

Global Alliance to Eliminate Lead Paint/Lead Paint Alliance (LPA)

Advisory Council Meeting

Wednesday 6 November 2019, 13:30 – 15:30 Geneva Time

Skype Meeting

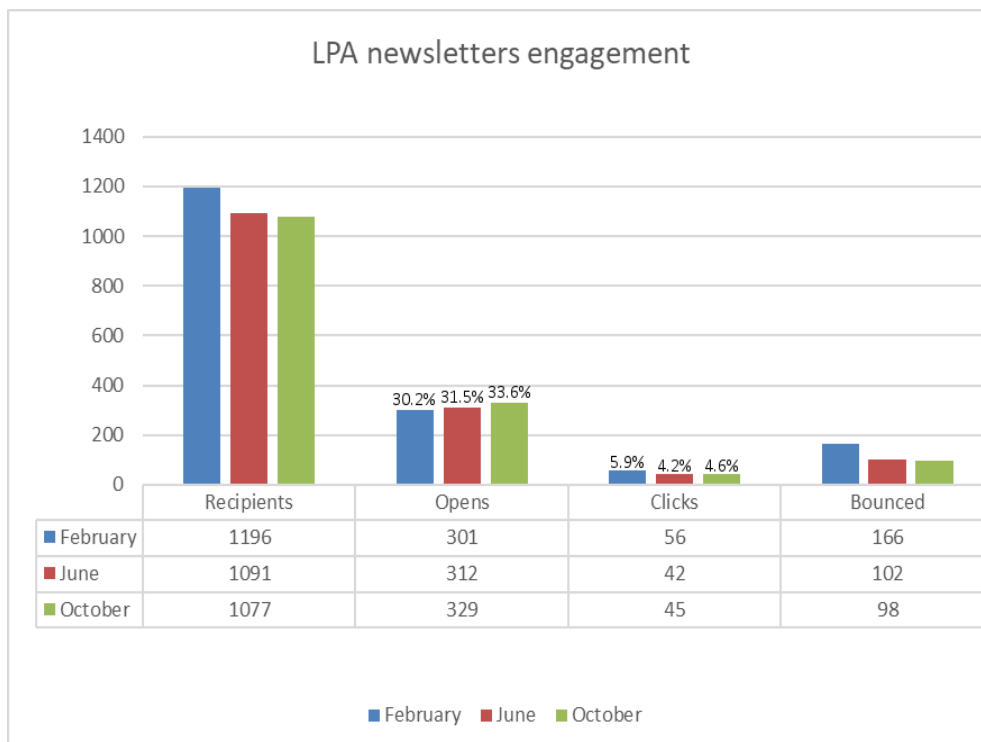
Item 4.b of the provisional agenda

Communication and Outreach

I. Newsletter

Since the last Advisory Council meeting in May 2019, two newsletters were sent for the Lead Paint Alliance.

- Full format: Eliminating lead paint matters! - World Environment Day Edition, June 2019 was sent on Tuesday 4th June to 1091 recipients.
- Short blast: Eliminating lead paint matters! International Lead Poisoning Prevention Week Edition, September 2019 was sent on Tuesday 1st October to 1077 recipients.



Open: number of distinct recipients who have open the email

Clicks: number of distinct recipients who have clicked one or more links inside the email

The decrease in the number of recipients comes from the fact that mailchimp removes (unsubscribes) the hard-bounced email addresses. There is a steady increase in the opening and

clicking rates, also explained by the fact that the audience is reduced by removing not relevant recipients.

