

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

Toolkit Awareness Raising Modules

Inception Workshop of the Project
“Promoting elimination of the use of lead paints in China and
Africa”

Beijing, People's Republic of China,
26th -27th April 2016

Presented by UNEP



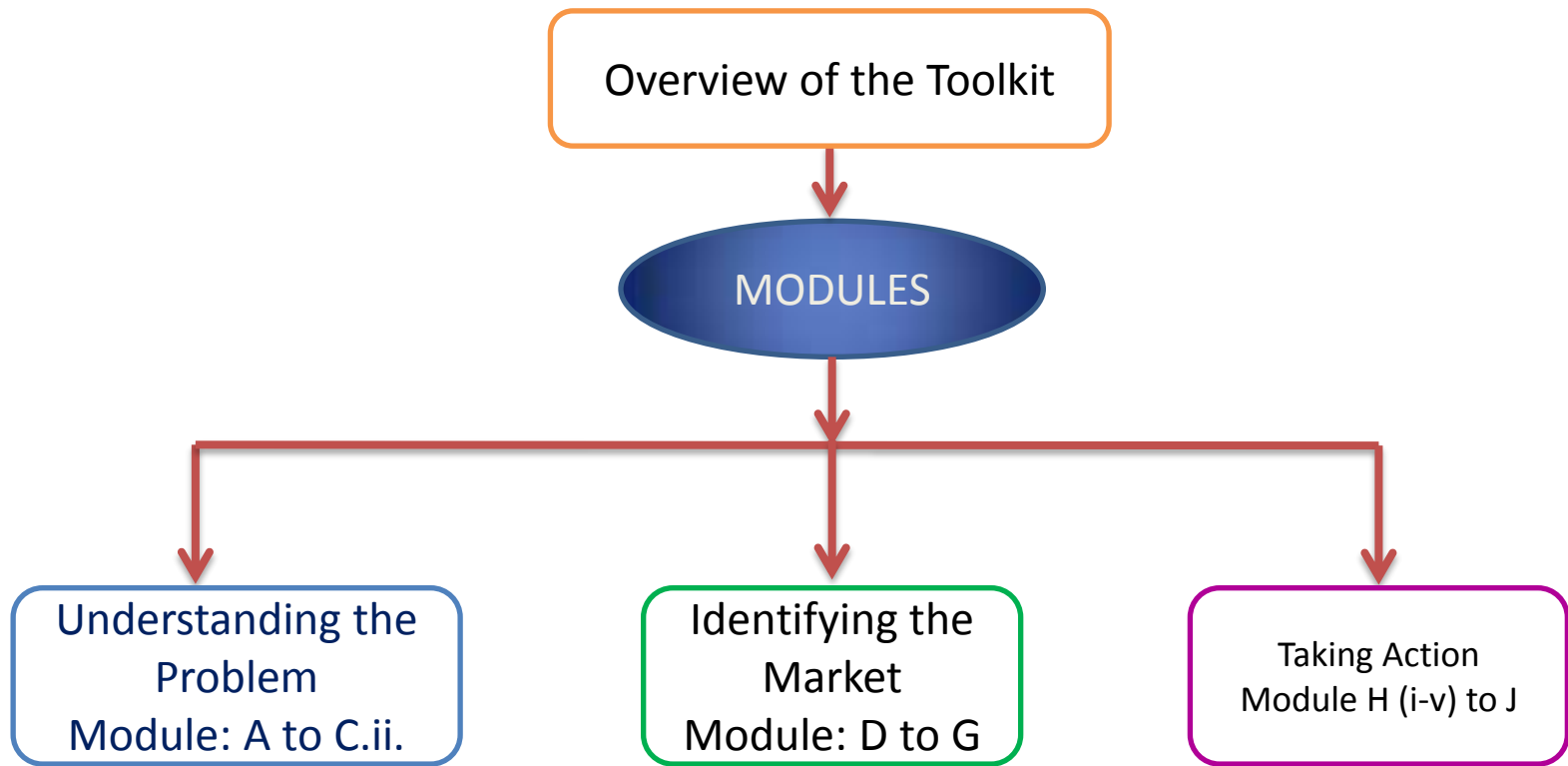
Module I

Conducting awareness-raising
campaigns on lead

International Lead Poisoning Prevention Week



LEAD PAINT ALLIANCE



The toolkit provides information on why lead is a public health and environmental concern, explains current testing methods, describes the existing paint market, and how to take actions to establish regulations on lead in paint.



