BAN LEAD PAINT

21-27 October 2018
International Lead Poisoning Prevention Week 2018

Learn the Risks
Call for Action
Ban Lead Paint

#ILPPW2018
#BanLeadPaint
Sadly, lead poisoning is still a major health threat for kids around the world putting at risk the development of their full intellectual and physical capacities. As of today, only 69 countries have adopted lead paint laws. WHO has 194 member states. We call on each and every country to develop their laws by 2020. Let’s act urgently and provide the best possible future to our children. They are the future of our countries’ economies and our planet.

– **Dr Maria Neira**  
*Director, Department of Public Health, Environmental and Social Determinants of Health, World Health Organization*

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There is no known safe level of lead exposure. Lead is a serious contributor to environmental pollution that accounts for a quarter of the global burden of disease. Health impacts of lead cause significant economic costs to countries. UN Environment calls on all countries, sectors and stakeholders to engage together to achieve a positive legacy through the phase-out of lead paint.

– **Jacob Duer**  
*Chief, Chemicals and Health Branch, Economy Division, UN Environment*

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What is International Lead Poisoning Prevention Week?

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 promote efforts to prevent childhood lead poisoning, and specifically laws to eliminate lead in paint.

Children living in low- and middle-income countries, where there are few or no governmental controls on lead, are disproportionately affected.

Last year, over 67 ILPPW events took place in 44 countries. This year the sixth annual ILPPW will take place in the week of 21–27 October 2018.

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.

For a list of countries with legally binding controls on lead paint, visit who.int/gho/phe/chemical_safety/lead_paint_regulations/en/.
Mobilizing for Change

This year’s ILPPW aims to help individuals, civil society organizations, industry and governments work together to ban lead paint.

Through the ILPPW, stakeholders can:

- **Learn the Risks:** Find out about the hazards of lead and, in particular, of lead paint.
- **Call for Action:** Raise awareness and promote action to prevent lead poisoning, particularly in children.
- **Ban Lead Paint:** Work with national governments and stakeholders to establish a law to eliminate lead paint, and to ensure the effective enforcement of lead paint regulations.

This resource package provides customizable tools and materials for partnering governments and local groups to share with diverse audiences.

Materials in this Resource Package include:

- **Key Messages**
- **Actions for Governments, Industry and Civil Society Organizations**
- **Creating an Outreach Campaign**
- **Organizing Awareness Activities**
- **Tools for Effective Laws**
- **Graphic Materials: Posters, Flyers and Web Banners**
- **Social Media and Multimedia Outreach**
- **Additional Informational Resources**
- **Next Steps**
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, the blood and the immune system.
   - Lead is especially dangerous to children’s developing brains, and can cause reduced intelligence quotient (IQ) and attention span, impaired learning ability, and increased risk of behavioral problems. These health impacts also have significant economic costs to countries.

2. Lead paint is a major source of lead exposure.
   - Lead is added to some paints as coloured pigments, to speed up drying and to prevent corrosion.
   - As lead paint ages, it flakes and crumbles, creating lead-contaminated dust and soil.
   - When used in homes, schools, and playgrounds, it can be a source of lead exposure to children, who easily ingest dust, soil or paint chips by putting their hands in their mouths.
   - Health risks to children and workers can be avoided by producing and using paints without added lead.

3. Lead paint laws are needed to reduce lead exposure globally.
   - It is significantly more cost-effective to ban new sources of lead paint and promote lead-safe alternatives, than to remediate contaminated homes, schools and playgrounds.
   - Laws, regulations or enforceable standards are needed in every country to stop the manufacture, import and sale of lead-containing paints.
   - The manufacture of paint without added lead does not involve significant additional cost, and alternative lead-free ingredients are available. Many paint manufacturers have already stopped adding lead to their paints or have committed to do so.
Actions for Governments, Industry, and Civil Society Organizations

Governments

• Establish and implement protective legal limits on lead in paint, building on the “Model Law and Guidance for Regulating Lead Paint.”
• Strengthen existing regulations or legal limits on lead in paint where they exist but are not protective of public health.
• Serve as government “champions” to encourage other governments to take action, especially through regional efforts and activities.
• Take all necessary measures to ensure full compliance with legal limits.

