Lead Free KIDS for a Healthy Future

International Lead Poisoning Prevention Week 2016

Campaign Resource Package
The release of lead into the environment poses significant risks to human health and the environment. We’ve known for centuries that lead is poisonous, and we know lead exposure is a serious threat to our kids. ...No level of lead exposure is considered safe for children.

— Dr. Maria Neira, Director, Department of Public Health, Environmental and Social Determinants of Health, World Health Organization
What Is International Lead Poisoning Prevention Week?

The International Lead Poisoning Prevention Week (ILPPW) is an initiative of the Global Alliance to Eliminate Lead Paint (Lead Paint Alliance). ILPPW raises awareness and promotes actions to address the human health effects of lead exposure, especially for children. During the week, governments, academia, industry and civil society organize activities worldwide.

The campaign promotes efforts to prevent childhood lead poisoning, and specifically actions to eliminate lead in paint. Your participation in ILPPW can mobilise political and social commitments to protect children from lead exposure at local and national levels.

Last year, ILPPW events took place in 87 cities and 39 countries. Activities included art competitions, official statements of support, public events, policy debates, workshops and scientific conferences.

This year the fourth annual ILPPW will occur the week of 23-29 October 2016.
Why is Lead a Problem?

Lead exposure is toxic to humans and is especially harmful for young children and pregnant women. Exposure to lead in the womb or during childhood can have lifelong health impacts, including learning disabilities and disorders in coordination, visual, spatial and language skills. Lead exposure accounts for approximately 9% of the global burden of intellectual disability without known cause. High exposure to lead can result in behavioral and mental disorders. For pregnant women, harmful effects include premature births, smaller babies, and miscarriage. There is no known safe level of lead exposure.

Lead paint poses a significant risk of lead poisoning, particularly when used in the home. As lead paint deteriorates, it flakes off and creates dust. Children can inhale or ingest lead through contaminated household dust and soil, and paint chips.

While many countries have long-established bans on lead paint, it is still legal to sell lead paint for use in homes, schools and other buildings in more than one third of the world's countries. Children living in developing regions, where there are few governmental controls on lead, are disproportionately affected. In fact, 98% of children affected by lead exposure live in low- and middle-income countries.
The theme of this year’s ILPPW is **Lead Free Kids for a Healthy Future**, with a special focus to ban lead from paint. The International Lead Poisoning Prevention Campaign aims to:

1. **Raise awareness** about the hazards of lead and, in particular, of lead paint.

1. **Draw attention** to the importance of preventing lead poisoning, particularly in children.

1. **Urge** further action by governments to ban lead paint by 2020.

This toolkit provides customizable tools and materials for partnering countries and local groups to share with diverse audiences. Available materials include:

- **Key Messages**.
- **Icons**.
- **Posters**.
- **Banners**.
- **Social Media**.
- **Online Resources**.
- **Multimedia Outreach**.
- **Awareness Activities**.
- **Ways to Develop a Campaign Plan**.
Key Messages

1. Lead exposure affects human health, especially for children.
   - There is no known safe level of lead exposure. Even low levels of lead exposure may cause lifelong health problems.
   - Lead is toxic to multiple body systems, including the central nervous system and brain, the reproductive system, the kidneys, the cardiovascular system, and the blood and the immune system.
   - Lead is especially dangerous to children's developing brains, and causes learning disabilities resulting in reduced intelligence quotient and attention span, impaired learning ability, and increased risk of behavioural problems. These health impacts result in significant costs to countries.

2. Lead paint is an important source of lead exposure.
   - Lead is added to some paints to improve color and speed drying.
   - As lead paint ages, it flakes and crumbles, creating lead-contaminated dust. When used in homes, schools, and playgrounds, it can be a source of lead exposure to children, who easily ingest dust by putting their hands in their mouths.
   - It is more cost-effective to ban new lead paint and promote lead-safe alternatives, than to remediate contaminated homes, schools and playgrounds.
   - The manufacture of paint without added lead does not involve significant additional cost. Many paint manufacturers have already stopped adding lead to their paints or have committed to do so.

