

International lead poisoning prevention week of action

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**World Health
Organization**

Background

- Lead Paint Alliance identified a lead poisoning prevention awareness campaign as a key activity area
 - supported by ICCM3
 - takes place in the last full week of October (Sunday-Saturday)
 - first campaign was in 2013
- Lead Poisoning Prevention Campaign aims to:
 - raise awareness about lead poisoning
 - highlight efforts to prevent childhood lead poisoning
 - urge further action to eliminate lead paint
- Campaign week is supported by Lead Paint Alliance partners

Third international lead poisoning prevention week of action

● 25-31 October 2015

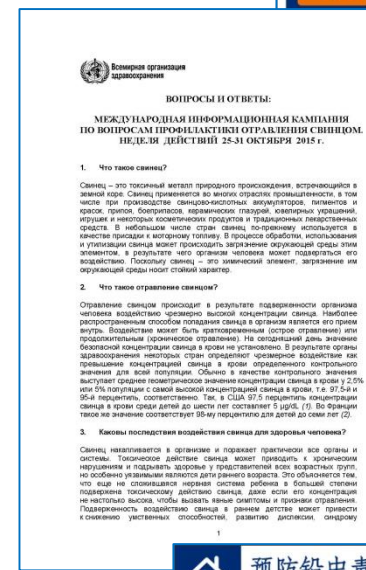
● Lead Paint Alliance partners providing customisable materials for use in local campaigns

● Visual materials

- posters, icons, web banners in Chinese, English, French, Russian and Spanish

● Information materials

- Q&As, fact sheets in 6 UN languages



Materials available from WHO website

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

World Health Organization

Health topics | Data | Media centre | Publications | Countries | Programmes | Governance | About WHO

International Programme on Chemical Safety

International lead poisoning prevention week of action

Lead poisoning is entirely preventable, yet lead exposure is estimated to account for 0.6% of the global burden of disease, with the highest burden in developing regions. Childhood lead exposure is estimated to contribute to about 600 000 new cases of children with intellectual disabilities every year. Even though there is wide recognition of this problem 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.

Campaign objectives

143 000 or 0.6% of the global burden of disease from lead exposure.

600 000 new cases every year of children with intellectual disabilities from lead exposure.

Overall 99% of children affected by high exposure to lead live in low- and middle-income countries.

Lead exposure pdf, 245kb

Childhood lead poisoning pdf, 1.65Mb

Chemicals

Related links

Official website of the Global Alliance to Eliminate Lead Paint

Objectives of the International lead poisoning prevention week of action

Arabic
Chinese
French
Russian
Spanish

Technical resources

Ten chemicals of major public health concern - Lead

Event registration

Tell us about your event for the campaign
List of events

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

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International Programme on Chemical Safety

International lead poisoning prevention week of action

Share Print

Campaign materials

Posters

Posters are provided in a modifiable format. Event organizers are encouraged to adapt the text in the posters to reflect their local campaign.

Size 18 x 24

Chinese pptx, 702kb | English pptx, 321kb | French pptx, 704kb | Russian pptx, 708kb | Spanish pptx, 704kb

Size 8.5 x 11

Chinese pptx, 696kb | English pptx, 316kb | French pptx, 701kb | Russian pptx, 705kb | Spanish pptx, 700kb

Icons for use in local campaign materials (transparent background)

Chinese jpg, 263kb | English jpg, 235kb | French jpg, 238kb | Russian jpg, 255kb | Spanish jpg, 234kb

Icons for use in local campaign materials (blue background)

Chinese jpg, 286kb | English jpg, 210kb | French jpg, 216kb | Russian jpg, 233kb | Spanish jpg, 206kb

Web banners

Chinese

260x730 jpg, 136kb | 525x550 jpg, 165kb | 800x180 jpg, 123kb

English

160x400 jpg, 92kb | 403x403 jpg, 126kb | 728x100 jpg, 84kb

French

220x640 jpg, 112kb | 440x408 jpg, 132kb | 935x125 jpg, 121kb

Russian

220x623 jpg, 107kb | 440x408 jpg, 133kb | 935x125 jpg, 116kb

Spanish

220x640 jpg, 110kb | 403x403 jpg, 134kb | 900x125 jpg, 129kb

International Programme on Chemical Safety > International lead poisoning prevention week of action 25-31 October 2015

Third international lead poisoning prevention week of action

Twitter hashtags for the week:

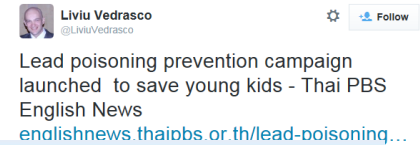
#LPPW2015

#LeadFreeKids

#StopLeadPaint

Examples of activities from previous campaigns

- Social media to spread the message
 - Twitter campaigns e.g. #StopLeadPaint – forwarded by multiple organizations and individuals
 - Facebook pages
 - YouTube videos
- Mobilising the community
 - marching against lead paint