Industry

• Engage with governments to support the development and implementation of protective legal limits on lead in paint.
• Continue to spread awareness, including on-line and in social media, of the risks of lead paint during national, regional and global industry events and through ILPPW.
• Advocate for the reformulation of paints containing lead compounds in countries where legal limits are not yet in place and compliance in countries where such limits exist or are being established.
• Work with qualified organizations to establish feasible certification programs to help consumers recognize lead-safe paints.
• Support implementation of national lead paint restrictions by sharing knowledge of how small-, medium-, and large-sized enterprises can reformulate lead paint.

Civil Society Organizations

• Engage with governments to support the development and implementation of legal limits on lead in paint.
• Encourage industry to phase out the manufacture and sale of lead paint, and to support the development and implementation of protective legal limits on lead in paint.
• Conduct awareness raising and consumer education about the hazards of lead paint.
• Provide information to policy makers, schools, communities and the media on the dangers of lead paint and how to prevent lead poisoning.
Creating an Outreach Campaign

As you begin preparing for ILPPW, you should focus your outreach efforts based on your local and national needs.

A successful campaign does all of the following:

1. Frames and presents your effort 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. Presents consistent 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, for example calling for legally-binding controls on lead in paint.

Consider the following action steps:

1. Develop a single overarching communication objective. Define the parameters of the issue and focus on why you want to act 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. Plan photo opportunities and relevant captions that will best highlight key messages.
3. Determine which materials you want to use.
4. Distribute information through your contact networks and various media entities.
5. Develop a long-term plan to continue to address lead in paint.

As you begin preparing for ILPPW, you should focus your outreach efforts based on your local and national needs.
Organizing 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:

1. Talk to and partner with local stakeholders to identify your community’s specific needs.
2. Develop a localized activity plan with goals appropriate to your audience.
3. Create a budget for materials needed.
4. Secure a venue and promote your event.
5. Develop a call-to-action to mobilize your audience toward meaningful results.
6. Promote your activities during and after the event.
7. After the event, identify areas for follow-up and next steps.

Examples of an Awareness Activity in 2017

In Bangladesh, a high-level dialogue on lead paint was initiated by the Environment and Social Development Organization (ESDO). Government officials and representatives from the Bangladesh Paint Manufacturers Association and academia met to discuss a call for the rapid introduction of a regulation to ban lead paint.

The Malaysian Paint Manufacturers’ Association organized a forum entitled: “Towards Lead Free Paint – The Malaysian Context.” The forum educated the paint industry, stakeholders and government bodies on the use of lead in paint and the need to work toward the elimination of lead in paint production in order to achieve the goal of lead-free paints in Malaysia by 2020.
The Global Alliance to Eliminate Lead Paint (the Alliance) is proud to share the following tools to support action during International Lead Poisoning Prevention Week.

**Tools for Effective Laws**

**Model Law and Guidance for Regulating Lead Paint**
- Provides guidance for countries drafting new laws or modifying existing laws to restrict lead in paint;
- Includes a model law that can be adapted to fit a country’s legal system;
- Promotes international consistency by recommending a specific lead limit for paint; and
- Recommends the most protective and feasible legal limit currently used by other countries.

[unenvironment.org/resources/publication/model-law-and-guidance-regulating-lead-paint](unenvironment.org/resources/publication/model-law-and-guidance-regulating-lead-paint)

**Toolkit for Establishing Laws to Eliminate Lead Paint**
- Provides detailed information to support the need for lead paint laws;
- Discusses why lead paint is a health, environmental and economic concern;
- Provides information about analytical methods for measuring lead in paint and in blood;
- Identifies available non-lead pigments and other additives for use in paint;
- Describes challenges for small and medium sized paint manufacturers in switching to non-lead additives; and
- Provides results of lead testing in paints in many developing countries.

[unenvironment.org/toolkit-establishing-laws-eliminate-lead-paint](unenvironment.org/toolkit-establishing-laws-eliminate-lead-paint)

**Update on the Global Status of Legal Limits on Lead in Paint**
- Provides a global and regional overview of lead paint laws;
- Informs citizens about whether countries have a strong legal limit; and
- Can be used to promote establishing laws in your country or region.

[unenvironment.org/resources/publication/2017-update-global-status-legal-limits-lead-paint](unenvironment.org/resources/publication/2017-update-global-status-legal-limits-lead-paint)
Graphic Materials: Posters, Flyers and Web Banners

The Alliance has graphic materials to support you in organizing events in your community. These materials help to create a common visual identity for the entire ILPPW campaign, and we encourage you to use them in the development of materials for your communities or organizations.