3. We can work together to reduce impacts of exposure to lead in paint.
   - Protect yourself and your community by learning about the sources of lead in your environment.
   - Form partnerships with local organizations and academia to have paint and/or blood levels tested for the presence of lead.
   - Work with governments and industry to support laws that eliminate lead in paint.
   - Join the Global Alliance to Eliminate Lead Paint to help reach the goal to ban lead in paint in all countries by 2020.
Campaign Materials: Icons

The ILPPW has tools to support you in organizing events in your local community. We encourage you to use these materials to create a common visual identity for the entire ILPPW campaign. When creating materials for your communities or organizations, using the official icons will tie your local efforts into the broader global effort.

Icons are available in two colour schemes: white with blue background or blue with transparent background. Six languages are also available: Arabic, Chinese, English, French, Russian, and Spanish.

Modifiable poster templates (size 46 x 61 cm) and flyer template (size 22 x 28 cm) are available in six languages: Arabic, Chinese, English, French, Russian, and Spanish.

Campaign Materials: Web Banners

Add a web banner to your organization’s webpage to increase ILPPW visibility. Web banners are available in vertical, horizontal, or square shapes in six languages: Arabic, Chinese, English, French, Russian, and Spanish.

Campaign Materials: Web Banners (cont.)
An interactive “Twitter Town-Hall” session was organized in the USA. Twitter users from all over the world could pose questions to experts using the hashtag #LeadChat2015.

Past examples of successful, localized campaigns include:

- **Eco Ethics Kenya** initiated a Read-Lead social media campaign to sensitize the public on the effects of lead exposure and to appeal to market leaders in the paint industry to uphold best practices in lead-free productions and supply chains.

- **A series of YouTube videos** by Uruguay’s Ministry of Health, highlighted the risk of lead exposure from recycling cables and wires, lead in contaminated soil and the dangers of childhood lead exposure. A website was created by a network of organizations and agencies to raise awareness of the issues specific to Uruguay.

A social media package that includes a sample listserv email and social media posts for Facebook and Twitter is available for download at [https://www.epa.gov/international-cooperation/social-media-tools-international-lead-poisoning-prevention-week-action](https://www.epa.gov/international-cooperation/social-media-tools-international-lead-poisoning-prevention-week-action).

You can also create your own posts highlighting your events for ILPPW. For the international campaign addressing lead in paint, use the hashtag **#banleadpaint**. For the broader lead campaign, including local, domestic and international programs, follow **#LPPW2016**.

If you are using Twitter, tag @UNEP, @WHO, @EPA, @EPAallnations, and/or @CDCgov to join in the conversation.
Campaign Materials: Online Resources

For information about the campaign, including a fact sheet on lead poisoning, and health questions and answers, visit:
- Arabic: http://www.who.int/ipcs/lead_campaign/ar/
- Chinese: http://www.who.int/ipcs/lead_campaign/zh/
- English: http://www.who.int/ipcs/lead_campaign/en/
- French: http://www.who.int/ipcs/lead_campaign/fr/
- Russian: http://www.who.int/ipcs/lead_campaign/ru/
- Spanish: http://www.who.int/ipcs/lead_campaign/es/

For general information on lead, visit:

For information on current projects to eliminate lead paint, visit:
- http://ipen.org/projects/eliminating-lead-paint

For a report of the 2015 campaign, visit:

For a map of countries with regulations and controls on lead paint:

Past examples of successful, localized campaigns include:
The Healthy Homes and Childhood Lead Poisoning Prevention Program in Louisiana, USA, provided free lead testing at clinics, surveyed physicians about their lead-testing practices, and trained over 1,000 people on lead poisoning prevention.

The U.S. EPA Blog has posted articles by EPA senior officials highlighting awareness events that took place during both ILPPW and U.S. National Lead Poisoning Prevention Week.
In Jamaica, the Caribbean Poison Information Network used social media and radio broadcasts to inform the general public, teachers, and health professionals about the hazards of lead and the prevention of exposure to lead.

