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:**
@WHO @WHOAFRO @WHOEMRO @WHOSEARO @WHOWPRO @pahowho @WHO_Europe @UNEnvironment @EPA @EPAallnations @ToxicsFree @DrTedros @DrMariaNeira

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

**CAMPAIGN GRAPHICS:**
It's International Lead Poison Prevention Week!

DANGERS OF LEAD EXPOSURE

DYK: Exposure to lead affects human health, especially children’s health. There is no safe level of exposure to lead. · http://bit.ly/BanLeadPaint2019 #BanLeadPaint #ILPPW2019

This is what lead poisons in your body:
- central nervous system & brain
- reproductive system
- kidneys
- cardiovascular system
- blood
- immune system


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


ECONOMIC COSTS
It's #ILPPW2019!
DYK: It is cheaper to #BanLeadPaint and promote lead-safe alternatives, than to clean up contaminated homes, schools and playgrounds. http://bit.ly/BanLeadPaint2019

**LEAD PAINT: RISKS AND SOLUTIONS**

It's #ILPPW2019.
Lead paint is a major source of lead exposure for kids. Lead is added to some paints for colour, to speed up drying & to prevent corrosion. As lead paint ages, it flakes & crumbles, creating lead-contaminated dust and soil. http://bit.ly/33IwGU6 #BanLeadPaint

It's #ILPPW2019.
DYK: in many countries, it is legal to manufacture and sell lead paint that can be used in homes and schools, putting children at significant risk. http://bit.ly/BanLeadPaint2019
Let's #BanLeadPaint!

When lead paint is used in homes, schools and playgrounds, children can be exposed by putting hands, dust, soil or paint chips in their mouths. Keep children safe by using paints without added lead. http://bit.ly/BanLeadPaint2019
Let's #BanLeadPaint! #ILPPW2019

Making paint without added lead is not significantly more costly and alternative ingredients are available. Many manufacturers have already stopped or committed to stop adding lead to their paints. http://bit.ly/BanLeadPaint2019
Let's #BanLeadPaint! #ILPPW2019

Laws, regulations or enforceable standards are needed in every country to stop the manufacture, import and sale of lead-containing paints. http://bit.ly/BanLeadPaint2019
Let's #BanLeadPaint! #ILPPW2019

This #ILPPW2019 join
-WHO
- Academia
- Legal experts
- Non-governmental organizations
- Industry

**ACTIONS FOR GOVERNMENT, INDUSTRY AND CIVIL SOCIETY**

*What can governments do?*
How governments can #BanLeadPaint?
All governments should set and implement limits, building on the Model Law & Guidance for Regulating Lead Paint ·

What governments can do for #ILPPW2019?
Where lead paint laws exist but do not protect public health, governments are encouraged to strengthen regulations and take all necessary measures to ensure full compliance with legal limits. http://bit.ly/BanLeadPaint2019 #BanLeadPaint

This #ILPPW2019 we call on governments to be #BanLeadPaint champions by sharing their experiences and encouraging others to take action in passing laws on lead paint.

What can industry do?

This #ILPPW2019 we call on industry to 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://bit.ly/BanLeadPaint2019
Let's #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://bit.ly/BanLeadPaint2019
Let's #BanLeadPaint!

This #ILPPW2019 we call on industry to be a champion by engaging with small and medium enterprises and encouraging their reformulation of lead paint. http://bit.ly/BanLeadPaint2019
Let's #BanLeadPaint!

This #ILPPW2019, industry can engage with governments to support the development and implementation of protective legal limits and #BanLeadPaint. http://bit.ly/BanLeadPaint2019

Spread awareness of the risks of lead paint at your events and through #ILPPW2019. Register campaign events here: http://bit.ly/2VUH1t6 Let's #BanLeadPaint!

What can civil society do?

This #ILPPW2019 we call on civil society to engage with governments and industry to support #BanLeadPaint! http://bit.ly/BanLeadPaint2019

This #ILPPW2019, we call on the legal community to promote legal limits on lead paint through pro bono support and educational initiatives. [http://bit.ly/BanLeadPaint2019](http://bit.ly/BanLeadPaint2019) Let’s #BanLeadPaint!

This #ILPPW2019, we call on health organizations to engage the medical community and health care providers, reach out to schools, and engage with governments and industry to support #BanLeadPaint! [http://bit.ly/BanLeadPaint2019](http://bit.ly/BanLeadPaint2019)