Identifying the PaintMarket

MODULES



H.i. European Union Case Study



H.ii. United States Case Study



H.iii. Uruguay Case Study



H.iv. Philippines Case Study

I. Conducting lead awareness-raising campaigns

J. Developing Legal Limits on Lead in Paint



Outline

- Background
- Support available
- Steps in planning a campaign
- Examples of campaign activities & 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



LEAD PAINT ALLIANCE

International Lead Poisoning Prevention Week

年预防铅中毒国际行动周

1 st .	20-26 October 2013
2 nd .	19-25 October 2014
3 rd .	25-31 October 2015
4 th .	23-29 October 2016

Aims:

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



目标

在活动周期间，消除含铅涂料全球联盟力求：

- 提高人们对铅中毒的意识；
- 强调指出各个国家和合作伙伴为预防儿童铅中毒所作的努力；
- 敦促开展消除含铅涂料的进一步行动。

该行动周是全球消除含铅涂料联盟提出的一项倡议活动。在含铅涂料联盟各合作伙伴的支持下，世卫组织将提供一系列可调整用于地方性活动的多语言材料。这些材料可在今年夏天自一个特定活动网页上获得。

请在行动周期间计划组织活动的人员在我们的网站上进行活动登记。



预防铅中毒国际行动周

2015年10月25日至31日

消除含铅涂料



了解事实



采取行动



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

#LPPW2015
#LeadFreeKids
#StopLeadPaint



消除含铅涂料全球联盟

unep.org/noleadpaint



预防铅中毒 国际行动周

2015年10月25日至31日

消除含铅涂料



了解事实



采取行动



消除含铅涂料全球联盟

unep.org/noleadpaint



World Health
Organization

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

The image displays a collection of educational and promotional materials from the Lead Paint Alliance. On the left is a poster for the 'INTERNATIONAL LEAD POISONING PREVENTION WEEK' held from October 25-31, 2010. The poster features the 'Lead Free Kids' logo and three main action items: 'Eliminate Lead Paint', 'Get the Facts', and 'Take Action'. In the center is a large Chinese poster with the title '培养无铅儿童, 创建健康未来' (Cultivate Lead-Free Children, Create a Healthy Future). It features a stylized house icon with a family inside. To the right of the Chinese poster is a Russian fact sheet with the title 'Вопросы и ответы' (Questions and Answers) and text in Cyrillic. Further right is a French poster for 'Des Enfants Sans Plomb' (Lead-Free Children) with the slogan 'Pour un avenir en santé' (For a healthy future). On the far right is a 'No Lead' icon showing a paint can with a red 'X' over the chemical symbol 'Pb' and the text 'LEAD PAINT ALLIANCE' below it.

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

World Health Organization

International Programme on Chemical Safety

International lead poisoning prevention week of action

Campaign materials

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

Size: 16 x 14

- Chinese: pptx, 102kb
- English: pptx, 321kb
- French: pptx, 314kb
- Russian: pptx, 708kb
- Spanish: pptx, 704kb

Size: 8.5 x 11

- Chinese: pptx, 659kb
- English: pptx, 319kb
- French: pptx, 701kb
- Russian: pptx, 104kb
- Spanish: pptx, 700kb

Icons for use in local campaign materials (transparent background)

- Chinese: jpg, 263kb
- English: jpg, 236kb
- French: jpg, 238kb
- Russian: jpg, 252kb
- Spanish: jpg, 234kb

Icons for use in local campaign materials (blue background)

- Chinese: jpg, 264kb
- English: jpg, 210kb
- French: jpg, 210kb
- Russian: jpg, 232kb
- Spanish: jpg, 209kb

