

## COMMUNITY OF PRACTICE ON

# LEAD IN PAINT

Organized by the SAICM Secretariat and the University of Cape Town

Issue: 3 of 2020

Discussion date: 23<sup>rd</sup> September 2020

### Discussion Digest

## Topic of Discussion: Awareness-raising for lead in paint elimination

The third LiP CoP discussion, presented by Elena Jordan from WHO, Evonne Marzouk from USEPA and Sara Brosche from IPEN, reviewed three questions focusing on awareness-raising. 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)**, taking place from **25 to 31 October**. The aim of the ILPPW 2020 campaign is to raise awareness about health effects of lead poisoning and urge further action to eliminate lead paint through regulatory action at the country level. If you plan an event for the **Week of Action** using the [campaign materials](#), don't forget to [register!](#) You can also find what others are doing on the [List of Registered Events](#).

### ABOUT THE PRESENTERS



**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 in 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.

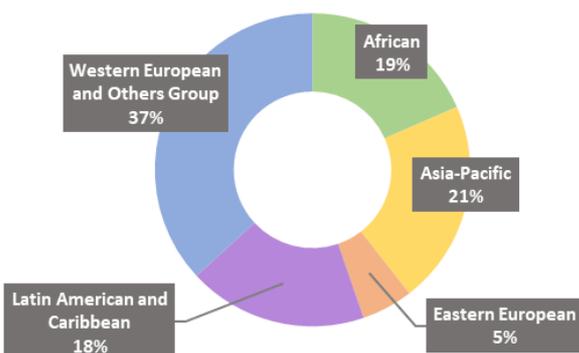


**Sara Brosché** is Science Advisor at IPEN, a global network of on profit, public interest NGOs in more than 120 countries working together for a world in which toxic chemicals are no longer produced or used in ways that harm human health and the environment. She works on wide range of issues related 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.

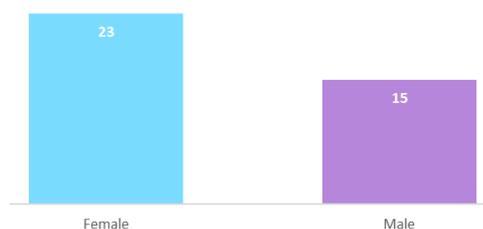
### DISCUSSION 2 ATTENDANCE BREAKDOWN

TOTAL ATTENDEES FOR DISCUSSION 3: 38

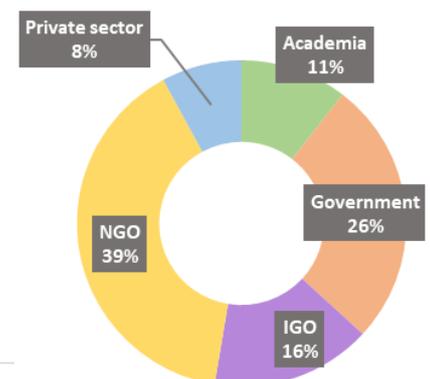
Regional representation



Gender representation



Sector representation



Key:

IGO – Intergovernmental Organisation  
NGO – Non-governmental Organisation

## Lead in Paint Community of Practice Discussion 3 Summary

- 1. Benefits and Challenges from Awareness Raising:** Participants mentioned increased consumer awareness, limiting of the risk associated with exposure to lead paint, and increased protection of human health and the environment as benefits from awareness raising. In addition, awareness raising in the past had been a key catalyst in the process of setting and passing lead paint legislation and regulation. Challenges included: a lack of momentum on awareness raising activities, resulting in poor progress towards legislation; poor compliance and regulation of existing legislation; and other challenges related to how to widen the reach of awareness raising activities. Government officials, NGOs, the consumer, industry and manufacturers, and SMEs were highlighted as important stakeholder targets of awareness raising.
- 2. Information Needed and Provided:** Participants expressed that the information was needed on current regulations, test methods, lead paints that still have a high lead content, non-compliance by stakeholders, alternatives available for lead in paint, and the health and environmental risks associated with a high lead content in paint. It was also expressed that having no data on lead paint in a country makes it difficult to get legislators and authorities to prioritise regulating lead in paint. Participants had provided information on existing legislation in their respective countries, as well as the Model Law and Guidance for Regulating Lead Paint and other information developed by the Lead Paint Alliance. In addition to this, participants stated that sharing examples of Lead Paint laws in other countries has helped in their country's progress towards a Lead Paint Law.
- 3. Planned Activities and Outcomes:** Participants mentioned the following activities planned: organising meetings between Government officials, NGOs and other crucial stakeholders to discuss lead paint legislation; radio and social media events that aim to raise awareness around the health and environmental impacts of lead paint; school programs focused on educating teachers, students and parents on lead in paint; events aimed at companies; webinars and workshops; and distribution of lead-safe paint to preschools in association with lead-safe paint producers. Activities were planned to achieve the following types of outcomes: raise awareness in specific stakeholders, especially those in remote areas or those needed to support a law; convince policymakers to draft, finalize, and enforce a standard or regulation; and empower industry and encourage them to stop using lead-based ingredients.

