



# Guidance on organizing an advocacy or awareness-raising campaign on lead paint



World Health  
Organization





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# Acknowledgements

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Environment and Social Development Organization, Dhaka, Bangladesh

Centre of Environmental Solutions, Minsk, Belarus

Center for Public Health and Environmental Development, Kathmandu, Nepal

Eco-Accord, Moscow, Russian Federation

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# Abbreviations

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<b>GEF</b>	Global Environment Facility
<b>IPEN</b>	International Pollutants Elimination Network
<b>ppm</b>	parts per million
<b>SAICM</b>	Strategic Approach to International Chemicals Management
<b>SOCO</b>	single overarching communication outcome
<b>UNEP</b>	United Nations Environment Programme
<b>WHO</b>	World Health Organization

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# 1. Background

This document has been developed as part of a project to accelerate progress towards the establishment of legally binding controls on the manufacture, sale, distribution, import and use of lead paint in countries, funded by the Global Environment Facility (GEF) and executed by the Secretariat of the Strategic Approach to International Chemicals Management (SAICM). It is a contribution to the work of the Global Alliance to Eliminate Lead Paint (the Lead Paint Alliance). The Lead Paint Alliance is a voluntary collaborative initiative, jointly led by United Nations Environment Programme (UNEP) and the World Health Organization (WHO), that is working towards the global phase-out of paints containing lead in order to prevent children’s exposure and

to minimize occupational exposure to lead from paint.

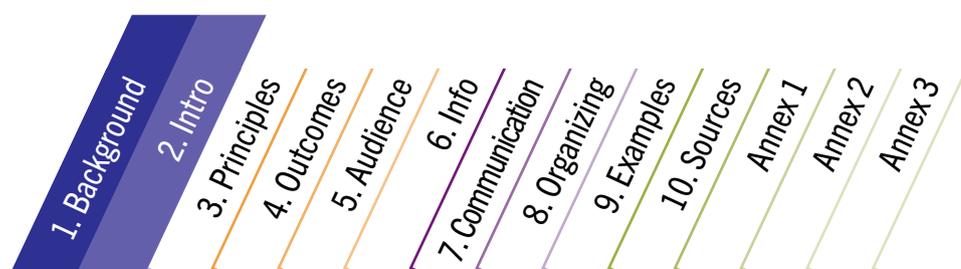
The purpose of the document is to provide guidance and tools to support advocacy or awareness-raising activities to build momentum in the country toward the development, adoption and implementation of legally binding measures, such as laws, regulations, standards and decrees (for brevity referred to as “lead paint laws”). The document builds upon the experience of the Lead Paint Alliance in its annual International Lead Poisoning Prevention Week campaign. It also draws upon communication guidance developed by WHO.

# 2. Introduction

Awareness-raising and advocacy are overlapping concepts. Awareness-raising can be considered as an activity to generate concern about an issue – in this case, lead paint – among different groups of stakeholders and to ensure that the issue is discussed both publicly and by policy-makers. Advocacy is a form of awareness-raising, but one that aims to change attitudes, policies and practices.

Awareness-raising and advocacy can be directed at a variety of audiences, including policy-makers, government officials, the paint industry (paint manufactures and retailers) and the

general public. It can involve a range of local, national, regional or global communication activities, such as media campaigns, round-table discussions and the provision of factual information. This guidance document addresses these topics, identifying the key considerations when planning a campaign and providing suggestions and advice on organizing activities and campaigns, as well as information on different kinds of materials that are available to support activities and campaigns, together with some suggested key messages. It provides existing tools and advice to help you to develop a campaign at little or no cost.



# 3. Six principles and seven Cs of effective communication

When planning communication activities, it is important to ensure that they are accessible, actionable, credible and trusted, relevant, timely and understandable by the audience. This will

ensure that the intended audience will receive the communication and will be motivated and able to act upon it. These principles are described briefly below.

## Accessible:

You should choose the communication channels that will best reach your intended audience. This could be the mass media, such as television, radio, newspapers, social media and outdoor advertising. It could also be a community-based channel, such as local radio talk shows, organization newsletters; community-based activities, such as health fairs; and meetings at schools, workplaces and places of worship. Using multiple channels to convey the same messages will increase impact and recall. It is also important to keep in mind the needs of people with disabilities, such as visual impairment.

## Actionable:

This involves understanding the target audience and its knowledge, attitudes and behaviours in order to create messages that address barriers and encourage decision-makers to take the recommended steps, with the aim that action will be taken as a result of the communication.

## Credible and trusted:

If the audience members perceive you and your organization to be trustworthy and authoritative, they are more likely to trust and act on your messages. You can reinforce trust by demonstrating competence, openness, transparency and honesty, dependability and commitment, and caring. It is essential that the information you provide is technically accurate.

## Relevant:

It is important to understand your audience and to tailor your communications to the audience and its concerns. You can increase the sense of relevance of an issue by referring to the personal experiences of the audience or explaining how the issue can affect family, friends or others they may know in their community. Policy-makers are likely to perceive issues as relevant if they are represented as a high priority for constituents, or are linked to other national and community values, such as health security and economic prosperity.

## Timely:

This means engaging audiences at the times when individuals and policy-makers need to take action. There may, for example, be key periods in the policy cycle when messaging about lead paint will be particularly effective. It may also be useful to plan a sequence of messages over time to maintain momentum. For example, it could be effective to organize awareness-raising activities at times of the year when it is common to renovate buildings such as schools in preparation for the new semester, or around important festivals such as New Year.

