WHO Social Media Toolkit  
International Lead Poisoning Prevention Week  
20-26 October 2019  
Worldwide

International Lead Poisoning Prevention Week (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 advance efforts to prevent childhood lead poisoning, and specifically laws to eliminate lead in paint.

This toolkit provides a set of sample social media messages, which supporters may use from their personal and institutional accounts to distribute and amplify messages.

Social media resources

HASHTAGS:  
#BanLeadPaint #ILPPW2019

HANDLES:  
@UNEnvironment @WHO @EPA @EPAallnations @ToxicsFree

TOPICS:
- Dangers of Lead Exposure
- Economic Costs
- Lead Paint: Risks and Solutions
- Actions for Government, Industry and Civil Society

CAMPAIGN GRAPHICS:
**DANGERS OF LEAD EXPOSURE**

- Lead exposure affects human health, especially #childrenshealth. There is no known level of lead exposure without harmful effects. Even low levels of lead exposure may cause lifelong health problems.
  
  http://www.who.int/ipcs/lead_campaign/en/ #BanLeadPaint #ILPPW2019

- Lead is toxic to multiple body systems, including the central nervous system and brain, the reproductive system, the kidneys, the cardiovascular system, the blood and the immune system. https://www.who.int/en/news-room/fact-sheets/detail/lead-poisoning-and-health#BanLeadPaint #ILPPW2019

- Lead exposure is especially dangerous to children’s developing brains and can result in reduced intelligence quotient (IQ) and attention span, impaired learning ability, and increased risk of behavioral problems.
  

**ECONOMIC COSTS**

- Staggering economic costs from the negative impacts on children’s developing brains from exposure to lead are borne by the affected children, their families and societies at large. Find cost to your country on @nyulangone map:
  
• Largest economic burden from lead exposure falls on low- and middle-income countries; estimated annual costs = $977 billion worldwide. For annual costs by country, view @nyulangone map of Economic Costs of Lead Exposure at https://med.nyu.edu/departments-institutes/pediatrics/divisions/environmental-pediatrics/research/policy-initiatives/economic-costs-childhood-lead-exposure-low-middle-income-countries #BanLeadPaint #ILPPW2019

• It is significantly more cost-effective to ban new sources of lead paint & promote lead-safe alternatives, than to remediate contaminated homes, schools & playgrounds. http://www.who.int/ipcs/lead_campaign/en/ #BanLeadPaint #ILPPW2019

LEAD PAINT: RISKS AND SOLUTIONS

• Lead paint is a major source of lead exposure for kids. Lead is added to some paints for color, to speed up drying and to prevent corrosion. As lead paint ages, it flakes and crumbles, creating lead-contaminated dust and soil. https://www.who.int/ipcs/lead_campaign/QA-lead-week-2018-EN.pdf?ua=1#BanLeadPaint #ILPPW2019

• In many countries, it is still not prohibited to manufacture and sell lead paint that can be used in homes and schools, creating a significant risk of children's exposure to lead. http://www.who.int/ipcs/lead_campaign/en/ #BanLeadPaint #ILPPW2019

• When lead paint is used in homes, schools, and playgrounds, children can be exposed to lead by putting hands, dust, soil or paint chips in their mouths. Health risks can be avoided by using paints without added lead. http://www.who.int/ipcs/lead_campaign/en/ #BanLeadPaint #ILPPW2019

• The manufacture of paint without added lead does not involve significant additional cost, and alternative ingredients are available. Many manufacturers have already stopped or committed to stop adding lead to their paints. http://www.who.int/ipcs/lead_campaign/en/ #BanLeadPaint #ILPPW2019

• Laws, regulations or enforceable standards are needed in every country to stop the manufacture, import and sale of lead-containing paints. http://www.who.int/ipcs/lead_campaign/en/ #BanLeadPaint #ILPPW2019

• Stakeholders, including academia, legal experts, NGOs, and industry, are working together to identify alternatives and protect our children – and more work is needed now. http://www.who.int/ipcs/lead_campaign/en/ #BanLeadPaint #ILPPW2019
ACTIONS FOR GOVERNMENT, INDUSTRY AND CIVIL SOCIETY

What can governments do?


• What can governments do for #ILPPW2019? Where lead paint laws exist but are not protective of public health, governments are encouraged to strengthen regulations. Take all necessary measures to ensure full compliance with legal limits. http://www.who.int/ipcs/lead_campaign/en/ #BanLeadPaint

• What can governments do for #ILPPW2019? Serve as government “champions” to share experiences and encourage others to take action in passing laws on lead paint, especially through regional efforts and activities. http://www.who.int/ipcs/lead_campaign/en/ #BanLeadPaint

• What can governments do for #ILPPW2019? Spread awareness, including online and in social media, and organize events to promote action to address lead paint. Register your event here: http://www.who.int/ipcs/lead_campaign/event_registration/en/ #BanLeadPaint

What can industry do?

• What can industry do for #ILPPW2019? Voluntarily 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. http://www.who.int/ipcs/lead_campaign/en/ #BanLeadPaint

• What can industry do for #ILPPW2019? Identify ways for regional paint associations and large manufacturers to support other companies in stopping their use of lead additives, and assist national governments in setting legal limits. http://www.who.int/ipcs/lead_campaign/en/ #BanLeadPaint

• What can industry do for #ILPPW2019? Act as “champions” by engaging specifically with small and medium enterprises to encourage their reformulation of lead paint. http://www.who.int/ipcs/lead_campaign/en/ #BanLeadPaint

• What can industry do for #ILPPW2019? Engage with governments to support the development and implementation of protective legal limits on lead in paint. http://www.who.int/ipcs/lead_campaign/en/ #BanLeadPaint

• What can industry do? Spread awareness, including on-line and in social media, of the risks of lead paint during industry events and through #ILPPW2019. Register campaign events here: http://www.who.int/ipcs/lead_campaign/event_registration/en/ #BanLeadPaint
What can civil society do?

- What can civil society organizations do for #ILPPW2019? Engage with governments and industry to support development and implementation of legal limits on lead in paint and encourage reformulation of lead paint. [http://www.who.int/ipcs/lead_campaign/en/] #BanLeadPaint

- What can civil society organizations do for #ILPPW2019? Educate policy makers, parents and others on the dangers of lead paint and how to prevent lead poisoning; and continue paint sampling studies to support new and stronger legal limits. [http://www.who.int/ipcs/lead_campaign/en/] #BanLeadPaint

- What can civil society organizations do for #ILPPW2019? The legal community can urge lawyers, firms, and bar associations to support legal limits on lead paint through pro bono support and educational initiatives. [http://www.who.int/ipcs/lead_campaign/en/] #BanLeadPaint

- What can civil society organizations do for #ILPPW2019? Health organizations can engage the medical community and health care providers, reach out to schools, and engage with governments and industry to support legal limits on lead in paint. [http://www.who.int/ipcs/lead_campaign/en/] #BanLeadPaint

- What can civil society organizations do for #ILPPW2019? Conduct awareness raising and consumer education about the hazards of lead paint. Register your event here: [http://www.who.int/ipcs/lead_campaign/event_registration/en/] #BanLeadPaint