## ANNEX

### DETAILED SUMMARY OF DISCUSSION:

**Disclaimer:** The information in this digest represents the opinions of members participating from different stakeholder groups expressed during the discussion. The views expressed in this document do not necessarily represent the opinion or the stated policy of the United Nations Environment Programme, the SAICM Secretariat, the GEF or UCT, nor does citing of trade names or commercial processes constitute endorsement.

### THE DISCUSSION WAS STRUCTURED AROUND THREE QUESTIONS AND THE KEY DISCUSSION POINTS ARE PRESENTED UNDER EACH.

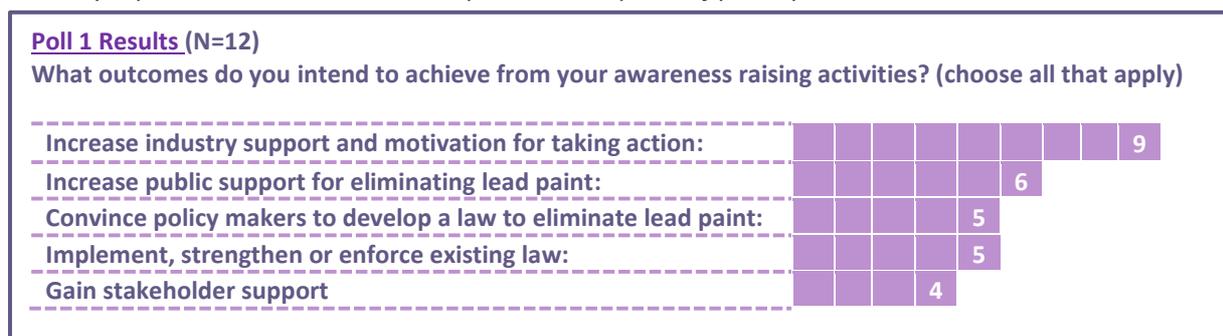
#### Inputs to the discussion from participants

**Q1. 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?**

	Benefits	Challenges	Stakeholders
<b>BANGLADESH (NGO)</b>	- Consumer awareness and policy intervention process.	- Lack of proper regulatory framework and bureaucracy. [Note: Bangladesh passed a lead paint law in 2019.]	- Manufactures are the most important targets.
<b>BENIN (NGO)</b>	- Launched regulatory process for lead paints on Tuesday 8/09/2020.	- Support to keep on this process until the realization of the Law.	- Initiated by the Ministry of the Environment - Meeting for discussion with stakeholders such as NGOs - Madame Amanda (ABA-ROLI) participated live from Jordan.
<b>CAMEROON (NGO)</b>	- Limit the risk associated with the use of paints with high lead content. - Protect the health of the environment and humans, especially children.	- Compliance and effective implementation of 90ppm regulation. - Development of national capacity to monitor and prevent lead poisoning in children - Orientation of research on lead content in other children's items.	
<b>COLOMBIA (NGOs)</b>	- Calls attention to not letting up and continuing efforts.	- Programming of events is very infrequent. - This can affect attendance.	- Events must cover all types of population and sectors. - The final consumer and clients responsible for the purchase of paint should be given more information.
<b>ECUADOR (NGO)</b>	- Specific focus on awareness-raising issues. - Example: Events that we developed the previous year for the ILPPW 2019.	- Very little work has been done to raise awareness in the public about the use of lead in paint.	- Manufacturing companies, universities, NGOs and government institutions.
<b>INDIA (NGO)</b>	- Awareness campaigns reach a wider audience and push for a regulation. [Note: India passed a lead paint law in 2016.]	- Keeping momentum on the topic to promote effective compliance of the regulation.	
<b>IPEN - Global (NGO)</b>	- More people are made aware of the issue. - Allowing more people to speak about the issue of eliminating lead paint (i.e., professionals, pediatricians, architects, consumer groups, etc.) - Widens reach of awareness raising and empowers more	- If there is no awareness raising, there is very little progress towards eliminating lead paint in a country. - How to elevate the issue to a wider audience, making it an issue of national concern. - How to engage media to cover the issue. If there is low	- Key stakeholders from government and industry.