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## Understandable:

People are more likely to trust your messages if the content is understandable and clear. This means using clear, plain language, providing materials in the language(s) used by your audience, telling stories with a human dimension to make the issues real to the audience, and using visual components such as photographs and illustrations.

**When formulating your messages you should keep in mind the following requirements that will ensure that your communication has impact.**

- 1** Frame and present your communication effort so that it **catches the attention** of your audience. You can do this by quickly establishing your main point, and by using compelling arguments, facts and emotive images.
- 2** **Clarify** your message so that it is unambiguous: for example, what people can do, the impact of not taking action.
- 3** **Communicate** an explicit benefit to the audience, for example, “eliminating lead paint will benefit the health of your children”.
- 4** Be **consistent** in your messaging.
- 5** **Cater** to both the heart and the head, i.e. provide facts, but also bear in mind that communication that appeals to the emotions is more likely to be understood and acted upon
- 6** **Create** trust by providing information that is correct and reliable.
- 7** Include a **call to action** by the audience, such as encouraging governments to establish legally binding controls on lead in paint, or encouraging manufacturers to produce paint without added lead.

# 4. Deciding on the outcome(s) for your campaign

The most fundamental aspect of a good communication campaign is to have a clear understanding of the outcome you wish to see from your campaign, i.e. the change(s) that you want to see. One way of approaching this is to determine your single overarching communication outcome (SOCO). This provides a fixed point on which you will keep your mind when communicating that helps you to structure and plan your campaign. It is important to keep in mind that the SOCO is **not** the message itself; it is an outcome, and must therefore be expressed from the perspective of the audience. It is also not an objective, which usually reflects your own perspective. The process of thinking

about the SOCO will help you to determine your target audience.

## 4.1 How to develop a single overarching communication outcome

The development of your SOCO requires an analysis of the situation that you are trying to change. This can be done in a stepwise manner, as illustrated in Table 1, which provides examples of possible outcomes depending on the stage of lead paint regulation in your country.

[Click to view](#)

A template for developing your SOCO is given in Annex 1.

## Example of a SOCO

My audience is [verb] to do [verb]

My audience [verb].

When formulating your desired SOCO, you should avoid using verbs such as “**tell**”, “**inform**” or “**be made aware of**”, as these do not indicate any difference in perception or action on the part of the audience. It is better to use verbs such as “**reassure**”, “**influence**”, “**stop**” or “**start**” that do indicate such a change.

Some examples of a SOCO are:

1. policy-makers and regulators are convinced to start work on developing a law to eliminate lead paint and/or ensure the implementation of lead paint laws;
2. the paint industry stops using lead-based ingredients in its paints;
3. the general public is influenced to seek out paint without added lead.

**Table 1.** Example of an approach for determining a single overarching communication outcome on lead paint

Step	Key question	Possible response
1	What is your issue?	<ul style="list-style-type: none"> <li>The country does not have a legally binding control on lead paint</li> <li>OR</li> <li>The finalization of a draft law has been delayed for a long time</li> </ul>
2	Why do you want to focus on this issue, and why now?	There is evidence or concern in your country that lead paint is a significant source of lead exposure, especially for children
3	Who needs to change their behaviour? (audience)	<ul style="list-style-type: none"> <li>Option 1: regulators and policy-makers</li> <li>Option 2: paint manufacturers and retailers</li> <li>Option 3: public (consumers)</li> </ul>
4	<p>What change do you want to see in your audience as a result of your communication?</p> <p>What is the purpose of your communication?</p> <p>(Step 4 complements Step 3)</p>	<ul style="list-style-type: none"> <li>Option 1a: regulators will initiate the process of eliminating lead in paint by drafting a law; policy-makers will support the development of the new law or the revision of an existing law</li> <li>Option 1b: regulators will ensure that the draft law is finalized and implemented effectively</li> <li>Option 2: paint manufacturers are encouraged to phase out the addition of lead to paint voluntarily or in preparation for a lead paint law</li> <li>Option 3a: public will pressure manufacturers to stop producing lead paint</li> <li>Option 3b: importers and distributors will prepare to comply with the planned lead paint laws</li> </ul>

# 5. Deciding on the audience

Your messaging will be determined by the audience you plan to address, given the general purpose of the campaign and the outcomes you

want to achieve. In the context of lead paint, there is a range of possible audiences, as described below.

## 5.1 Target audiences

Possible audiences for communications on lead paint can be broadly grouped as follows:



### National and local government officials:

- policy-makers (e.g. ministry of industry, trade, health, environment; agency responsible for consumer rights protection and human welfare)
- planners
- procurement officers
- regulation enforcement officers (sanitary, environment, industry, customs officers)



### Professionals:

- medical professionals
- academic researchers
- professional associations (e.g. builders' associations, painters' and decorators' associations)
- media and journalists



### Civil society:

- financial institutions and donors
- nongovernmental organizations (e.g. those dealing with health, environment, green economy)
- communities (e.g. schools, hospitals, nurseries, residents' associations, youth groups)
- members of the public (e.g. parents and pregnant women)



### Workers and their representatives:

- trade unions



### The paint industry:

- paint manufacturers
- paint distributors and retailers
- paint trade associations



You should consider whether you have the need, ability and resources to tackle different audiences, or whether you will focus on a priority target audience.

