



SAICM/UCT Lead in Paint (LiP) Community of Practice (CoP)

Discussion Forum

Title	Awareness-raising for lead in paint elimination
Date	23rd September 2020
Time	14:00 – 15:30 (GMT+2)
Facilitator	Prof Andrea Rother, University of Cape Town (UCT)
Presenters	Elena Jordan, WHO; Evonne Marzouk, US EPA; Sara Brosché, IPEN
Chair	Ms Maxine Brassell, MPH Student, UCT, South Africa

Format of how the discussion will operate:

- To participate in this discussion, sign up at:
<https://chemicalswithoutconcern.org/community>
- Should you require assistance or have questions, contact: uctcops@outlook.com
- This live discussion will be run in Microsoft Teams in the chat section on the set day. You will receive instructions prior to the discussion
- The discussion will take place in the chat section of MS Teams. Members will introduce themselves upon arrival into the chat room.
- The discussion presenter may briefly present a verbal introduction with the assumption that members have read the text below. In some cases, presenters will provide a voiced over PowerPoint introduction before the discussion.
- Three questions will be posted during the 1 ½ hour discussion with each receiving 30 minutes. The presenter/s will address questions and statements posted by members but the intention is that others will respond as well.
- All are welcome to join the discussion which will be held in English. Feel free to write in another language if you are struggling with English and members will assist where possible.

Instructions for joining this discussion on the set date:

This discussion will be held in **Microsoft (MS) Teams**.

- After joining the CoP, a link to this discussion will be circulated to you via email and sent out as an Outlook calendar invite.
- If your organisation already has MS Teams, you will need to switch from your organisations MS Teams to your University of Cape Town Guest Teams account in the following manner:
 - a. You can do this by going into your MS Teams and navigating to the top right corner of the page to where your profile picture is
 - b. Here you should see the name of your organisation and small arrow indicating a drop-down menu
 - c. Click on this arrow and choose “University of Cape Town”
- Find the email sent to you with the MS Teams link to this discussion.
- Click the link that says, “Join Microsoft Teams Meeting” and you should be taken into the discussion.

If you have not received an email with the link, make sure you are signed up for the Lead in Paint Community of Practice or send an email to: uctcops@outlook.com

For technical assistance on the day of the discussion please click the following link for the LiP CoP WhatsApp group, where the UCT team will be assisting during the discussion:

<https://chat.whatsapp.com/HOMtpqf5YG6EX53gJ6jsTR>

PRESENTER BIOSKETCH

Elena Jordan, WHO
Evonne Marzouk, US EPA
Sara Brosché, IPEN



Elena Jordan is a consultant at WHO in the Chemicals and health unit, responsible for lead-related projects. She is a medical doctor in preventive toxicology with advanced degrees in hygiene and public health. She has developed materials to support government decision-making, e.g. on chemicals regulation (including health and economic impacts), workers' health, and implementation of international agreements. She has organized several International Lead Poisoning Prevention Week campaigns.



Evonne Marzouk is a communications specialist working in the Office of Global Affairs and Policy at the U.S. Environmental Protection Agency. She has played a role in international policy efforts such as the World Summit on Sustainable Development, the North American Commission on Environmental Cooperation, the Minamata Convention on Mercury, and the Global Alliance to Eliminate Lead Paint.



Sara Brosché is Science Advisor at IPEN, a global network of on profit, public interest NGOs in more than 120 countries working together for a world in which toxic chemicals are no longer produced or used in ways that harm human health and the environment. She works on wide range of issues related to chemical safety and is also manager of IPEN's Global Lead Paint Elimination Campaign, which aims to end the manufacture, import, export, sale and use of lead-containing paints and similar surface coatings worldwide.

DISCUSSION INTRODUCTION

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. These paints are still widely available and used in many countries for decorative purposes in homes, schools and on playground equipment, although good alternative paints can be manufactured without added lead and are often available. 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 and sale of lead paint in countries. To that end, the Alliance has developed a range of guidance and tools, including advocacy materials, technical materials, templates and graphics, to support countries in advocacy and raising awareness about the importance of addressing lead paint to build momentum toward the development, adoption and implementation of legally binding measures, such as laws, regulations, standards, and decrees ("lead paint laws"). Awareness-raising can be used to generate concern and engagement on lead paint

amongst different groups of stakeholders and to ensure that the issue is discussed publicly and by policy-makers.

