Introduce yourself (name, job title, organization and country) in the chat section.

Only the presenter and facilitator will speak. Any comments or questions from attendees should be typed in the chat section.

Please kindly keep your microphone muted and cameras off during the discussion.

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Discussion 3:
- Topic: Awareness-raising for lead in paint elimination
- Date: 23rd September 2020
- Time: 14:00 – 15:30 (GMT + 2.00)
- Presenters: Elena Jardan, WHO; Evonne Marzouk, US EPA; Sara Brosché, IPEN
- Facilitator: Andrea Rother, University of Cape Town
- Chair: Maxine Brassell, MPH student, University of Cape Town

This activity is supported by the Global Environment Facility (GEF) project ID: 9771 on Global Best Practices on Emerging Chemical Policy Issues of Concern under the Strategic Approach to International Chemicals Management (SAICM).
Lead in Paint
Community of Practice

Discussion 3:
Awareness-raising for lead in paint elimination

**PRESENTERS**

- **Elena Jardan**, WHO
  Chemicals and health unit consultant

- **Evonne Marzouk**, US EPA
  Communications specialist

- **Sara Brosche**, IPEN
  Science advisor
• Even though there is wide recognition of the harmful effects of lead and many countries have taken action, exposure to lead, particularly in childhood, remains of key concern worldwide. An important source of lead exposure, particularly for children, is paint containing high levels of lead.

• The Global Alliance to Eliminate Lead Paint (Lead Paint Alliance), an initiative jointly led by UNEP and WHO, was established to further address this concern.

• Awareness raising is one of the steps identified by the Lead Paint Alliance that many countries may take in development of a lead paint law or to accelerate progress towards the establishment of legally binding controls on the manufacture, import and sale of lead paint in countries.
The World Health Organization recently launched a new Guidance document on organizing an advocacy or awareness-raising campaign on lead paint.

This document is based on the experience of the Lead Paint Alliance in promoting and facilitating successful awareness raising campaigns, including International Lead Poisoning Prevention Week.

The Guidance provides tools to support advocacy or awareness-raising activities to build momentum in the country toward the development, adoption and implementation of lead paint laws.
International Lead Poisoning Prevention Week (ILPPW 2020)

- Initiative of the Global Alliance to Eliminate Lead Paint to raise awareness about the need for action on lead paint
- Takes place in the last full week of October – this year **25 to 31 October**
- Organizers can register their campaigns
- **Many types of information and materials available, such as:**
  - Customizable flyers/posters
  - Static posters and flyers
  - Web banners, videos
  - Infographics and graphics
  - Sample social media posts
  - Awareness raising guide
Raising awareness itself is not a communication outcome – the outcome should be an action.

Examples of a single overarching communication outcome are:

• 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;

• the paint industry stops using lead-based ingredients in its paints;

• the general public is influenced to demand paint without added lead.
Potential target audience can be broadly grouped:

- national and local government officials responsible for policy, regulation and implementation;
- the paint industry, including retailers and distributors;
- professionals who may have to deal with issues arising from the use of lead paint and would be good spokespersons for the need to avoid it;
- workers and their representatives;
- civil society groups, community groups and the public.
How to choose the target stakeholders?

**Fig. 1. Stakeholder analysis matrix**

- **Blockers** (Disagree with your SOCO)
- **Champions** (Agree with your SOCO)
- **Passive resisters** (Disagree with your SOCO)
- **Passive supporters** (Agree with your SOCO)

Common Interest
Question 1

What benefits and challenges have you seen from awareness raising about lead paint in your country so far? Which stakeholders have been the most important targets in your country to build support for a lead paint law, and why?

This question will be discussed for 30 minutes. Please use chat only, mute your microphone, and turn your video off.

Thank you!

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What kind of messages will your primary stakeholders need to support a lead paint law?

Categories of messages:

1. Why is lead exposure important?
2. Who is most affected?
3. Why might there be lead in paint?
4. How does lead in paint expose the most vulnerable?
5. What actions are needed?
6. How can I be involved?
Key Message #1: Lead exposure affects human health, especially for children

• Lead is toxic to multiple body systems
  • central nervous system
  • reproductive system
  • Kidneys
  • cardiovascular system, and
  • the blood and immune systems.

• Lead is especially dangerous to children's developing brains
  • Causes reduced intelligence quotient (IQ) and attention span,
  • impaired learning ability, and
  • increased risk of behavioural problems.

• These health impacts also have significant economic costs to countries.

• There is no known level of lead exposure without harmful effects. Even low levels of lead exposure may cause lifelong health impacts.
Key Message #2: Lead paint is a major source of lead exposure

• Why is there lead in paint?
  • Lead is added to paints to enhance colour, to speed drying and to prevent corrosion.

• How are children and others exposed to lead in paint?
  • 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 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.
Key Message #3: Lead paint laws are needed to reduce lead exposure globally

- Better now than later
  - 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
  - Only legal limits can effectively stop manufacture, import and sale of lead-containing paints.

- Industry supports the solution
  - Manufacture of paint without added lead does not involve significant additional cost.
  - Alternative lead-free ingredients are available.
  - Many paint manufacturers have already stopped adding lead to their paints or have committed to do so.
Question 2

What information do your stakeholders need to understand in order to build support for a law? What information have you provided and how has it worked to engage stakeholders in your country?

This question will be discussed for 30 minutes.
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Thank you!

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Background for Question 2

- IPEN Global NGO network: experiences from activities around the world
  - Applicable for all types of stakeholders
  - Joint stakeholder events very effective
  - Country and organizer context need consideration
  - What is your backup plan? Now Covid, but always needed

- Often limited resources
  - Clear aim, strategy and target audience crucial

- Media as a tool to amplify messages (where appropriate)
  - Attractive story and/or visuals
  - High impact spokes person
    (e.g. health professional, celebrity, policy maker, paint manufacturer, etc)
Key strategy 1: Stakeholder collaboration shows unified support

From policy makers, civil society and paint manufacturers
(also good media opportunities)

Press conference in Ukraine with
- ED of the Ukrainian Paint and Coatings Association,
- Head of Technical Committee for Standardization,
Min of Economic Development and Trade
- NGO: MAMA-86 (photo cred)

5 paint manufacturers providing safe paint to pre-schools together with NGO CEJ in Sri Lanka (photo cred)
Background for Question 3 (cont’d)

Presented by: Sara Brosché, IPEN

Key strategy 2: Utilizing media for widespread awareness

Children always draw attention
(make sure you have photo consent!)

Is radio an effective tool in your country?
CREPD Cameroon

Big actions popular
(where appropriate)

Zambia Air Force brass band led by NGO CEHF

EcoWaste Coalition
Question 3

How do you plan to use, or could you use, awareness raising activities including the International Lead Poisoning Prevention Week (October 25-31) to build support for lead paint laws in your country? What outcomes could you aim to achieve through your awareness raising activities?

This question will be discussed for 30 minutes.

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Thank you!

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Thank you for attending the Lead in Paint CoP Discussion

Please fill out the following survey to give feedback on today’s discussion:

https://forms.office.com/Pages/ResponsePage.aspx?id=NUNFkk5Wz0ywsCREW4wD92pVK-1gQzNHlYW4qnca1WNUQzBYQVdDSFFBRVU3OFhIUExTM1pVU00NyQlQCN0PWcu

Save the date: Discussion 4
Topic: “Compliance and enforcement mechanisms in a lead paint law”

10th November 2020
16:00pm - 17:30pm (GMT +2)

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