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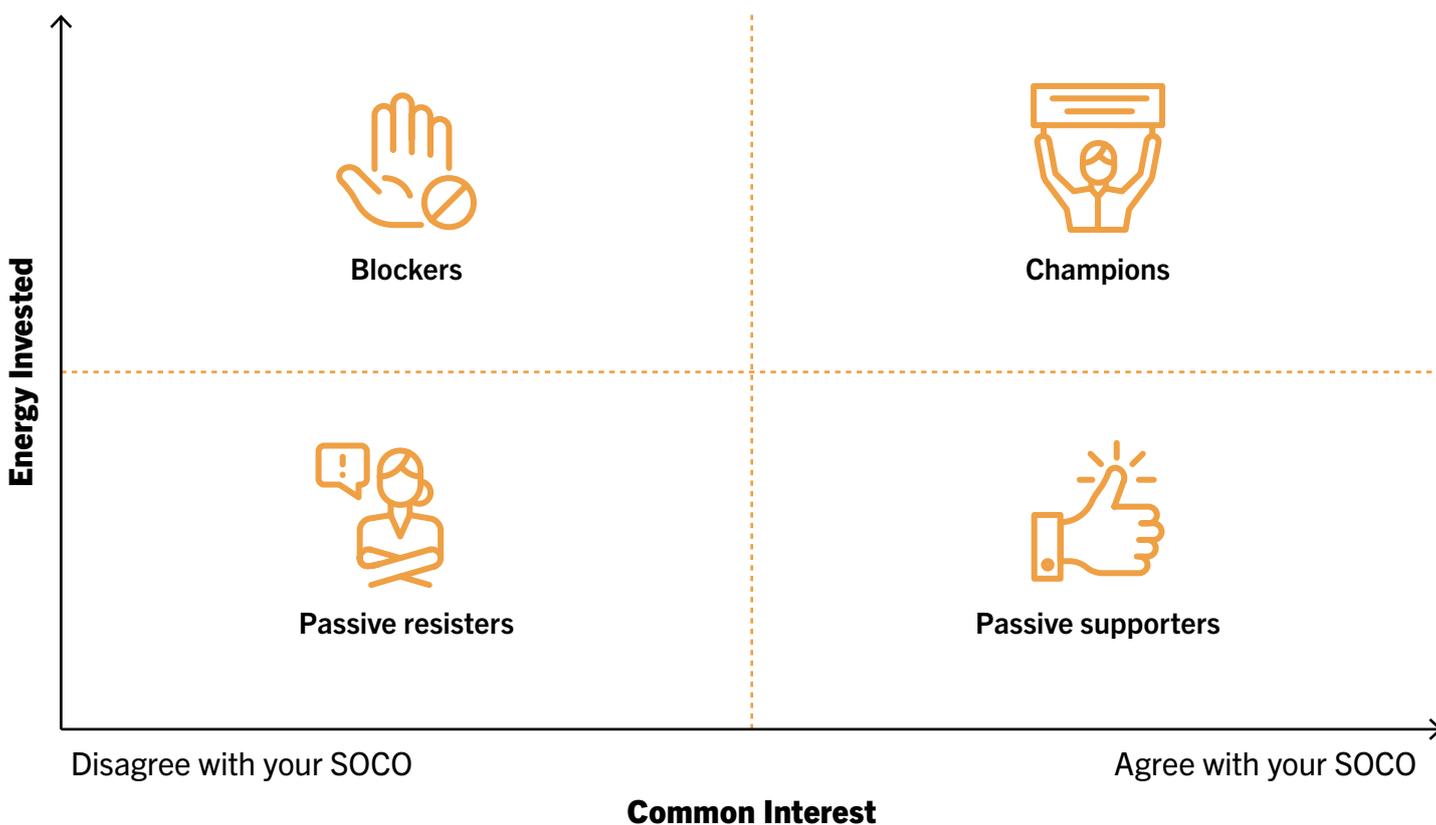
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## 5.2 Stakeholder analysis

When thinking about your audience and your communication strategy, it can be helpful to carry out a stakeholder analysis to determine whom best to target and how. One way of doing this is to consider who would be the strong supporters of your cause and who might seek to block it. There may also be other audiences that would be more passive in either supporting or blocking

your cause. The matrix in Fig. 1 illustrates these different audiences and the degree to which they may support you in reaching your SOCO, including the amount of energy they may put into either supporting or opposing your desired outcome. Note that people may change their position over time, and also that some people may influence others included in the matrix.

**Fig. 1. Stakeholder analysis matrix**



Once you have defined and categorized your audiences, you can start to think about strategies and messages. Table 2 provides an example of a stakeholder analysis and the types of communication or campaign activity that you could use.

You may decide only to focus on one or two categories of stakeholder, depending on your

resources, your access to the different audiences and your priorities. You may, for example, wish to prioritize certain audiences that are blocking the development of a lead paint law because they are key to making progress. On the other hand, you may feel that it is important to inform certain vulnerable groups so that they can protect themselves.

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**Table 2. Example of a stakeholder analysis for a campaign on lead paint**



**Blockers**

Overtly oppose your desired outcome (e.g. *certain paint manufacturers and retailers, government agency/ministry for trade or economy*).

Approach:

- monitor what they are saying and who supports them
- ignore if they are not influential, or
- enter into dialogue if their influence is significant
- counteract by providing facts and enlisting champions



**Champions**

Overtly support your desired outcome (e.g. *health professionals, environmental advocates, civil society representatives, paint trade association, public interest lawyers*).