Examples of activities from previous campaigns

- Providing information on lead paint
 - report published on the results of study 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
- Art events
 - drama / dance to convey messages about lead
 - art competition



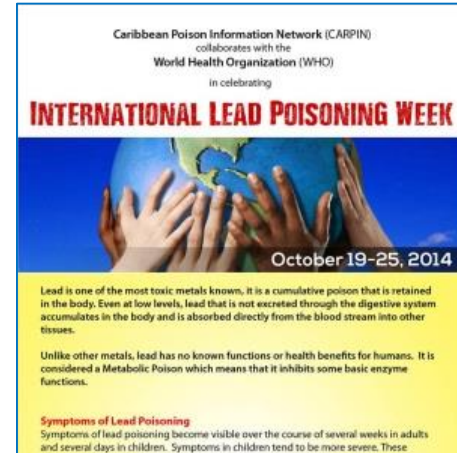
Examples of activities from previous campaigns

- Educational events

- lead-awareness stand in a shopping area
- technical meetings / webinars to discuss 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



Some slogans from schools in New Delhi

- Delhi Public School sector XII RK Puram
 - Say no to lead for a better body and head.
 - Let's lead Indians to unleaded homes. Paints contain lead! Choose wisely or suffer later.
 - Save future generations from lead. The future is in your hands. Wake up, unlead yourself!
- Government co-ed senior secondary school, Laxmi Bai Nagar
 - Jan-jan ki hain yahi pukaar, sisa rahit ho sansaar.
 - Anjane me hamne bahut kiya sisa ka prayog, ab apne sawasthya ke liye jara socho aur karo inka viyog.

Some examples of 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 pasoja 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 hyn në organizëm kryesisht përmes gojës dhe frymëmarrjes së 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 lodrave 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;
- ✓ Pastroni rregullisht shtëpinë për të larguar pluhurin dhe papastëritë që mund të përmbajnë grimca plumbi;
- ✓ Kërko bojra pa plumb. Alternativat ekzistojnë.

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



AZ IVËVIZ ÒLOM-SZENNYEZETTSËGE

Miaoz ólom?

Van-e határérték az ivóvíz ólomtartalmára?

Honnan kerülhet ólom az ivóvízbe?

Mit történik az ivóvízből származó ólommal az emberi szervezetben?

Mik az ólom egészségkárosító hatása?

Mit tegyek, ha tudom, hogy magas ólom tartalmú a csapvízemen?



PREVENTION OF LEAD POISONING: NATIONAL WEEK OF ACTION 21st–25th OCTOBER 2014

Stakeholders Consultative Forum Towards Elimination of Lead in Paint

International poisoning prevention awareness week

Eliminating lead in paints

18–25 October 2014

Lead is a poison. It has serious consequences for health.

You and your children may be exposed to lead.

Protect your family

Lead Free Paint!

KIRDI Headquarters
South C Campus - Popo Rd. Off Mombasa Rd.
P.O. Box 30650-00100, Nairobi, Kenya.
Tel: +254-20-6003822, 6000440
Fax: +254-20-6007023
E-mail: dir@kirdi.go.ke

For more info: <http://www.kirdi.go.ke/events-list/146-kirdi-participation-in-lead-poisoning-awareness>

