Campaign Resource Package

International Lead Poisoning Prevention Week 2019

20-26 October 2019

BAN LEAD PAINT

LEARN the Risks

JOIN the Action

ELIMINATE Lead Paint

who.int/ipcs/lead_campaign/en/
#ILPPW2019 #BanLeadPaint
Lead has devastating consequences on our health and in particular on the health of our children, causing lifelong intellectual disabilities. Lead paint represents one of the most widespread sources of lead exposure to infants and children. Yet lead paint still lurks in homes, in schools and on toys.

Banning lead paint now can prevent future exposures. More than 70 countries have put in place legally binding controls on the use of lead in paint, and we congratulate them, but we need to act urgently to have all countries banning lead in paints. Laws, regulations or mandatory standards that prohibit the manufacture, import, distribution, and sale of lead paint should be put in place by governments.

This is a very good investment in your health, and in the health of your children.

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

“Governments have the power to make a change for the better, by adopting lead paint laws. In doing so, governments can limit the amount of lead in the environment, raise awareness of its toxic effects, influence change in the paint industry and protect their citizens’ health.

It’s a quick win with a really high impact!”

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Jacob Duer, Chief
Chemicals and Health Branch, Economy Division
United Nations Environment Programme
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.

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

Last year, over 82 ILPPW events took place in 52 countries. This year the seventh annual ILPPW will take place during the week of **20–26 October 2019**.

Many countries have long-established bans on lead paint, and others are currently taking action by establishing laws that prevent its manufacture and sale, including for uses in homes, schools and other buildings.

For a list and interactive map of countries with lead paint laws, visit [who.int/gho/phe/chemical_safety/lead_paint_regulations/en/](who.int/gho/phe/chemical_safety/lead_paint_regulations/en/).

### Countries with Lead Paint Laws as of June 2019

- **Yes**: 37%
- **No**: 40%
- **No Data**: 23%

The term **law** is used as a general term that means a legal mechanism or set of provisions that establishes a binding, enforceable limit on lead in paint with penalties for non-compliance.

For example, **law** can include legislation, regulations, ordinances or mandatory standards, depending on a country’s legal framework.
Mobilizing for Change

This year’s ILPPW is engaging individuals, civil society organizations, industry and governments to work together to ban lead paint. Through the ILPPW, stakeholders can:

**LEARN the Risks**
Find out about the hazards and risks of lead and, in particular, of lead paint.

**JOIN the Action**
Join the global movement by taking action to prevent lead poisoning, particularly in children.

**ELIMINATE Lead Paint**
Work with governments and stakeholders to establish laws eliminating lead paint, and ensuring 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 package include:**

- Key Messages
- Actions for Governments, Industry and Civil Society Organizations
  - Tools for Effective Laws
  - Mobilizing for Change
  - Organizing Local Events
- Graphic Materials: Posters, Flyers and Web Banners
- Social Media and Multimedia Outreach
- Examples of Successful Outreach during ILPPW 2018
- Next Steps
There is no known level of lead exposure without harmful effects. 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.

Lead paint is a significant and preventable source of lead exposure.

- 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.

- When used in homes, schools, and playgrounds, lead paint can be a source of lead exposure to children, who easily ingest dust, soil or paint chips by putting their hands in their mouths.

- It is significantly more cost-effective to ban new sources of lead paint and promote lead-safe alternatives, than to have to remediate contaminated homes, schools and playgrounds.

- The manufacture of paint without added lead does not involve significant additional cost, and alternative ingredients are available.
Key Messages (cont.)

Worldwide, countries, businesses and other stakeholders are taking action to address lead in paint -- but more needs to be done.

• Laws, regulations or enforceable standards are needed in every country to stop the manufacture, import and sale of lead-containing paints.

• Many countries are currently working to protect their children by establishing laws to reduce the level of lead in paint to below 90 ppm. More countries need to join the action to protect our children fully.