Approach:

- ensure that they have access to information, tools, suggestions and resources
- acknowledge their contribution (e.g. they have initiated work on a draft law, they have convened meetings to discuss drafts)
- let them champion your cause (e.g. issuing a press release on a call for action)



**Passive resisters**

Silently oppose your outcome or refuse to support it (e.g. *certain government ministries/agencies with other priorities at that moment or a lack of resources*).

Approach:

- inform to sway their opinion in favour of your cause, or
- ignore if they will not substantively contribute to the blocker's cause
- get a critical mass of champions to influence them



**Passive supporters**

Silently support your outcome but don't take overt action (e.g. *consumers*).

Approach:

- educate them about the hazards of lead paint and motivate them to take action
- energize them by involving champions they admire

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# 6. Deciding which information to present

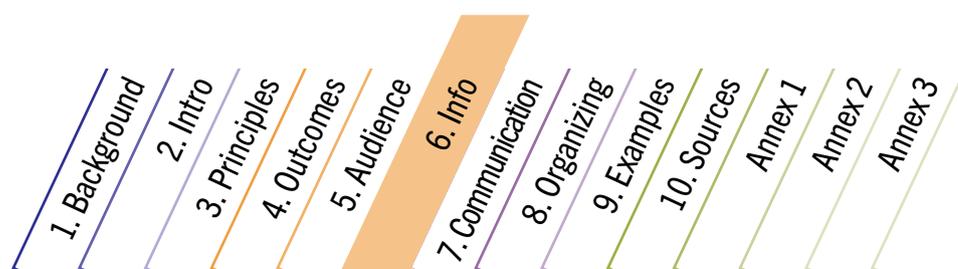
When developing your advocacy or awareness-raising materials, you should consider the kind of information you need to present to your audience to achieve your desired communication outcome, bearing in mind the principles described in Section 2 above. Different audiences need, and will respond to, different kinds of information, so it is important to tailor your information accordingly. Some audiences, such

as regulators, need factual information that is scientifically based and for which reference sources are provided. Other audiences, such as policy-makers or the public, may be more influenced by advocacy information that is expressed in a simple but impactful way. Table 3 compares and contrasts scientific and advocacy communication.

**Table 3. Comparison of principles: scientific communication versus advocacy communication**

Scientific communication	Advocacy communication
Detailed explanations are useful	Simplification and fact-based messaging is preferable
Technical language can add greater clarity and precision	Technical jargon confuses people
Several points can be made in a single research paper	Essential to keep to a limited number of messages
Be objective and unbiased	Present a passionate compelling argument based on fact
Build your case gradually before presenting conclusions	State your conclusions first, then support them
Supporting evidence is vital	Too many facts and figures can overwhelm the audience
Hastily prepared research and presentations can be discredited	Quick, but accurate, preparation and action are often necessary to take advantage of opportunities
The fact that a famous celebrity supports your research may be irrelevant	The fact that a (carefully selected) famous celebrity supports your cause may be of great benefit
Many in the field believe that scientific truth is objective	Many in the field believe that political truth is subjective

In the context of eliminating lead paint, there are some specific kinds of information that different audiences will need, as illustrated in Table 4.



**Table 4. Example of types of information required for specific outcomes**

Audience and desired outcome	Types of information
 <p><b>Government officials</b></p> <p>Regulators will initiate the process of drafting a lead paint law or the revision of an existing law</p> <p>Policy-makers will support the development of the new law or the revision of an existing law</p> <p>Regulators will ensure effective implementation of the lead paint law</p>	<ul style="list-style-type: none"> <li>• Factual information, for example:           <ul style="list-style-type: none"> <li>• the health and economic consequences of inaction on lead paint, with a national focus if possible</li> <li>• the rationale for setting a 90-parts-per-million (ppm) limit on the lead content of paint</li> <li>• the status of lead paint laws in neighbouring countries or important trading partners</li> </ul> </li> <li>• Evidence that paint containing lead is on sale in the country</li> <li>• Examples of the successful implementation of lead paint laws in other countries</li> <li>• Examples of ways other governments have worked on the adoption of a lead paint law in coordination and with support from paint manufacturers and associations</li> <li>• Policy brief with policy options as tangible solutions</li> </ul>
 <p><b>Paint industry</b></p> <p>Paint manufacturers are encouraged to stop adding lead compounds to their paints</p>	<ul style="list-style-type: none"> <li>• Provide factual and technical information, for example:           <ul style="list-style-type: none"> <li>• the health and social arguments for eliminating lead paint</li> <li>• status of lead paint laws in neighbouring countries or important trading partners</li> <li>• guidance on ways of reformulating paints at reasonable cost</li> <li>• case studies showing how other manufacturers have been able to stop using lead ingredients, including costs and impacts on sales</li> </ul> </li> <li>• Mobilize peer pressure and peer support from paint manufacturers that have already made the change</li> <li>• Get the support of the mass media for advocacy or awareness-raising on lead-safe paint</li> <li>• Provide information about the IPEN lead-safe certification programme<sup>1</sup></li> </ul>

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## Audience and desired outcome

## Types of information



### Public

Public call for action by paint manufacturers to stop adding lead to paint

Public call for action by government to regulate lead paint

- Present information on:
  - why lead paint is a source of lead exposure
  - the harm that lead exposure causes to people's health, their economic prospects and the environment
  - the fact that paint can be made without added lead
  - the fact that paint without added lead is available in other countries
  - affordability of lead-safe paint
  - the sale of lead paint in the country
  - information to look for on labelling of paints
  - action that people can take to protect themselves and their families from lead exposure

1 IPEN activities. In: International Pollutants Elimination Network [website] (<https://ipen.org/projects/eliminating-lead-paint/ipen-activities>, accessed 3 August 2020).

