The International Lead Poisoning Prevention Week:  
a progress report on achievement of the Business Plan indicator,  
2013-2015

Introduction

The Global Alliance to Eliminate Lead Paint (Lead Paint Alliance) is a voluntary collaborative  
partnership working to focus and catalyse the efforts of a diverse range of stakeholders to  
achieve international goals to prevent children’s exposure to lead from paint and to minimize  
occupational exposures to lead paint. The Alliance is a joint undertaking of the United  
Nations Environment Program (UNEP) and the World Health Organization (WHO).

In 2012 the Lead Paint Alliance finalized its business plan\(^1\). This plan was developed in  
response to resolution II/4/B adopted by the second session of the International Conference  
on Chemicals Management in 2009. The business plan provides a road map describing the  
strategies, milestones and means of achieving the goals and overall objective of the Lead  
Paint Alliance.

Section VII of the plan identifies a number of performance indicators for evaluating the  
achievements of the business plan. One of these indicators relates to awareness-raising  
about the risks of lead paint:

- **Performance indicator:** Number of countries with national awareness activities about  
  the risks of lead paint

- **Milestone targets:**  
  o 2013 – 5 countries with national awareness days for prevention of lead  
    poisoning with an emphasis on the risks of lead paint.  
  o 2015 – 10 countries with national awareness days for prevention of lead  
    poisoning with an emphasis on the risks of lead paint.  
  o 2020 – 40 countries with national awareness days for prevention of lead  
    poisoning with an emphasis on the risks of lead paint.

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\(^1\) Available at:  
http://www.unep.org/chemicalsandwaste/Portals/9/Lead_Cadmium/docs/GAELP/GAELP%20Documents/GAELP_b  
businessPlan-FULL-131017_web.pdf
Establishing International Lead Poisoning Prevention Week

In late 2012, UNEP and WHO decided to sponsor the creation of an annual International Lead Poisoning Prevention Week (ILPPW), in order to raise awareness worldwide about lead poisoning and to strengthen actions to eliminate the use of lead additives in paint. This event is modelled on the U.S. Lead Poisoning Prevention Week, which has been a successful annual event in the United States for more than a decade. During this campaign week, the Alliance aimed to raise awareness about lead poisoning by:

1) highlighting the efforts of all countries and Alliance partners to prevent childhood lead poisoning; and
2) urging further action to eliminate lead paint.

Creating this annual international event, and providing customizable outreach materials, was thought to be a way to facilitate and highlight awareness activities around the world.

The first International Lead Poisoning Prevention Week was held on 20–26 October 2013. The awareness campaign theme was “Lead-Free Kids for a Healthy Future”. The week’s events were organized and coordinated by several partners in the Alliance, including: the US Environmental Protection Agency (EPA), the US Centers for Disease Control and Prevention (CDC), WHO Headquarters and Regional Offices, UNEP, IPEN (a network of non-governmental organizations), and the International Pediatrics Association.

In preparation for the week, organizers created a set of hand-outs, posters, and other outreach materials on lead poisoning and translated them into the six UN languages (Arabic, Chinese, English, French, Russian, and Spanish). Organizations interested in hosting an event during the week were urged to register their plans on the WHO website. Interested organizations were provided materials with standardized educational outreach messages that could be easily customized with logos and contact information and translated into local languages. Alliance partners provided press releases and standardized media content for use during the week.

During this first year of the international awareness campaign, websites, events and newspapers were consistently full of these standardized images and messages in multiple languages. Host organizations created posters with local content in many additional languages, including Albanian, Arabic, Dutch, Georgian, Hindi, Nepali, Russian, Serbian, Sinhala, and Thai. Many event organizers created additional flyers and hand-outs to further raise awareness of lead exposure in Australia, India, Nepal, Serbia, Sri Lanka, Thailand, and at the regional level in South East Asia.

This initial year for the ILPPW in 2013 was followed by equally successful events in 2014 and 2015.

This report reviews the worldwide activities and events that have taken place during the International Lead Poisoning Prevention Week over the past three years (2013-2015), and

2 http://www.who.int/ipcs/lead_campaign/event_registration/en/
how those events relate to the performance indicator and milestone targets established in
the Alliance business plan of 2012.