• An increasing number of paint manufacturers have already stopped adding lead to their paints or have committed to do so.

• Stakeholders, including academia, legal experts, NGOs, and industry, are working together to identify alternatives and protect our children – and more work is needed now.

Why 90 parts per million (ppm)?

90 parts per million (ppm) total lead content is the lowest and most protective regulatory limit that has been set in countries for lead in paints.

It is technically feasible for manufacturers to achieve by avoiding the addition of lead compounds and taking into account residual (unintentional) lead content in certain paint ingredients.
Actions for Governments, Industry and Civil Society Organizations

In your ILPPW activities, consider calling for the following types of actions from governments, industry and civil society.

**Governments**

- Governments without legal limits on lead in paint should establish and implement limits, building on the Model Law and Guidance for Regulating Lead Paint, developed by the Global Alliance to Eliminate Lead Paint.

- Where lead paint laws exist but are not protective of public health, governments are encouraged to strengthen regulations.

- Governments with legal limits should take necessary measures to ensure full compliance and develop relevant supplementary regulations to support implementation of the lead paint law.

- Governments with legal limits can serve as government “champions” to encourage others to take action and share their experiences in passing legislation and implementing programs on lead paint.

**Industry**

- Voluntarily stop the manufacture, import and sale of lead paint in countries where legal limits are not yet in place, and show commitment to comply with a legal limit where it exists or is being established (such as by not using lead additives).

- Identify ways for regional paint associations and large manufacturers to provide expertise or encouragement to other companies interested in stopping their use of lead additives, and to assist national governments in setting legal limits on lead paint.

- Act as “champions” by engaging specifically with small and medium enterprises to encourage their reformulation of lead paint.
Actions for Governments, Industry, and Civil Society Organizations (cont.)

Civil Society Organizations

• Engage with governments and industry to support development and implementation of legal limits on lead in paint and encourage reformulation of lead paint.

• Continue to provide information to policy makers, parents and others on the dangers of lead paint and how to prevent lead poisoning; and continue to conduct paint sampling studies to support action to develop new legal limits and evaluate existing limits.

• The legal community can urge lawyers, law firms, and bar associations to support adoption and implementation of legal limits on lead paint through pro bono support and educational initiatives.

• Non-governmental health organizations can engage the medical community and health care providers, reach out to schools, and can engage with governments and industry to support development and implementation of legal limits on lead in paint.
When your country is ready to take action to eliminate lead paint, this fact sheet outlines steps which have been helpful in countries that have adopted laws. The steps are not necessarily sequential or needed in every country. They include stakeholder engagement to gain support for a lead paint law; development of the law including assessing options, legal drafting, and public review; and awareness raising to promote development or implementation of the law.

**Tools for Effective Laws**

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. In your activities, you may consider promoting these tools to support governments in establishing effective laws.

**Model Law and Guidance for Regulating Lead Paint**

This document provides guidance for countries drafting new laws or modifying existing laws to restrict lead in paint and includes a model law that can be adapted to fit a country’s legal system. It recommends the most protective and feasible legal limit currently used by other countries (90 ppm total lead limit).


**Suggested Steps for Establishing a Lead Paint Law**

When your country is ready to take action to eliminate lead paint, this fact sheet outlines steps which have been helpful in countries that have adopted laws. The steps are not necessarily sequential or needed in every country. They include stakeholder engagement to gain support for a lead paint law; development of the law including assessing options, legal drafting, and public review; and awareness raising to promote development or implementation of the law.


**Update on the Global Status of Legal Limits on Lead in Paint**

This update provides a global and regional overview of lead paint laws and action toward laws, informs citizens about whether countries have a strong legal limit; and can be used to promote establishing laws in your country or region.

Tools for Effective Laws (cont.)

Interactive Map Showing the Status of Lead Paint Laws
This interactive map shows which countries have and do not have lead paint laws. By hovering over a country with a lead paint law you can see what the lead limit is. The map can also be filtered to show the status of lead paint laws in a region.