Read about last year's campaign

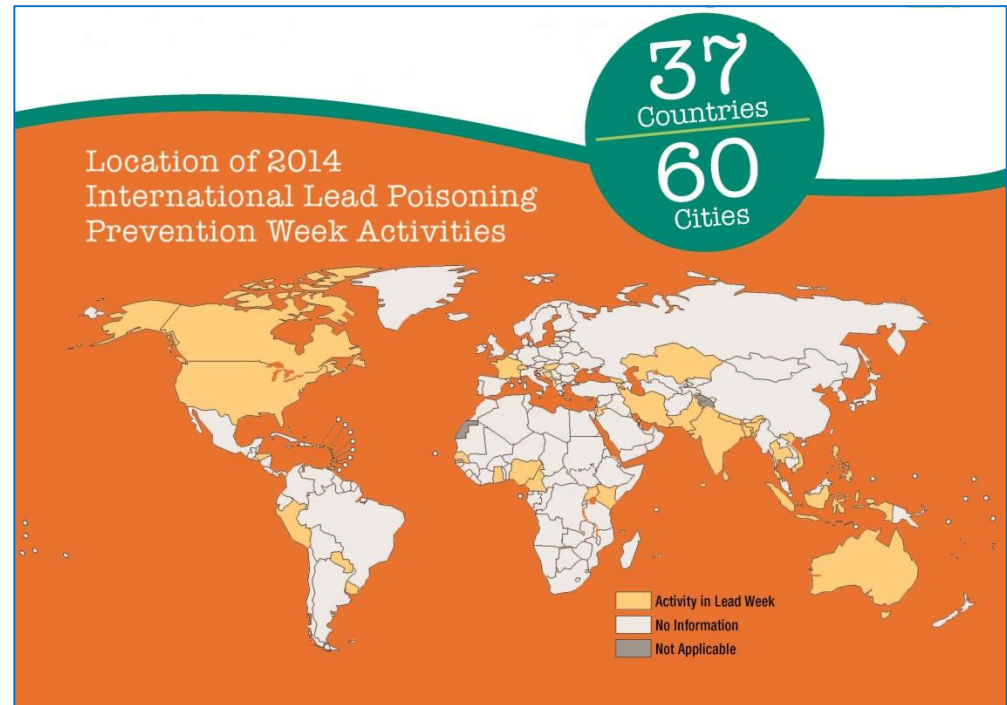


International Lead Poisoning Prevention Week 2014

BACKGROUND: The Global Alliance to Eliminate Lead Paint organized the second International Lead Poisoning Prevention Week from 19-25 October 2014 with the goal of raising awareness worldwide about lead poisoning and encouraging action to eliminate the use of lead in paint.

Awareness-raising events were hosted in more than 60 cities and 36 countries in conjunction with a global social media campaign. Activities held during the week included educational sessions, creation of awareness materials, presentations and speeches, art competitions, and media outreach. Activities and events were supported by several partners in the Lead Paint Alliance, including: US Environmental Protection Agency (EPA), US Centers for Disease Control and Prevention (CDC), United Nations Environment Programme (UNEP), WHO Headquarters and Regional Offices, IPEN, and the International Pediatrics Association. Funding from the Swiss Federal Office for the Environment to WHO for the global campaign is gratefully acknowledged.

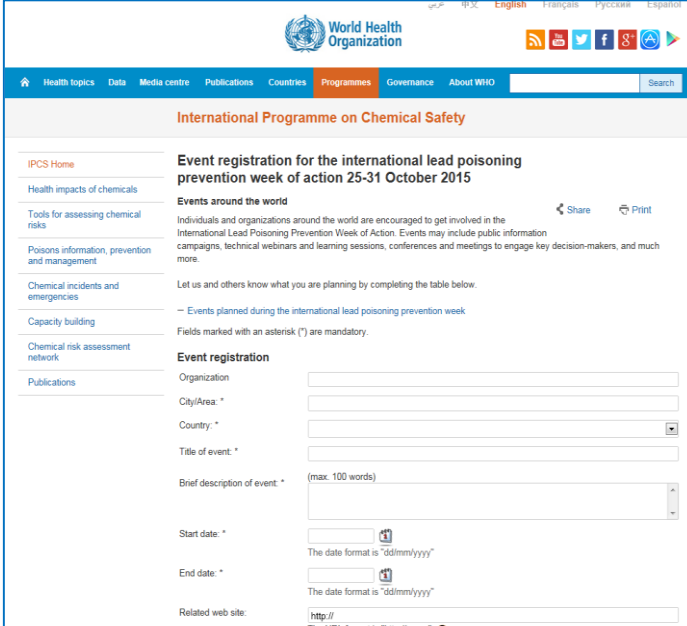
Join the next campaign, which will take place 26-31 October 2015.



http://www.who.int/ipcs/lead_campaign/report_2014.pdf?ua=1

Register your campaign

- What are you going to do?
- Register your event on the WHO webpage
- See who else is organising events in your area and consider joining forces
- Use Lead Paint Alliance materials
 - multiple events using same icons and messages increases the global impact of the campaign



The screenshot shows the WHO IPCS website with the following content:

- Navigation:** Home topics, Data, Media centre, Publications, Countries, Programmes, Governance, About WHO.
- Language:** English, Français, Русский, Español.
- Section:** International Programme on Chemical Safety.
- Event Title:** Event registration for the international lead poisoning prevention week of action 25-31 October 2015.
- Events around the world:** Individuals and organizations around the world are encouraged to get involved in the International Lead Poisoning Prevention Week of Action. Events may include public information campaigns, technical webinars and learning sessions, conferences and meetings to engage key decision-makers, and much more.
- Registration Instructions:** Let us and others know what you are planning by completing the table below. Fields marked with an asterisk (*) are mandatory.
- Event registration form fields:**
 - Organization:
 - City/Area:
 - Country:
 - Title of event:
 - Brief description of event:
 - Start date:
 - End date:
 - Related web site:

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

Donors & supporters

- German Ministry of the Environment, Nature Conservation, Building and Nuclear Safety
- IPEN
- US Environmental Protection Agency (EPA)
- US Centers for Disease Control and Prevention (CDC)
- United Nations Environment Programme (UNEP)
- World Health Organization HQ and Regional Offices
- And many local organizations