Analysis of Participation in the ILPPW, 2013–2015

This analysis is based on events during the Week that were registered via the WHO website. There may, of course, have been additional events that occurred during the Week that were not registered and, therefore, not included in this analysis.

**Number of awareness-raising events, by WHO region**

The number of events registered with WHO during the past three years has steadily increased: there were 57 events in 2013, 74 events in 2014, and 95 events in 2015.

Figure 1 shows the number of events organized in each WHO region. The number of events registered from the Americas region (AMR) has increased considerably over the three years, with more than three times as many events in 2015 as in 2013. In the regions for Africa (AFR), the Eastern Mediterranean (EMR) and Europe (EUR) there were also slightly more events in 2015 compared with 2013. In the regions for South East Asia, (SEAR), and Western Pacific (WPR), however, there were fewer events in 2015 compared with 2013. The overall numbers in these regions were small.

**Figure 1. Number of events organized in each WHO region in the years 2013–2015**

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**Number of countries with awareness-raising events, by WHO region**

The increase in the number of events for AMR was mainly due to the relatively large number (45) of events registered in 2015 from one country, the USA. To remove the large impact from one country, Figure 2 shows the number of countries in each WHO region that
organized an event. The numbers ranged from three countries in WPR in 2013 to 11 countries in EUR in 2015.

**Figure 2. Number of countries in each WHO region that organized an event in 2013–2015**

When looked at from the perspective of the proportion of countries in each region where there were ILPPW events (Figure 3), then the South-East Asia region had the highest percentage each year, ranging from 45% to 64%. In most of the other WHO regions, events were organised in around 20% of countries. The Western Pacific Region had the smallest number of countries and the smallest proportion of countries where ILPPW events were held. The WHO regions vary in size, from 11 countries in SEAR to 53 countries in EUR, and this explains the different ranking of countries between Figures 2 and 3.

**Figure 3. Proportion of countries in each WHO region that organized an event 2013–2015**
Types of organizations sponsoring awareness-raising events

Figure 4 shows the number of ILPPW events organized by different kinds of organizations. The figure shows that government organizations, local authorities and civil society organizations registered most events. In some years there were events organized jointly by different types of organization (multi-sectoral events); however, none were registered in 2015. The number of events registered by academic institutions was approximately equal over the past three years. Industry was more involved in 2015 and this was mainly due to the "statements of support" issued by a number of paint companies that are members of the International Paint and Printing Ink Council (IPPIC).

Figure 4. Number of events organized by type of organization or institution

![Number of events organized by type of organization or institution](image)

Key: GO: government organization; Loc aut: local authority; NGO: non-government organization; Aca ins: academic institutions; PC: poisons centre; IGO: intergovernmental organizations; Multi: multi-sectoral.

Number of countries with events in multiple years

Table 1 presents information on the number of countries in which events were organised each year and shows the number of countries that organized events in consecutive years. From the event registrations, in 2014, 25 countries held an event on at least two years. Sixteen countries held an event for three years in a row. Four countries held an event in 2013 and 2015, but not in 2014 (not shown in Table). In total 33 countries held an event for at least two out of three years, of which 13 were government organizations.

Table 1. Number of events registered and number of countries organising events in consecutive years

<table>
<thead>
<tr>
<th>Year</th>
<th>Total events registered</th>
<th>No. of countries with events</th>
<th>No. of countries with events in 2 consecutive years</th>
<th>No. of countries with events in 3 consecutive years</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>57</td>
<td>40</td>
<td>Not applicable</td>
<td>Not applicable</td>
</tr>
<tr>
<td>2014</td>
<td>74</td>
<td>38</td>
<td>25</td>
<td>Not applicable</td>
</tr>
<tr>
<td>2015</td>
<td>95</td>
<td>39</td>
<td>7</td>
<td>16</td>
</tr>
</tbody>
</table>
Organizations sponsoring awareness-raising events in all three years

Table 2 gives more detailed information about the organizations that registered an event for three years consecutively. In total seven government organizations, eight non-governmental organizations and one poisons centre organized activities in each of the three years. The organizations were located in most WHO regions (four from AMR, three from SEAR, three from AFR, four from EUR and two from WPR; however, none from EMR).