## 6.1 Sources of information

When developing communication materials, it is important to use authoritative sources of information, such as that provided by the Lead Paint Alliance.

Other sources of information include publications from authoritative national and international bodies, scientific peer-reviewed literature in journals and reports and authorized statistical data.

Click to view

Resources by the Lead Paint Alliance and others are given in Annex 2.

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# 7. Choosing communication methods and channels

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There are a number of different communication methods and communication channels that can be used for advocacy or awareness-raising activities. The ones you choose will depend on your audience and the outcome(s) you wish to achieve, as well as on the resources available to you; some illustrative examples are provided in Fig. 2. Note that a range of resources are available from the Lead Paint Alliance that can be adapted for use in these activities.

[Click to view](#)

Resources by the Lead Paint Alliance and others are given in Annex 2.

## 7.1 Working with the media

The media can play an important role in disseminating your communication messages

and contributing to the success of the campaign. Media interviews are a cost-effective way of reaching a wide audience to highlight the issue and engage key stakeholders. The principles of good communication described in this document apply equally to working with the media. The job of the media is to get a story, and you must make sure that you tell your story, your way. This means that you must be well prepared for an interview and keep in mind your SOCO. Your interviewer may not be well informed about lead paint; it is therefore important to be able to state the key facts clearly. Bringing in some human interest, for example by describing the impact of lead exposure on a real person in your country, will make your messages more engaging.

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# 8. Organizing an advocacy or awareness-raising campaign

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Sections 3–7 above describe the main considerations when planning an advocacy or awareness-raising campaign. This section outlines the steps to take when organizing your own campaign. In your campaign, you could target relevant government agencies, the public, industry and other stakeholders. Topics for your event could include those described in Table 4. You should also consider who you can partner

with to amplify and spread your message(s), for example nongovernmental organizations, trade associations, academic institutions, public interest lawyers and mass media organizations.

By organizing activities and events, you can both increase awareness and create a sense of urgency for the elimination of lead paint through the adoption of a lead paint law.



**Fig. 2. Examples of communication methods addressing different audiences**

Events	Print	Media
	<p>Setting up an <b>information stand in a public location</b> with materials describing the health hazards of lead paint, and with personnel in attendance to answer questions</p>	
	<p>Presentation at a paint <b>industry trade association congress</b></p>	
	<p><b>School competitions</b> to inform children who can inform their parents. This activity can be supported by the development of educational materials on lead</p>	
<p><b>Workshops, webinars and round-table discussions</b> with stakeholders: to present technical information and explanation of the rationale and supporting evidence for the elimination of lead paint</p>		<p><b>Marches, demonstrations and petitions</b> calling for action are a means for drawing the attention of policy-makers, regulators and manufacturers</p>
	<p>A <b>policy brief</b> that provides key information in a short document as a good way to introduce lead paint elimination to senior government officials who may be unfamiliar with the issue</p>	
<p>Development of a series of <b>case studies</b> describing how other countries have regulated lead paint and/or how manufacturers have phased lead out of their products</p>		<p><b>Short leaflets or brochures:</b> used to convey factual information about lead paint, its hazards and how to prevent exposure, written for different audiences</p>
	<p><b>Newspaper or magazine articles, radio or television broadcasts</b> can reach a wide audience: used to explain the need to eliminate lead paint</p>	
<p><b>Social media posts</b> can be used to convey key messages about lead paint and can provide links to more detailed information</p>		<p>Development and dissemination of <b>eyecatching audio-visual materials</b> with simple and clear messages</p>

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## 8.1 Principles of organizing an advocacy or awareness-raising campaign

Three important principles when developing your advocacy or awareness-raising campaign:

- 1 ensure your main message is clear, concise and relevant to the audience
- 2 plan photo opportunities and relevant captions that will best highlight key messages
- 3 use your partners to create and mobilize local networks to distribute information.

## 8.2 Deciding on the timing of a campaign

As mentioned in Section 3, a communication campaign should be timely. It may, for example, be effective to organize awareness-raising activities at times of the year when it is common to renovate buildings such as schools in preparation for the new semester, or around

important festivals such as New Year. Organizing a campaign activity during International Lead Poisoning Prevention Week, held by the Lead Paint Alliance in the last week in October, can link your campaign to others around the world and amplify your messages.

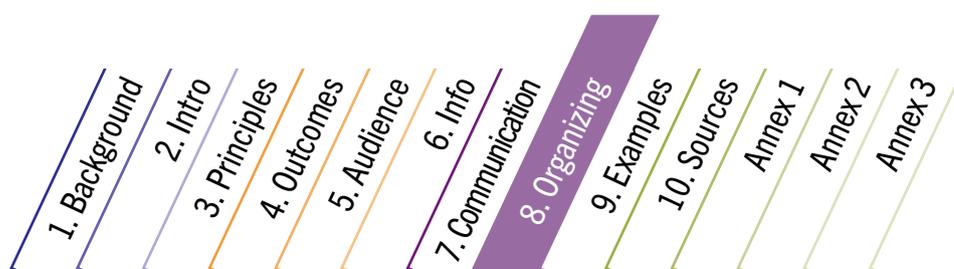
## 8.3 Steps in organizing a campaign

The key steps in organizing your advocacy or awareness-raising campaign are listed below.