In Côte d’Ivoire, the organization Jeunes Volontaires Pour l’Environnement broadcast the results of a paint analysis study via radio and television.

An art and short film competition was organized by the LEAD group in Australia. All graphics had a lead safety message.

Past examples of successful, localized campaigns include:

For a video from UNEP explaining the importance of banning lead in paint, link to:

◊ [https://vimeo.com/172100517](https://vimeo.com/172100517)

For a video from SAICM explaining lead in paint as an emerging policy issue, link to:

◊ [https://vimeo.com/140759933](https://vimeo.com/140759933)

◊ [http://www.who.int/ipcs/lead_campaign/en/](http://www.who.int/ipcs/lead_campaign/en/)

◊ [http://www.who.int/ipcs/lead_campaign/fr/](http://www.who.int/ipcs/lead_campaign/fr/)

◊ [http://www.who.int/ipcs/lead_campaign/es/](http://www.who.int/ipcs/lead_campaign/es/)
Campaign Materials: Awareness Activities

By organizing in-person activities and events, you can both increase awareness and create a sense of urgency to stop lead exposure in your community.

Organize and implement an activity or event for ILPPW by taking the following steps:

◊ Talk to, and partner with, local stakeholders to identify your community’s specific needs.
◊ Develop a localized campaign plan and budget for materials needed.
◊ Secure a venue and promote your event.
◊ After holding your event, identify areas for follow-up.

Past examples of successful, localized campaigns include:

The Environmental and Societal Development Foundation in Pakistan organized an awareness seminar with lectures and interactive sessions. The event attracted over 60 participants.

A local organization in Nigeria conducted various events including advocacy meetings with government officials and “Schools For Lead Free Paint” campaign petitions.
Develop a Campaign Plan

As you begin preparing for ILPPW, you should localize your outreach efforts by developing a campaign tailored for your local communities and organizations. To do this, you should:

1. Develop a single overarching communication objective. Define the parameters of the issue and focus on why you want to do it now. Define your audience and what change you want to see as a result of your communication strategy.

2. Ensure your main message is clear, concise, and relevant to the audience.

3. Determine which materials you want to use.

4. Decide which communications channels are most appropriate for your message and audience.

5. Identify partners to work with throughout your campaign. You should create and mobilise local networks to distribute information.

A successful campaign does all of the following:

1. Frames and presents your campaign so that it catches the attention of your audience.

2. Clarifies your message so that it is unambiguous and clear.

3. Communicates a benefit to the audience.

4. Is consistent in messaging.

5. Uses materials that arouse emotions as well as give facts.

6. Creates trust by presenting information that is authoritative and reliable.

7. Includes a call to action by asking the audience to do something, such as encouraging governments to introduce legally-binding controls on lead in paint, or encouraging manufacturers to produce paint without adding lead.
Next Steps

1. Once your media campaigns and accompanying events and activities are organized, register your event on WHO’s webpage, [http://www.who.int/ipcs/lead_campaign/event_registration/en/](http://www.who.int/ipcs/lead_campaign/event_registration/en/).

2. Post about your event on Social Media (and share/retweet others' efforts) using the hashtag #banleadpaint.

3. Organizations can join the Lead Paint Alliance. For more information, send an email.

4. Get paint that is sold in your country tested for lead content.

5. Encourage your local/national officials to ban lead in paint.

International Lead Poisoning Prevention Week is an initiative of the Global Alliance to Eliminate Lead Paint (Lead Paint Alliance). The Lead Paint Alliance is a partnership with a joint Secretariat in UNEP and WHO, chaired by U.S. EPA. The overall goal of the Alliance is to prevent children’s exposure to lead from paints, and to minimize occupational exposures to lead paint. The broad objective of the Alliance is to promote the phase-out of the manufacture and sale of paints containing lead and eventually to eliminate the risks that such paints pose.

The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted and dashed lines on maps represent approximate border lines for which there may not yet be full agreement.