The LPA is having an average rate of opening similar to the industries one

- Government: Opens 15.2% Clicks 0.6 %
- Non-profit: Opens 20.4% Clicks 2.0%

Visitors countries of origin

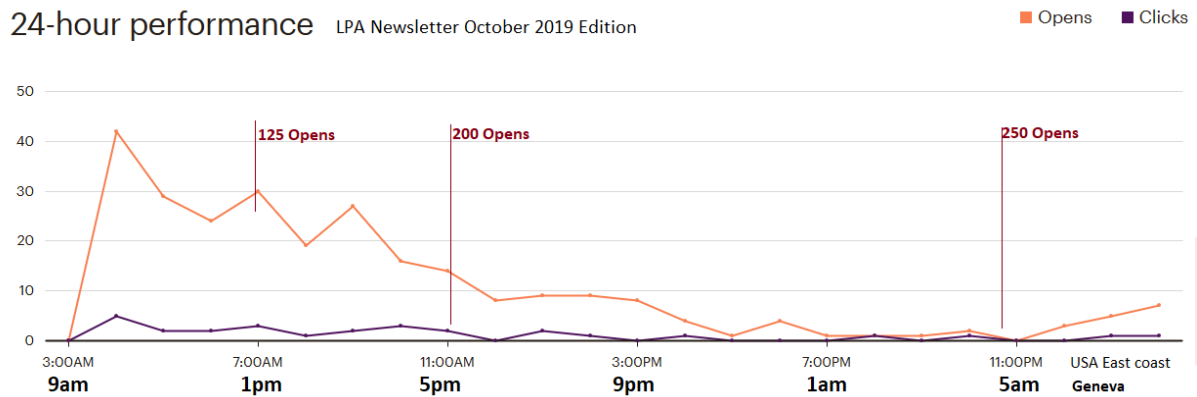
- Always: mainly opened in USA, Switzerland, France, Kenya, UK (the last three countries in alternate order)
- June: Japan, Luxembourg, Canada, Russia, Ukraine
- October: Thailand, Czech Republic, Panama, Russia, Singapore

It is important to note that the LPA newsletter is in English. This could be a factor for people originated from countries in region like Latin America and the Caribbean or Africa not open it.

The October Newsletter was “manually” forwarded to UNEnvironment-Economy-CH-Branch (98 contacts). In future editions, the email address unenvironment-economy-ch-branch@un.org has been added as a subscriber in mailchimp audience so it will be sent directly. If you have any other groups email addresses to add please send them to leadandcadmium@un.org to be added too.

20 new people subscribed to the newsletter since February 2019.

Openings happen mainly within the first day of sending the newsletter, hence it must be well chosen. On the graph below we see that around 200 opens happen within the first 8 hours of the campaign. But openings carry on afterwards. What really show interest and engagement of the audience are the clicks and the fact that people click links after the first day.



Top 5 links clicked

June edition	Total clicks	Unique clicks
Global Alliance to Eliminate Lead Paint ACTION PLAN for 2019–2020 (document)		
https://wedocs.unep.org/bitstream/handle/20.500.11822/28255/LPA2019.pdf?sequence=1&isAllowed=y	18 (17%)	12 (15%)

World Environment Day 2019 (event) https://www.unenvironment.org/events/un-environment-event/world-environment-day-2019	<u>14 (13%)</u>	<u>10 (13%)</u>
Model Law and Guidance for Regulating Lead Paint (publication) https://www.unenvironment.org/resources/publication/model-law-and-guidance-regulating-lead-paint	<u>12 (11%)</u>	<u>5 (6%)</u>
Global Alliance to Eliminate Lead Paint (page) http://www.unenvironment.org/noleadinpaint	<u>11 (10%)</u>	<u>10 (13%)</u>
Central and Eastern Europe and Central Asia regional workshop (event) http://www.saicm.org/Implementation/GEFProject/LeadInPaintComponent/Output12/tabid/7975/language/en-US/Default.aspx	<u>10 (9%)</u>	<u>5 (6%)</u>