• Link: who.int/gho/phe/chemical_safety/lead_paint_regulations/en/

Policy Brief: Lead in Paint - Time to Phase It Out: Why and How Countries Should Take Action
The Policy Brief is a tool for ministries of health to assist them to develop or advocate for effective laws. The document presents the arguments for banning lead in paint, the explanation of the recommended 90 ppm limit of lead in paint, and outlines the steps needed to achieve binding controls. When available, it will be posted at the website below.

• Link: who.int/ipcs/lead_campaign/en/

Toolkit for Establishing Laws to Eliminate Lead Paint
This website provides detailed information to support the need for lead paint laws. It includes discussions of 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.

• Link: unenvironment.org/toolkit-establishing-laws-eliminate-lead-paint

Lead Poisoning and Health Factsheet & Frequently Asked Questions
These documents provide useful information about key facts, sources and routes of exposure; health effects of lead poisoning in children and adults; burden of disease from lead exposure; and the link to the sustainable development goals, to help governments develop information needed for approval of a law.

• Link: who.int/ipcs/lead_campaign/en/
Mobilizing for Change

As you begin preparing for ILPPW, focus your outreach efforts based on your local and national needs. A successful campaign catches the attention of your audience, by using clear messages that communicate a benefit to the community. It 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.

2. Define your audience and what change you want to see as a result of your communications.

3. Coordinate with other stakeholders who may be planning related campaigns.

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

5. Plan photo opportunities and relevant captions that will best highlight key messages.

6. Determine which communications materials (available on the ILPPW website) will support your message.

7. Distribute information through your contact networks and various media entities.

8. Develop a long-term plan to continue to communicate about lead in paint.
Organizing Local Events

By organizing in-person activities and events, you can 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. **Coordinate with others planning events in your city, country or region.**
3. **Publicize when and where events will take place to encourage participation.**
4. **Develop a localized activity plan with goals appropriate to your audience.**
5. **Create a budget for materials needed.**
6. **Secure a venue and promote your event.**
7. **Develop a call-to-action to mobilize your audience toward meaningful results.**
8. **Promote your activities during and after the event.**
9. **After the event, identify areas for follow-up and next steps.**
Graphic Materials: Posters, Flyers, and Web Banners

Graphic materials are available to support you in organizing events in your community. These customizable 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 graphics, poster and flyers will tie your local efforts into the broader global effort to ban lead from paint.

Adding a web banner to your organization’s webpage increases ILPPW visibility. Web banners are available in vertical, horizontal, or square shapes. Web banners and modifiable posters and flyers will be available in six languages: Arabic, Chinese, English, French, Russian, and Spanish.

Sample Web Banner

Sample Flyer

View the full set of resources in all six languages.

- Arabic: who.int/ipcs/lead_campaign/ar/
- Chinese: who.int/ipcs/lead_campaign/zh/
- English: 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/
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/en/.

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 #ILPPW2019.

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 UNEP explaining the importance of banning lead in paint at vimeo.com/172100517.

• Video from SAICM explaining lead in paint as an emerging policy issue at vimeo.com/140759933.
Examples of Successful Outreach during ILPPW 2018

**Awareness Activities**

**Colombia**

**Organization:** Colnodo/Red de Desarrollo Sostenible  
**Target audience:** Students, young children, teachers, parents  
Colnodo/Red de Desarrollo Sostenible, with support from IPEN and the Orbis de Pintuco Foundation, organized an event at the Toldas Rural School Headquarters in Guarne, promoting the creation of lead-free spaces where children can safely study and play. In the municipality of Rionegro, more than 100 volunteers decorated a school with lead-free paint.

