), lectures at «Лакокраска UA» (AUPLP) annual international conferences (Executive Director of AUPLP, OSCE since 2013, «Mama-86» - since 2016)

RAISING AWARENESS OF TARGET STAKEHOLDERS (2)

- Lead paint draft regulation:
 - Developed in 2017
 - Reviewed with stakeholders, including GAELP in 2018
 - Submitted to the Cabinet of Ministers of Ukraine in February 2019. Pending review by the Ministry of Economic Development and Trade of Ukraine.
- Some Ukrainian manufacturers confirmed lead-free paint manufacturing did not require heavy expenditures and eliminated it in their stock:
 - Feidal Ukraine
 - Atoll Paint Ukraine
 - Advent Invest (TM KOMPOZIT)
 - ZIP

SUCCESS FACTORS OF ELIMINATING LEAD IN PAINTS

- Documents and campaigns (Model Law and guideline document on lead paint regulation), International Lead Poisoning Prevention Week (held by UN Environment, WHO, GAELP, US EPA and IPEN), ICCM (International Conference on Chemicals Management) discussion sessions
- Paint and varnish market research. Paint sample testing and test results provided by «Mama-86»/ IPEN
- «Mama-86» outreach campaign for consumers and stakeholders
- AUPLP management and members awareness and engagement
- Communication with AUPLP management and members (bilateral, at conferences)
- Draft regulation preparation and discussion with AUPLP members

INCENTIVES FOR DEVELOPING LEAD PAINT REGULATION

Creation of draft regulation:

- Base - «model» law developed by UN Environment to support GAELP
- Developed by the Technical Committee for Standardization TC 168 «Paints and varnishes», including the rationale of the Institute of Occupational Health of NAMS
- Administrative support by AUPLP
- Administrative and financial support by OSCE

Commentary to draft regulation:

- Members of TC 168 «Paints and varnishes» (4 discussions)
- «Mama-86» representatives
- GAELP members, US EPA + UNEP, IPEN, WHO in particular
- Presentation of draft regulation and its discussion at «Лакочраска UA» annual international conference

International Lead Poisoning Prevention Weeks, Ukraine 2016, 2017, 2018 (1)

Volunteers of “Dream Republic” Children's and Youth Environmental NGO in cooperation with "Mama-86-Zaporizhie" made a PSA urging to buy lead-free, health-safe paint

(https://www.youtube.com/watch?v=WyVQIOyvEMw&feature=youtu.be&fbclid=IwAR1xq8HH6PptJJ56S_1k0C4saVSCDzxRLkwTrOx1VCbW7IGUrRh6o9zy_E)

"MAMA-86" Zaporizhian branch adapted SAICM (Strategic Approach to International Chemicals Management) PSA for Ukrainian Internet users

(<https://www.youtube.com/watch?v=4xUBh4C2pgE&feature=youtu.be&fbclid=IwAR0Yg8X5Zk5eIaijLg1DxTlioBMkjSFISJnDkWkneuu7evXwC49tGT3ETUI>)

Awareness campaign conducted by «MAMA-86-New Kakhovka» on adverse impact of lead.

«MAMA-86» and STB TV channel prepared a 25-minute video “Why playgrounds may be hazardous?” in the context of “Everything is going to be fine” TV program which focused on preventing adverse health impacts of lead paint on playgrounds equipment.

(<https://www.youtube.com/watch?v=20tQ2EbsiqQ>)



International Lead Poisoning Prevention Weeks, Ukraine 2016, 2017, 2018

Zaporizhia call for lead paint ban!

(<https://www.facebook.com/search/str/%23%D1%84%D0%B0%D1%80%D0%B1%D0%B8%D0%B1%D0%B5%D0%B7%D1%81%D0%B2%D0%B8%D0%BD%D1%86%D1%8E/photos-keyword>)

- Creating information materials in Ukrainian language (posters, web banners, brochures);
- «Ban Lead Paint» information campaign on «Мама-86-Zaporizhia» website platform and in social networks;
- «I am against lead paint» Selfie Flash Mob [#фарбибезсвинцю](https://www.facebook.com/zps19.media/posts/1927734997310076) (<https://www.facebook.com/zps19.media/posts/1927734997310076>);
- Creating methodological recommendations for teachers aimed at implementing outreach campaigns in educational institutions
- Producing PSAs;
- Events news, including TV reviews



10 years of outreach activities

- Media (TV, Radio, newspapers)
- Press conferences and press briefings
- Conferences, round tables, (specialized) seminars
- Nurseries, schools, universities and colleges, parents and the staff.
- Joint environmental projects



Thank You!

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