Table 2. Organizations that registered an event for three consecutive years

<table>
<thead>
<tr>
<th>Name of the organization</th>
<th>Country where activity took place</th>
<th>Type of organization</th>
<th>Type of activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institute of Public Health</td>
<td>Albania</td>
<td>GO</td>
<td>Release of report with study results of lead concentrations of paint sold at local markets, awareness raising meeting, translation and publication of campaign materials</td>
</tr>
<tr>
<td>LEAD Group</td>
<td>Australia</td>
<td>NGO</td>
<td>Art competition, use of social media</td>
</tr>
<tr>
<td>ESDO</td>
<td>Bangladesh</td>
<td>NGO</td>
<td>Organizing events for general public, media campaigns, organizing workshops</td>
</tr>
<tr>
<td>Ministry of Health and Social Welfare</td>
<td>Bosnia and Herzegovina</td>
<td>GO</td>
<td>Information dissemination (via website and media campaign), roundtable discussion</td>
</tr>
<tr>
<td>CREPD</td>
<td>Cameroon</td>
<td>NGO</td>
<td>Organizing workshop with government ministries, (social) media campaign (including press release), organizing meeting with other health sector stakeholders</td>
</tr>
<tr>
<td>NCDC</td>
<td>Georgia</td>
<td>GO</td>
<td>National workshop with key decision makers (organized each year), information dissemination</td>
</tr>
<tr>
<td>CESCCO</td>
<td>Honduras</td>
<td>GO</td>
<td>Organizing activities for general public (including an exhibition booth and lectures for students)</td>
</tr>
<tr>
<td>Balifokus</td>
<td>Indonesia</td>
<td>NGO</td>
<td>Organizing events for general public – mostly children, distribution of materials (including national report), (social) media campaigns (including press conferences</td>
</tr>
<tr>
<td>CARPIN</td>
<td>Jamaica</td>
<td>Poisons centre</td>
<td>Distribution of materials, lead awareness survey, social media campaign, public education programmes</td>
</tr>
<tr>
<td>Greenwomen, Analytical Environmental Agency</td>
<td>Kazakhstan</td>
<td>NGO</td>
<td>Use of (social) media, distribution of materials, issuing statements (directed to the government of Kazakhstan urging it to stop the manufacture and sale of lead paint)</td>
</tr>
<tr>
<td>KIRDI</td>
<td>Kenya</td>
<td>GO</td>
<td>Workshops, organizing events for general public, blood lead testing, awareness campaigns</td>
</tr>
<tr>
<td>CEPHED</td>
<td>Nepal</td>
<td>NGO</td>
<td>Media campaigns, distribution of materials, organization of a national seminar</td>
</tr>
<tr>
<td>JVE</td>
<td>Nigeria</td>
<td>NGO</td>
<td>Awareness raising activities for general public, training workshops</td>
</tr>
<tr>
<td>Name of the organization</td>
<td>Country where activity took place</td>
<td>Type of organization</td>
<td>Type of activity</td>
</tr>
<tr>
<td>--------------------------</td>
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</tr>
<tr>
<td>EcoWaste Coalition</td>
<td>Philippines</td>
<td>NGO</td>
<td>Press release with study results of lead concentrations of paint sold at local markets, organizing events for general public (mostly for students)</td>
</tr>
<tr>
<td>Ministry of Public Health</td>
<td>Uruguay</td>
<td>GO</td>
<td>Webinar with other ministries, dissemination of materials, organization of regional workshops</td>
</tr>
<tr>
<td>US EPA</td>
<td>United States of America</td>
<td>GO</td>
<td>Various activities but mostly (social) media campaigns and the organization of events for general public</td>
</tr>
</tbody>
</table>


**Conclusion and discussion**

This analysis of participation in the ILPPW shows that the first two business plan indicator milestone targets to increase the number of countries (5 by 2013 and 10 by 2015) with national awareness activities about the risks of lead paint have been met and exceeded. The conclusion of this analysis is that the ILPPW efforts have been successful. In light of the increasing interest in the ILPPW, it can also be concluded that this awareness-raising activity has been a useful tool. While the ILPPW indicator milestone target of 40 countries by 2020 has also already been met, it will be important to keep up the momentum of country engagement with ILPPW to ensure that this target is still met (or better, exceeded) in 2020.

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