October edition	Total clicks	Unique clicks
International lead poisoning prevention week of action (page) https://www.who.int/ipcs/lead_campaign/en/	<u>31 (24%)</u>	<u>19 (21%)</u>
Campaign resource package (document) https://apps.who.int/iris/bitstream/handle/10665/326646/WHO-CED-PHE-EPE-19.5-eng.pdf	<u>29 (23%)</u>	<u>23 (25%)</u>
Model Law and Guidance for Regulating Lead Paint (publication) https://www.unenvironment.org/resources/publication/model-law-and-guidance-regulating-lead-paint	<u>9 (7%)</u>	<u>5 (5%)</u>
CEE and Central Asia Regional Meeting Supports Governments to Phase Out Lead in Paint (story) http://sdg.iisd.org/news/cee-and-central-asia-regional-meeting-supports-governments-to-phase-out-lead-in-paint/	<u>8 (6%)</u>	<u>5 (5%)</u>
Global Alliance to Eliminate Lead Paint (page) http://www.unenvironment.org/noleadinpaint	<u>8 (6%)</u>	<u>6 (7%)</u>

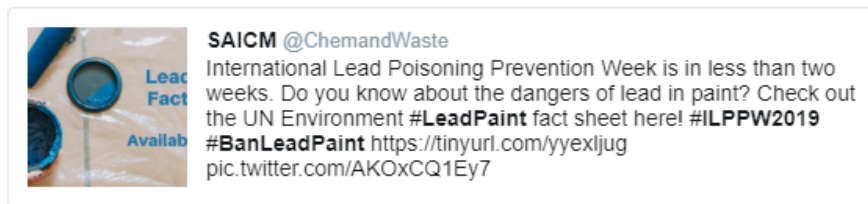
2. Twitter activities

In October, 10 tweets were published on the [SAICM Twitter account](#) (cf. Appendix II from more detailed statistics). Overall the tweets generated the following statistics:

- 7,928 impressions (number of time people saw the tweets)
- 230 engagements (number of time people reacted to it, including clicking on related link)
- 86 likes
- 36 retweets
- 28 link clicks (when people click on the link provided in the tweet)
- 13 media engagements (when people watch the video or open the photo attached)

SAICM twitter account is currently followed by 372 followers.

Appendix I. Tweet posted



Impressions 3,487
times people saw this Tweet on Twitter

Total engagements 58
times people interacted with this Tweet

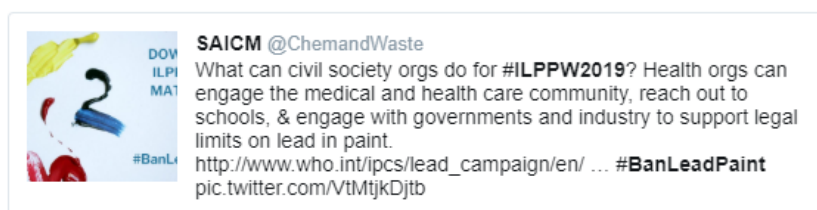
Detail expands 16
times people viewed the details about this Tweet

Profile clicks 11
number of clicks on your name, @handle, or profile photo

Likes 9
times people liked this Tweet

Link clicks 7
clicks on a URL or Card in this Tweet

Retweets 6
times people retweeted this Tweet



Impressions 585
times people saw this Tweet on Twitter

Total engagements 21
times people interacted with this Tweet

Likes 7
times people liked this Tweet

Link clicks 3
clicks on a URL or Card in this Tweet



SAICM @ChemandWaste

#Israel and #Bangladesh adopt legislation to limit lead in paint:
<https://bit.ly/2M2MgE6> pic.twitter.com/rHBKs2RonA

Impressions

times people saw this Tweet on Twitter

624

Total engagements

times people interacted with this Tweet

24

Likes

times people liked this Tweet

7

Link clicks

clicks on a URL or Card in this Tweet

6

Retweets

times people retweeted this Tweet

4

Media engagements

number of clicks on your media counted across videos, vines, gifs, and images

2

SAICM @ChemandWaste

Read about the workshop organised by the Global Alliance to Eliminate Lead in Paint,
[@WHO](#), [@UNEnvironment](#) and SAICM.

https://twitter.com/IISD_SDGs/status/1182322395547176960 ...