Web banners

Chinese

- 360x73: jpg, 136kb
- 620x550: jpg, 162kb
- 600x100: jpg, 123kb

English

- 160x430: jpg, 102kb
- 400x430: jpg, 126kb
- 720x130: jpg, 94kb

French

- 220x60: jpg, 112kb
- 440x60: jpg, 132kb
- 535x125: jpg, 121kb

Russian

- 720x421: jpg, 107kb
- 440x60: jpg, 133kb
- 305x121: jpg, 116kb

Spanish

- 220x60: jpg, 115kb
- 400x430: jpg, 134kb
- 900x125: jpg, 124kb

World Health Organization

International Programme on Chemical Safety

International lead poisoning prevention week of action

Lead Free KIDS for a Healthy Future

(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 400 000 new cases of children with intellectual disabilities every year. Even though there is some 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 at 50% 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 ppt, 243kb

Childhood lead poisoning ppt, 1 036kb

Chemicals

Selected links

- Official website of the Global Alliance to Eliminate Lead Paint
- Objectives of the international lead poisoning prevention week of action

Chinese

English

French

Russian

Spanish

USA ppt, 317kb

USA

- Campaign banner ppt, 314kb
- Initial briefing for event organizer ppt, 2 343kb
- Poster (10 x 24) pptx, 321kb
- Poster (8.5 x 11) pptx, 314kb
- Campaign materials (posters, icons and web banners)

Technical resource

Five chemicals of major public health concern - Lead

Event registration

Get us listed as a provider for the campaign. List of assets



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"



LEAD PAINT ALLIANCE

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)



LEAD PAINT ALLIANCE

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 gjyqës 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 lojërave dhe produkte të tjera për fëmijë;
- Plumbi nga bojrat përfundon në pluhurat e shtëpisë.



Mbron fëmijën tuaj

- Lani duart e fëmijëve për të larguar pluhurin e padukshëm të plumbit;
- Pazotni 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



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

El plomo es el principal contaminante de los productos de pintura que se utilizan en el mundo. La exposición a este contaminante puede causar graves problemas de salud, especialmente en niños y mujeres embarazadas.

Para más información:

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

Ministerio de Salud

El plomo en las pinturas, un riesgo que debemos evitar

Ministerio de Salud
Presidencia de la Nación

Niños Libres de Plomo

Para un futuro saludable

Organización Panamericana de la Salud
Organización Mundial de la Salud



AZ IVŐVÍZ SZENNYEZETTSÉGE

Pb

Minél több víz, annál több ólom?

Van-e határérték az ivóvíz ólomtartására?

Hogyan kerülhet ólom az ivóvízbe?

Mit tegyünk, ha sokan vagyunk ólomvesztésben?

International Lead Poisoning Prevention Awareness Week

How to minimize exposure of lead to paint

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

Lead Free paint

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Nevak 7/ Company, P.O. Box 230, Szekesfehervar, Hungary
Tel.: +36-36-4690222-4690488
Fax: +36-36-4690223
E-mail: info@sekosz.hu

Some examples of other campaign activities



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 region and join their forces
- Consider customizing Lead Paint Alliance icons
 - Multiple events using same icons and messages to highlight the global impact of the campaign

The screenshot shows the WHO website's event registration page. The header includes the WHO logo and navigation tabs for Health topics, Data, Media centre, Publications, Locations, Programmes, Services, and About WHO. The main heading is 'International Programme on Chemical Safety'. Below this, there is a section for 'Event registration for the international lead poisoning prevention week of action 25-31 October 2015'. The page features a sidebar with various topics like 'Health impacts of chemicals', 'Toxicity for assessing chemical risks', and 'Chemical risk assessment'. The main content area includes 'Events around the world' and an 'Event registration' form with fields for Organization, Country, Title of event, Brief description of event, Start date, and End date. There are also links for 'Share' and 'Print'.

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:

noleadinpaint@who.int

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

www.unep.org/noleadinpaint