	<p>stakeholders to speak up on the issue.</p> <ul style="list-style-type: none"> <li>- Creating opportunities for discussion in communities, schools, legislative and technical fora, etc.</li> </ul>	<p>awareness on the issue, it may not get the necessary support from target stakeholders.</p>	
<b>MADAGASCAR (Government)</b>	<ul style="list-style-type: none"> <li>- Key stakeholders and the public are beginning to understand the dangerousness of lead paints on health and the environment.</li> <li>- The information material to support advocacy or awareness raising on lead paint by Global Alliance to Eliminate Lead Paint is an effective tool of awareness raising campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>- Strengthen increased consumer awareness of health and environmental problems linked to lead exposure.</li> <li>- Information relating to lead paint is very poorly known.</li> <li>- No data exists so far.</li> <li>- Public does not have much information on the harmful effects of lead in paints.</li> </ul>	<ul style="list-style-type: none"> <li>- Ministry in charge of Public Health.</li> <li>- Ministry in charge of Industry.</li> <li>- Ministry in charge of Labor.</li> <li>- Ministry in charge of Commerce.</li> <li>- Ministry in charge of Higher Education and Scientific Research represented by the National Center for Environmental Research</li> <li>- Madagascar Standards Bureau.</li> </ul>
<b>SERBIA (NGO)</b>	<ul style="list-style-type: none"> <li>- Adopted REACH legislation and there are no products containing lead on the market (except for industrial paints).</li> <li>- Awareness raising is mostly focused on the removal of old lead paint.</li> </ul>		<ul style="list-style-type: none"> <li>- Most relevant stakeholders are NGOs, Ministries of Environment and Health as well as Institutes for Public Health (Batut Institute).</li> </ul>
<b>SRI LANKA (Government)</b>	<ul style="list-style-type: none"> <li>- Brought about a law controlling lead limits in paint. [Note: Sri Lanka passed a lead paint law in 2014]</li> <li>- Further research results strengthened this law.</li> <li>- By today every paint is supposed to be labelled lead safe.</li> </ul>		
<b>UNEP (IGO)</b>	<ul style="list-style-type: none"> <li>- With the global paints and coatings market estimated to be valued at USD 223 billion in 2025 and growing at a Compound Annual Growth Rate of 6.5% in the period from 2019-0225, promoting the sustainable use and production of paint without added lead is of crucial importance.</li> </ul>		<ul style="list-style-type: none"> <li>- Small and medium-sized enterprises are key stakeholders in this process.</li> </ul>

Throughout the discussion, informal polls were conducted to help encourage discussion among the participants. They do not provide any representative data but rather provide a snapshot of participant views.



**Poll 2 Results (N=12):**

Depending on the outcome you want to achieve, which stakeholders are most important to engage to build support for lead paint laws in your country?

Government officials:											10
Industry:											10
Health and environment professionals:							6				
Non-governmental organisations:					4						
General public:					4						
Communities, including schools/educators:					3						
Academic researchers:					3						

**Poll 3 Results (N=13):**

Of the available awareness raising materials listed below, what information has been most helpful to target your primary audiences? (choose all that apply)

Guidance to analyzing lead in paint:												10
Status of lead in paint laws in neighboring countries:												10
Factual information about the rationale for a 90 ppm limit:												10
Factual information about health and economic consequences:										8		
Key messages and actions for industry, governments or civil society:											7	
Examples of advocacy or awareness raising activities:											7	
Guidance about how support awareness raising:										6		
Customisable campaign materials:										6		

**Q2. What information do your stakeholders need to understand to build support for a law? What information have you provided and how has it worked to engage stakeholders in your country?**