- 1 **Focus on your SOCO**, the audience and the change you want to see as a result of your campaign, as developed in the planning stage.
- 2 **Talk to stakeholders** and join forces with them to identify your community's specific needs. Determine which materials you will need to develop and which you can adapt and customize from other sources, such as the Lead Paint Alliance.
- 3 **Secure a venue** and promote your event.
- 4 **Promote your activities** during and after the event.
- 5 **Develop a long-term plan** to continue to address lead in paint.

A successful advocacy or awareness-raising campaign should command attention, engage your audience and motivate them to take action. Annex 3 lists a number of critical requirements to ensure a successful campaign. After your

campaign is over, it can be very useful to carry out an evaluation of what worked well, what activities were less successful and, if possible, the impact of the campaign.



# 9. Examples of advocacy and awareness-raising activities

This section provides examples of activities that were carried out in various countries in 2019 to raise awareness about and address problems associated with lead exposure and lead paint. Most of these activities took place during International Lead Poisoning Prevention Week. Other examples of advocacy or awareness-raising activities can be found in the reports on International Lead Poisoning Prevention Week published by WHO<sup>1</sup> and IPEN<sup>2</sup>.

In Bangladesh, the Eco-Social Development Organization (ESDO) organized a social media campaign and a round-table meeting. Information was provided about the danger of lead paint and the need to ban lead paint to protect children's health and environment. ESDO emphasized the need for legally binding controls to stop manufacture, import and sale of lead-containing paints.

In Colombia, a discussion panel was organized with officials from the Ministry of Health and Social Protection, the Ministry of Environment and Sustainable Development, the Ministry of Commerce, Industry and Tourism and various paint manufacturers. The presenters described the current situation of lead in paints in Colombia and the health effects of lead exposure. This was followed by an exchange of opinions and sharing of experiences on ways to eliminate lead in paint.

In Jordan, the WHO Centre for Environmental Health Action, in collaboration with the Jordanian Ministry of Health and Jordan Environment Society, put on a number of activities to raise awareness about the health effects of exposure

to lead and the need to eliminate lead in paint. A national workshop was attended by around 30 delegates from different sectors and ministries. As a part of these campaigns, some school facilities were painted with non-lead paint. There is now a law that sets a limit of 90 ppm for the total lead content of domestic paints.

In Kenya, the University of Nairobi used the International Lead Poisoning Prevention Week campaign to promote the implementation and enforcement in Kenya of the new East Africa Regional Standard for paint, which sets a limit of 90 ppm for the total lead content of certain paints. A presentation on priorities and progress on lead paint elimination in the East African Community (EAC) was made during the EAC Technical Committee workshop on paints and allied products standards, held in Burundi. The Association of Industrial Chemistry Students and other interested parties participated in an awareness-raising event on lead-free paints organized by the university, with media involvement.

In the Republic of Moldova, the responsible ministry organized a round table with representatives of the Ministry of Agriculture, Regional Development and Environment, nongovernmental organizations, paint manufactures and retailers. The participants expressed their views on the draft of a sanitary regulation setting legally binding controls on lead paint, and agreed that more work was needed during 2020 to follow up on the National Strategy on Elimination of Lead in Paint (2019).

1 Report on activities during the 7th International Lead Poisoning Prevention Week, 20-26 October 2019. Geneva: World Health Organization; 2020 (<https://apps.who.int/iris/handle/10665/332274>, accessed 3 August 2020). Licence: CC BY-NC-SA 3.0 IGO.

2 International Lead Poisoning Prevention Week of Action, October 21–27, 2018. Gothenburg: International Pollutants Elimination Network; 2018 (<https://ipen.org/projects/international-lead-poisoning-awareness-week-2018>, accessed 3 August 2020).

In the Russian Federation, the nongovernmental organization Eco-Accord has organized a number of stakeholder awareness campaigns aimed at the elimination of lead paint. These campaigns have included dialogues with governments and experts from the Eurasian Economic Union, key paint manufacturers and retailers and the general public. For example, in 2019 and early 2020, Eco-Accord organized three webinars on lead in paint (two for parents and one for paint manufacturers and retailers) and a round-table discussion with government experts and paint manufacturers, with the aim of strengthening Russian national laws on lead paint. To highlight

the importance of strong lead paint regulations, in 2019 Eco-Accord, together with the Russian Quality Paint Association, analysed the lead content of 41 household paints purchased in the Russian Federation. In 25 paints (or more than 60% of those analysed) the lead concentration exceeded 90 ppm. The results of this study were sent to government agencies, paint manufacturers and retail chains, and were also disseminated through social networks and the media. Information materials were prepared showing why lead paint is a serious concern and why the elimination of lead in paint is beneficial to both society and manufacturers.

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# 10. Sources for this document

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World Health Organization and United Nations Environment Programme. International Lead Poisoning Prevention Week 2017: resource package. Geneva: World Health Organization; 2017 ([https://www.who.int/ipcs/lead\\_campaign/ILPPW\\_Campaign\\_Resource\\_Package\\_2017.pdf](https://www.who.int/ipcs/lead_campaign/ILPPW_Campaign_Resource_Package_2017.pdf), accessed 3 August 2020).