While awareness raising about lead paint elimination is ideally undertaken consistently throughout the year, one important time for awareness raising on lead paint elimination comes in the last week of October each year, during the International Lead Poisoning Prevention Week of action (ILPPW 2020). This year ILPPW 2020 takes place from 25 to 31 October. The Alliance contributes to developing materials available on the WHO website. The World Health Organization has also recently developed a new “Guidance on organizing an advocacy or awareness-raising campaign on lead paint” to support governments, industry and non-governmental organizations in organizing activities and campaigns with suggested key messages.

To engage in a discussion on awareness raising, the following questions will be addressed:

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?
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?
3. How do you plan to use, or could you use, awareness raising activities including as 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 as through your awareness raising activities?

The intention of this discussion is to promote:

1. How awareness raising can help in the development of a lead paint law
2. The materials that are available and can be used to raise awareness about this issue
3. Exchange of experiences and exploration of opportunities to use the International Lead Poisoning Prevention Week in October 2020 to advance lead paint laws

QUESTION 1 (14:05 GMT+2) – Elena Jordan, WHO

Background: The aim of the week of action is to draw attention to the health impacts of lead exposure, highlight efforts by countries and partners to prevent childhood lead exposure, and accelerate global efforts to phase out the use of lead in paint.

Awareness-raising and advocacy are overlapping concepts. The Guidance on organizing an advocacy or awareness-raising campaign on lead paint provides materials to support activities, presents key considerations when planning a campaign, and provides advice on organizing events as well as information on different materials that are available together with some key messages. It was developed based on the experience of past campaigns.

Awareness-raising can be directed at a variety of audiences, it can involve a range of local or national activities, such as media campaigns, round-table discussions and the provision of factual information.

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?

Resources:

International Lead Poisoning Prevention Week (25-31 October 2020)

- Campaign website: <https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2020>
- Campaign materials: <https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2020/campaign-materials> and <https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2020/about>
- Register your event: <https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2020/registration>

QUESTION 2 (14:30 GMT+2) – Evonne Marzouk, USEPA

Background: To support countries in awareness raising, the Global Alliance to Eliminate Lead Paint has created a set of informational materials to support advocacy or awareness-raising campaigns on lead paint. General messages include how lead exposure affects human health, especially for children; why lead is added to paint; how children and workers are exposed to lead paint; and opportunities for action for governments, industry and non-governmental organizations.

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?

Resources:

- Guidance on advocacy and awareness-raising (WHO)
<https://www.who.int/publications/i/item/9789240011496>

QUESTION 3 (15:00 GMT+2) – Sara Brosché, IPEN

Background: Every year, 30-40 NGOs in the IPEN network conduct activities during the Week of Action. While these activities all aim to support the elimination of lead paint and adoption of a lead paint law, they can look very different depending on the country situation.

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 as through your awareness raising activities?

Resources:

- WHO report on ILPPW 2019 activities:
<https://www.who.int/publications/i/item/9789240006676>
- IPEN report on ILPPW 2019 activities
<https://ipen.org/news/ipen-pos-join-2019-international-lead-poisoning-prevention-week-action>

BLOG Post Instructions for those who cannot attend the live discussion

Blog post instructions:

Should you not be able to attend the discussion when it is scheduled to happen but still wish to contribute, post your answers/comments as a Wiki post in the MS Team channel for this discussion.

Instructions on how to post a Wiki post in MS Teams:

1. If your organisation already has MS Teams, you will need to switch from your organisations MS Teams to your University of Cape Town Guest Teams account.
 - a. You can do this by going into your MS Teams and navigating to the top right corner of the page to where your profile picture is. Click on the small arrow indicating a drop down menu and choose “University of Cape Town”
2. Open up MS Teams and navigate to the Lead in Paint CoP Team.
3. When you are in LiP COP Team, look for the channel corresponding to the date of the discussion you would like to blog for (i.e. ‘09.01.2020 – Discussion 1’) and click on that channel.
4. At the top of the page, once you are in the channel, just under the search bar are a number of tabs, look for the tab called ‘Blog posts’. Click on this tab.
5. An example blog post will guide you on how to structure your blog post.
6. Beneath the example blog post (or the previous person’s blog post, should someone else have written a blog post before you) look for the purple plus sign (+) that says ‘Add a new section here’. Click the plus sign (+)
7. Title your section with your name and country/organisation.
8. Below the title it should say ‘Your content goes here’, add your answers and contributions for the discussion there
9. Your answers and contributions will be pasted into the live discussion chat for others to comment on. You can return at a later date to read the chat.

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