**Social Media**

**Russian Federation**

**Organization:** Eco-Accord  
**Target audience:** Government officials, civil society, general public  
Countries in Eastern Europe, the Caucasus, and Central Asia participated in the “Lead Poisoning Prevention: Public Awareness Raising and Multi-stakeholders Dialogue” via web conference. The dialogue was organized by Eco-Accord, which also shared materials via email and social media, and prepared a companion article for the UNEP-Europe website.

**Mexico**

**Organization:** Casa Cem-Vías Verdes A.C.  
**Target audience:** Government officials, paint manufacturers, consumers, general public  
Casa Cem-Vías Verdes A.C. released the troubling results of its joint study with IPEN, *Lead in Solvent-Based Paints for Domestic Use in Mexico*, via a press conference in Guadalajara streamed live on Facebook. Casa Cem continued to reach out to national and local paint manufacturers to inform them about the study results and recommendations.

**Multimedia**

**Kenya**

**Organization:** Centre for Environment Justice and Development (CEJAD)  
**Target audience:** Multi-sectoral, general public  
CEJAD released a video documentary on lead paint which informs viewers about the health effects and economic costs associated with lead exposure. The video also cites the results of the lead paint study conducted by CEJAD and IPEN in 2017, underlining the need for effective enforcement.
Examples of Successful Outreach during ILPPW 2018 (cont.)

**Government & Legal Actions**

**Republic of Moldova**

**Organization:** Ministry of Health, Labor and Social Protection

**Target audience:** Government officials, civil society, general public

The Ministry of Health, Labor and Social Protection presented research results and public health information on lead exposure via press conferences, meetings with children and parents, and question and answer sessions on TV shows. The government drafted a strategy to eliminate lead in paint and an action plan to develop a sanitary regulation.

**Organization:** Centre de Recherche et d’Éducation pour le Développement (CREPD), Ministry of Public Health, US Embassy

**Target audience:** Paint manufacturers and distributors

Paint manufacturers and distributors learned about the requirements of Cameroon’s lead paint regulation during an event sponsored by CREPD in collaboration with the Ministry of Public Health and the U.S. Embassy in Yaoundé.

**Cameroon**

**Organization:** Centre de Recherche et d’Éducation pour le Développement (CREPD), Ministry of Public Health, US Embassy

**Target audience:** Paint manufacturers and distributors

**Industry Activities**

**Organization:** EcoWaste Coalition, Philippine Association of Paint Manufacturers (PAPM)

**Target audience:** Painters, workers

EcoWaste Coalition and PAPM jointly conducted a skillshare that provided some 150 participants with practical knowledge and skills on safe work practices to protect themselves and their clients from lead exposure during painting, maintenance, repair, and renovation activities.

**Organization:** Nexus3

**Target audience:** Government officials, paint manufacturers, civil society

Nexus3 and IPEN organized a national workshop on sustainable production and consumption, which focused on “Lead-Safe Paint Certification® as a Best Practice of Responsible Business.” Keynote speaker Johnson Ongking, a Filipino paint industry leader, shared the experience of Pacific Paint (Boysen) Philippines, Inc. Several paint industry representatives also participated.
Additional Information & 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 2018 campaign, visit:

- who.int/ipcs/lead_campaign/objectives/en/
- ipen.org/documents/international-lead-poisoning-prevention-week-action-2018

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

Global Alliance to Eliminate Lead Paint

ILPPW is an initiative of the Global Alliance to Eliminate Lead Paint, a partnership with a joint Secretariat in UNEP 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, sale, and import of paints containing lead and eventually to eliminate the risks that such paints pose.

Join the Alliance as a partner. For details, visit unenvironment.org/noleadinpaint.

Next Steps

Event Organizers

Once your activities are organized, register your event on WHO’s webpage at who.int/ipcs/lead_campaign/event_registration/en/. Post about your event and related messages on social media, and share/retweet others’ efforts, using the hashtag #BanLeadPaint.

Governments

Review and use helpful resources including Suggested Steps for Establishing a Lead Paint Law, 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.

Stakeholders

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

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