World Health Organization and United Nations Environment Programme. International Lead Poisoning Prevention Week 2018: resource package. Geneva: World Health Organization; 2018 (<https://apps.who.int/iris/handle/10665/274142>, accessed 3 August 2020). License: CC BY-NC-SA 3.0 IGO.

World Health Organization and United Nations Environment Programme. International Lead Poisoning Prevention Week 2019 campaign resource package. Geneva: World Health Organization; 2019 (<https://apps.who.int/iris/handle/10665/326646>, accessed 3 August 2020). License: CC BY-NC-SA 3.0 IGO.

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World Health Organization and United Nations Environment Programme. Report on activities during the 7th International Lead Poisoning Prevention Week, 20–26 October 2019. Geneva: World Health Organization; 2020 (<https://apps.who.int/iris/handle/10665/332274>, accessed 3 August 2020). Licence: CC BY-NC-SA 3.0 IGO.



# Annex 1. Template for a single overarching communication outcome on lead paint

Step	Key question	Possible response
1	What is your issue?	
2	Why do you want to focus on this issue and why do you want to focus on it now?	
3	Who needs to change their behaviour? (audience)	
4	What is the change that you want to see in your audience as a result of your communication?  What is the purpose of your communication?  (Step 4 complements Step 3)	

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# Annex 2. Resources

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A range of different kinds of materials have been developed and are available through the Lead Paint Alliance. These include advocacy materials, technical materials, templates and graphics that can be used and/or adapted for your campaign. Information is provided here about these materials, together with a short description of the content. Examples of key messages and targeted calls to action are provided in Annex 3 below.

## A2.1 General advocacy and awareness-raising materials

These materials present key messages or source material that can be adapted to frame messages to key stakeholders to urge the development of lead paint laws.

**WHO lead infographics:** these infographics describe the routes and sources of exposure to lead and the health impacts. They can be used with social media or as flyers. Available in Arabic, Chinese, English, French, Russian and Spanish at:

[Click to view](#)

**UNEP lead infographic:** this infographic describes sources of lead in the environment, how exposure occurs in children and adults, the health impacts and what people can do to avoid exposure.

[Click to view](#)

**WHO video animation: four things you should know about lead.** This two-minute video animation explains why lead and, in particular, lead paint are harmful to children and why countries should take action to stop this source of exposure. It is available in English, French, Russian and Spanish at:

[Click to view \(English\)](#)

[Click to view \(French\)](#)

[Click to view \(Russian\)](#)

[Click to view \(Spanish\)](#)

## A2.2 Factual/technical materials

These materials can be used to support the provision of technical information in a communication campaign and to advance work on developing and implementing a lead paint law.

**WHO Global elimination of lead paint: why and how countries should take action – technical brief.** This document is intended for officials in government who have a role in regulating lead paint. It provides concise technical information on the rationale and steps required to phase out lead paint. It further presents the health and economic arguments for eliminating lead in paint, explains the recommended 90 parts per million (ppm) limit for lead in paint, and outlines the steps needed to achieve binding controls on lead paint.

[Click to view](#)

**WHO Global elimination of lead paint: why and how countries should take action – policy brief.** This is a shorter version of the document above, intended for policy-makers, that presents the key points to support the elimination of lead paint.

[Click to view](#)

1 All links accessed 3 August 2020.

**WHO factsheet: lead poisoning and health.** This document presents key facts on lead, the sources and routes of exposure, the health effects of lead exposure in children and adults and the burden of disease from lead exposure. It can be used as source material for locally developed campaign materials. It is available in Arabic, Chinese, English, French, Russian and Spanish at:

[Click to view \(Arabic\)](#)

[Click to view \(Chinese\)](#)

[Click to view \(English\)](#)

[Click to view \(French\)](#)

[Click to view \(Russian\)](#)

[Click to view \(Spanish\)](#)

**WHO Questions and answers on lead.** This document provides answers to 15 questions about lead in general, lead paint and the Lead Paint Alliance. It can be used as source material for locally developed campaign materials. It is available in English at:

[Click to view \(English\)](#)

**WHO Preventing disease through healthy environments: exposure to lead: a major public health concern.** This WHO document provides concise information about chemicals in general, including sources of exposure to lead, health impacts, guideline values for lead in key media, and risk mitigation measures. It can be used as source material for locally developed campaign materials. It is available in English at:

[Click to view \(English\)](#)

**WHO Global Health Observatory: regulations and controls on lead paint.** This is an interactive map and database providing information on the status of lead paint laws in countries. It can be used to find out what regulatory controls apply in neighbouring countries or important trading partners. It is available in English at:

[Click to view \(English\)](#)

**UNEP update on the global status of legal limits on lead in paint.** This annual report published by UNEP describes the status of lead paint laws in countries as of September 2019. It can be used to find the regulatory controls that apply in neighbouring countries or important trading partners. It is available in English and Spanish at:

[Click to view](#)

**UNEP Interactive visualization of the status of lead paint laws.** This interactive map shows the status of national lead paint laws by year, as provided by governments to UNEP and WHO, which jointly act as the Secretariat of the Global Alliance to Eliminate Lead Paint. Information on an individual country's lead paint law can be found by hovering over each country. It is updated on an ongoing basis and is available in English at:

[Click to view \(English\)](#)

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**IPEN Lead levels in paint around the world.** This map, published on the IPEN website, summarizes the results from paint studies conducted since 2009. This information can help to inform national discussions about lead paint laws. It is available in English at:

[Click to view \(English\)](#)