Impressions

times people saw this Tweet on Twitter

481

Total engagements

times people interacted with this Tweet

9

Likes

times people liked this Tweet

7

Retweets

times people retweeted this Tweet

1

SAICM @ChemandWaste

What can industry do for #ILPPW2019? Stop the manufacture, import and sale of lead paint where legal limits are not yet in place, and show commitment to comply with a legal limit where it exists or is being established. <https://bit.ly/1aBmrEL>
#BanLeadPaint pic.twitter.com/K7ljc9u8Ct

Impressions	490
times people saw this Tweet on Twitter	
Media views	61
all views (autoplay and click) of your media are counted across videos, vines, gifs, and images	
Total engagements	10
times people interacted with this Tweet	
Likes	4
times people liked this Tweet	
Retweets	3
times people retweeted this Tweet	
Media engagements	2
number of clicks on your media counted across videos, vines, gifs, and images	



SAICM @ChemandWaste

Governments, industry, academia and civil society organizations are collaborating toward the goal of establishing lead paint laws worldwide. Learn more about the Global Alliance to Eliminate Lead Paint:

<https://www.unenvironment.org/noleadpaint> **#BanLeadPaint**
#ILPPW2019 pic.twitter.com/d8qAJwLzJN

Impressions 392

times people saw this Tweet on Twitter

Total engagements 14

times people interacted with this Tweet

Likes 7

times people liked this Tweet

Link clicks 3

clicks on a URL or Card in this Tweet

Retweets 2

times people retweeted this Tweet

Media engagements 1

number of clicks on your media counted across videos, vines, gifs, and images

SAICM @ChemandWaste

Even though most countries have banned leaded gasoline - more than 50% still allow the use of lead paint. International Lead Poisoning Prevention week began on 20th October to tackle this critical issue. It is time to **#BanLeadPaint**. **#ILPPW2019**
<https://twitter.com/DrTedros/status/1185954565121859585> ...

Impressions 330

times people saw this Tweet on Twitter

Total engagements 4

times people interacted with this Tweet

Detail expands 2

times people viewed the details about this Tweet

Retweets 1

times people retweeted this Tweet

Likes 1

times people liked this Tweet



SAICM @ChemandWaste

It is international lead poisoning prevention week.

A major focus is to eliminate lead paint. There is no safe level of lead exposure, and its role in the development of intellectual disability is of particular concern. <https://bit.ly/2BC01U8> #ILPPW2019 pic.twitter.com/Z9Gzol0KxY

Impressions

414

times people saw this Tweet on Twitter

Total engagements

25

times people interacted with this Tweet

Likes

17

times people liked this Tweet

Retweets

7

times people retweeted this Tweet

Media engagements

1

number of clicks on your media counted across videos, vines, gifs, and images



SAICM @ChemandWaste

We are more than half-way through International Lead Poisoning Prevention Week. Do you know about the dangers of lead exposure? Check out the UN Environment #LeadPaint fact sheet: <https://tinyurl.com/yyexljug> . #ILPPW2019 #BanLeadPaint pic.twitter.com/HC9MN1k3ta

Impressions

732

times people saw this Tweet on Twitter

Total engagements

55

times people interacted with this Tweet

Likes

20

times people liked this Tweet

Retweets

10

times people retweeted this Tweet

Link clicks

9

clicks on a URL or Card in this Tweet

Media engagements

7

number of clicks on your media counted across videos, vines, gifs, and images

SAICM @ChemandWaste

Organized by @**UNEP** and @**WHO** through the Global Alliance to Eliminate Lead in Paint, International Lead Poisoning Prevention Week 2019 aims to raise awareness and promote actions to address the human health effects of lead exposure, especially in children. #**ILPPW2019**

https://twitter.com/UNEP_Europe/status/1187647753767346177 ...

Impressions times people saw this Tweet on Twitter	393
Total engagements times people interacted with this Tweet	10
<hr/>	
Likes times people liked this Tweet	7
Retweets times people retweeted this Tweet	2