Using the official icons, poster and flyers will tie your local efforts into the broader global effort to ban lead from paint. Adding a web banner to your organizations’ webpage increases ILPPW visibility. Web banners are available in vertical, horizontal, or square shapes. Web banners and modifiable posters and flyers are available in six languages: Arabic, Chinese, English, French, Russian, and Spanish.

Download all materials online at who.int/ipcs/lead_campaign/materials/en/.

Sample Web Poster/Flyer

Sample Web Banner
Social Media and Multimedia Outreach

A draft promotional email and sample social media posts for Facebook and Twitter, along with all materials for this year’s campaign, will be available for use at [who.int/ipcs/lead_campaign/](http://who.int/ipcs/lead_campaign/).

You can also create your own posts highlighting your events for ILPPW. For the international campaign addressing lead in paint, use the hashtag [#BanLeadPaint](https://www.instagram.com/hotline hashtag). For the broader lead campaign, including local, domestic and international programs, follow [#ILPPW2018](https://www.instagram.com/hotline hashtag).

If you are using Twitter, tag @UNEnvironment, @WHO, @EPA, @EPAallnations and @ToxicsFree to join in the conversation.

For useful video materials, link to:

- Video from UN Environment explaining the importance of banning lead in paint at [vimeo.com/172100517](https://vimeo.com/172100517).
- Video from SAICM explaining lead in paint as an emerging policy issue at [vimeo.com/140759933](https://vimeo.com/140759933).

Examples of Social Media and Multimedia Activities in 2017

UN Environment created a YouTube video about the importance of the new lead paint legislation in Cameroon.

The [#BanLeadPaint](https://www.instagram.com/hotline hashtag) hashtag reached over 14.5 million users on social media.

In Argentina, Taller Ecologista took initiative in getting the word out about ILPPW 2017, including presentation of a report on lead in solvent-based paints for domestic use in Argentina and a petition urging the Ministry of Health to modify the current lead in paint limit from 600 to 90 ppm.

[Watch the news video in Spanish.](https://www.instagram.com/hotline)
Additional Informational Resources

For general information on lead, visit:
• who.int/ipcs/assessment/public_health/lead/en/
• ipen.org/projects/eliminating-lead-paint

For reports of the 2017 campaign, visit:
• who.int/ipcs/lead_campaign/objectives/en/
• ipen.org/documents/international-lead-poisoning-week-action-2017

For a map showing which countries have legally binding controls on lead paint (and those with no legal controls or no information), visit the WHO Global Health Observatory: who.int/gho/phe/chemical_safety/lead_paint_regulations/en/

For a map of lead in paint by country, visit ipen.org/projects/eliminating-lead-paint/lead-levels-paint-around-world.

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

Examples of Awareness Activities in 2017

Gamarjoba in Georgia conducted an investigation that found that approximately one third of the paints on the market in Georgia contained lead, but the labels did not indicate any such warning about its lead contents regarding lead. Gamarjoba launched a petition to Parliament and the Ministry of the Environment to introduce legal controls on lead in paint.

Pesticide Action Nexus Association (PAN-Ethiopia) organized an event in Addis Ababa in collaboration with the Ministry of Environment, Forest and Climate Change (MEFCC) to push for “Lead Free Paints in Ethiopia.” The final version of the draft lead paint regulation submitted by the MEFCC to the Council of Ministers for ratification was presented.
Next Steps

1. Once your activities are organized, register your event on WHO’s webpage at [who.int/ipcs/lead_campaign/event_registration/en/](https://who.int/ipcs/lead_campaign/event_registration/en/).

2. Post about your event and related messages on social media, and share/retweet others’ efforts, using the hashtag #BanLeadPaint.

3. Review and share helpful resources including the Update on the Global Status of Legal Limits on Lead in Paint, the Toolkit for Establishing Laws to Eliminate Lead Paint and the Model Law and Guidance for Regulating Lead Paint.

4. Work with your government leaders and other key stakeholders to commit to a lead paint law.

5. Governments, civil society organizations and businesses can join the Global Alliance to Eliminate Lead Paint as partners. Visit [unenvironment.org/noleadinpaint](http://unenvironment.org/noleadinpaint).

The Global Alliance to Eliminate Lead Paint

International Lead Poisoning Prevention Week is an initiative of the Global Alliance to Eliminate Lead Paint, a partnership with a joint Secretariat in UN Environment and WHO, chaired by the US Environmental Protection Agency.

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.

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