

Resource Package



**BAN LEAD  
PAINT**



Learn the Risks



Call for Action



Ban Lead Paint

**#ILPPW2018**  
**#BanLeadPaint**

**21-27 October 2018**

# **International Lead Poisoning Prevention Week 2018**

**UN**   
environment



**World Health  
Organization**

**Global Alliance to  
Eliminate Lead Paint**

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## BAN LEAD PAINT

“ 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*

“ 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*

# What is International Lead Poisoning Prevention Week?

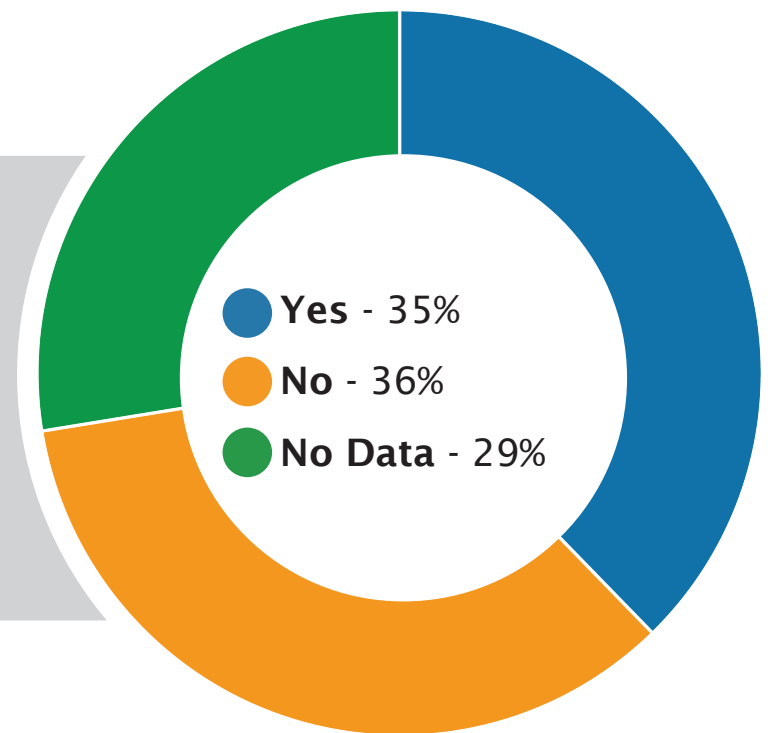
International Lead Poisoning Prevention Week (ILPPW) raises awareness and promotes actions to address the human health effects of lead exposure, especially for children. During the week, governments, academia, industry and civil society promote efforts to prevent childhood lead poisoning, and specifically 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/](http://who.int/gho/phe/chemical_safety/lead_paint_regulations/en/).



*Countries with legally-binding controls on lead paint, as of June 2018.*

# 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

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.

预览已结束，完整报告链接和二维码如下：

[https://www.yunbaogao.cn/report/index/report?reportId=5\\_25487](https://www.yunbaogao.cn/report/index/report?reportId=5_25487)