**Lead Paint Alliance frequently asked questions.** A list of over 30 questions and answers that deal with the typical issues raised when countries are considering or planning to develop lead paint laws. It is available in English at:

[Click to view \(English\)](#)

The 2018 global report is available at:

[Click to view](#)

**Economic costs of childhood lead exposure in low- and middle-income countries.** This website provides estimates of the economic costs linked with childhood lead exposure in low-and middle-income countries, based on research and modelling by the Division of Environmental Pediatrics at New York University, United States of America. While it is not possible to identify the costs attributable solely to exposure to lead paint, it does support advocacy for reduction in lead exposure overall. It is available in English at:

[Click to view \(English\)](#)

**Lead Paint Alliance toolkit for establishing laws to eliminate lead paint.** A collection of materials presented in slide format for advocacy and technical support for the elimination of lead paint. It includes information on the health, economic and environmental impacts of lead; why lead paint is a health hazard; paint formulation; analytical methods to measure lead in paint and in blood; and actions taken by selected countries to eliminate lead paint. The toolkit materials can be used as source material by government officials when initiating work on paint regulation. It is available in English at:

[Click to view \(English\)](#)

### **A2.3 Technical information for specific audiences**

**UNEP Suggested steps toward laws.** A fact sheet that outlines steps which have been helpful in countries that have adopted lead paint laws. The steps are not necessarily sequential or needed in every country. It is available in Chinese, English, French, Spanish and Russian at:

[Click to view](#)

**Lead Paint Alliance 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 is available in Arabic, Chinese, English, French, Russian and Spanish at:

[Click to view](#)

**WHO Brief guide to analytical methods for measuring lead in paint.** This document outlines the various methods available for measuring lead in existing paint and new paint. It is available in Chinese, English, French and Spanish at:

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**WHO Brief guide to analytical methods for measuring lead in blood.** This document outlines the various methods available for measuring lead in blood in order to assess lead exposure. It is available in Chinese, English, French and Spanish at:

[Click to view](#)

**Lead Paint Alliance customizable posters and flyers.** These are produced for International Lead Poisoning Prevention Week, but could be adapted to campaigns taking place at other times. They are supplied as PowerPoint slides from the WHO website. They are available in Arabic, Chinese, English, French, Russian and Spanish at:

[Click to view](#)

**National Cleaner Production Centre, Serbia draft technical guidelines on paint reformulation.** This document addresses both capacity constraints and technical barriers to the substitution of lead compounds in paints, with a focus on the needs of small and medium-sized enterprises for the effective and efficient reformulation of paint. It is available in Arabic, Chinese, English and Spanish at:

[Click to view](#)

## **A2.4 Graphical materials**

These materials can be used to help you design your own posters, flyers and other visual materials for your campaign.

**Lead Paint Alliance Ban Lead Paint graphic.** This graphic can be added to your campaign materials to link your campaign with the global effort to eliminate lead paint. It is available in Arabic, Chinese, English, French, Russian and Spanish at:

[Click to view](#)



# Annex 3. Key messages and actions

This annex provides examples of key messages that can be used in advocacy or awareness-raising campaigns on lead paint. There are some general messages set around different themes and some suggested calls to action for different categories of audience. Information to support these messages can be found from the sources listed in Annex 2.

## A3.1 General messages

### Theme: lead exposure affects human health, especially in children

- Lead is toxic to multiple body systems, including the central nervous system, the reproductive system, the kidneys, the cardiovascular system and the blood and immune systems.
- There is no known level of lead exposure without harmful effects. Even low levels of lead exposure may cause lifelong health impacts.
- Lead is especially dangerous to children's developing brains and causes reduced IQ and attention span, impaired learning ability and increased risk of behavioural problems. These health impacts also have significant economic costs to countries.
- Women have a special vulnerability to lead. Lead is stored in bone but is released back into the blood during pregnancy, lactation and the menopause.
- Pregnant women are a vulnerable group: lead exposure can result in reduced fetal growth and can increase the risk of complications of pregnancy, including premature birth.

### Theme: lead paint is an important source of lead exposure

- Lead is added to paints to enhance colour, to speed 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, lead paint can be a source of lead exposure for young 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.

### Theme: lead paint laws are needed to reduce lead exposure globally

- It is significantly more cost-effective to ban the manufacture and sale of lead paint and promote lead-safe alternatives than to remediate homes, schools and playgrounds contaminated by lead from paints.
- 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 themselves to doing so.

## **A3.2 Messages based around calls to action for different audiences**

### **Governments**

- Establish and implement legally, binding controls on lead in paint, setting the lead limit at the lowest achievable level.
- Engage with relevant stakeholders to create favourable conditions for the implementation of a law prohibiting lead paints.
- Serve as a government “champion” to encourage other governments to take action, especially through regional efforts and activities.
- Take all necessary measures to ensure full compliance with legally binding control measures.

### **Industry (paint manufacturers and retailers)**

- Engage with governments to support the development and implementation of lead paint laws.
- Take action to stop the production of lead paints, including on a voluntary basis.
- Support implementation of national lead paint restrictions by sharing knowledge of how small, medium- and large-sized enterprises can reformulate their paints.

### **Nongovernmental organizations**

- Encourage the paint industry to phase out the manufacture and sale of lead-based paints, and to support the development and implementation of lead paint laws.
- Conduct awareness-raising and consumer education about the hazards of lead paint and encourage consumers to seek out paints without added lead.



**World Health  
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