

# Goal

- Providing **DCPI central communications** to the awareness raising of the UNEP China Trust Funded project entitled : “Promotion of elimination of the use of lead paints in China and Africa ”.
- Increase global visibility of national policy and law support progress and activities in China.
- Increase awareness on consumer information and encourage responsible consumption for non-lead paint products.

- **Are We Getting Through?**

*The two words **information** and **communication** are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.❏*

**-Sydney J. Harris**

# Products in support of Component 2

- UNEP website feature stories/ highlights: **Tell the China story and South-South Cooperation stories**
- We influence the journalists and help to shape the reporting agenda: **UNEP Global news and media outlets in China and Africa**
- Force of change - UNEP social media: **Weibo, Wechat, Twitter, Facebook and Instagram**
- Outreach with Key Opinion Leaders: **UNEP celebrity partners in China and Africa**, including Goodwill Ambassador Li Bingbing and over ten A-listers that are currently supporting UNEP's mandate.