<b>Country</b>	<b>Information needed</b>	<b>Information provided</b>
<b>BANGLADESH (NGO)</b>		<ul style="list-style-type: none"> <li>- Mandatory law of 90 ppm.</li> <li>- Invoked manufacturers and policy makers as well as consumer awareness.</li> </ul>
<b>CAMEROON (NGO)</b>	<ul style="list-style-type: none"> <li>- Producers, importers, and users of lead paints need information on current regulations. [Note: Cameroon passed a lead paint law in 2017.]</li> <li>- Information needed on the consequences of lead use on human and environmental health.</li> <li>- Information needed on alternatives, and actions taken to limit lead in paints.</li> <li>- Information needed on companies and paints that do not comply with the 90 ppm lead limit.</li> </ul>	
<b>COLOMBIA (NGO)</b>	<ul style="list-style-type: none"> <li>- The regulatory issue involves several aspects that must be included both in the baseline of a country and in decision-making. [Note: Colombia passed a lead paint law in 2020 that provides the basis for future technical regulations for implementation.]</li> <li>- The 90 ppm limit should be supported for all types of paint and all vulnerable populations to avoid targeting only architectural paintings.</li> <li>- Availability of alternatives in the country and technical feasibility for the different types of paint.</li> <li>- Test methods, availability, and feasibility of implementation.</li> </ul>	
<b>ECUADOR (NGO)</b>		<ul style="list-style-type: none"> <li>- Shared the Model Law and Guidance for Regulating Lead Paint.</li> <li>- This document helped in the final stage of discussion of the draft of the law "Regulation 061-Paints". [Note: Ecuador is revising existing lead paint standards.]</li> <li>- Shared information about the Lead Paint Alliance Frequently Asked Questions and other WHO resources.</li> </ul>
<b>INDIA (NGO)</b>	<ul style="list-style-type: none"> <li>- Need the information that the paints being produced/sold in the country are contaminated with Lead.</li> <li>- Need data on the health implications due to the presence of Lead in paints is important.</li> </ul>	<ul style="list-style-type: none"> <li>- We provided all this information to our stakeholders which led to the formulation of regulation prior to which major leading industries adopted the voluntary standard of 90ppm.</li> </ul>
<b>IPEN (NGO)</b>	<ul style="list-style-type: none"> <li>- When there is no available data on lead in paint in a country, it is difficult to encourage legislators/authorities to draft a law</li> <li>- They seek basis/info as to the extent of the problem of lead in paint in their respective countries.</li> </ul>	<ul style="list-style-type: none"> <li>- Examples of adopted laws in other countries (better if they are within the region) as well as the scope (all types of paints?) and basis for the limit (90 ppm) helped in faster adoption of a law. Industry inputs also help, i.e., alternative ingredients are widely available now.</li> </ul>
<b>MADAGASCAR (Government)</b>		<ul style="list-style-type: none"> <li>- In general, all information regarding to lead in paints including Guidance and Model Law for the regulation of lead paint has already been discussed and shared with key stakeholder in Madagascar.</li> </ul>
<b>SERBIA (NGO)</b>	<ul style="list-style-type: none"> <li>- Not applicable for Serbia, as there is Law (REACH legislation banning lead compounds import, use and trade).</li> </ul>	
<b>SOUTH AFRICA (Academia)</b>	<ul style="list-style-type: none"> <li>- I found it helped when researchers conducted spot testing of paint and revealed their results.</li> <li>- This was useful for promoting action to improve on the existing laws in South Africa.</li> </ul>	

**SRI LANKA  
(Government)**

- Levels of lead contamination in different paints was the most powerful tool in driving authorities to go for regulated levels.
- It also attracted Paint companies to stand high with the record that their paint is uncontaminated.

**Poll 4 Results (N=10):**

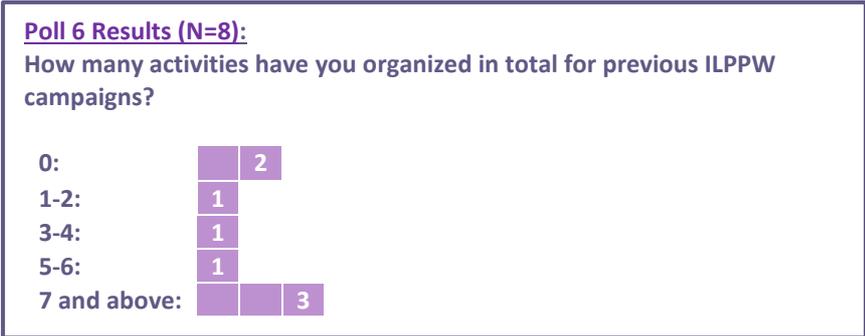
Choose all the communication methods and channels that are useful for engaging your primary audiences in advocacy or awareness-raising activities.



**Q3. 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?**

	<b>Event planned</b>	<b>Outcome aimed to be achieved</b>
<b>BANGLADESH (NGO)</b>	<ul style="list-style-type: none"> <li>- Environment and Social Development Organisation has planned a policy meeting in collaboration with Department of Environment.</li> <li>- This would involve other government wings and manufactures.</li> <li>- Plans for a virtual media briefing and youth involvement on social media.</li> </ul>	<ul style="list-style-type: none"> <li>- Raise awareness on lead in paint.</li> </ul>
<b>BENIN (NGO)</b>	<ul style="list-style-type: none"> <li>- 2019 ILPPW involved five activities and some social media work for the lead paint regulation and elimination.</li> </ul>	<ul style="list-style-type: none"> <li>- Focus was sensitisation of student, paint companies, and government officials towards lead in paint.</li> </ul>
<b>CAMEROON (NGO)</b>	<ul style="list-style-type: none"> <li>- Jeunes Volontaires pour l'Environnement Cameroon plans:               <ul style="list-style-type: none"> <li>- Radio broadcasts in connection with the ILPPW</li> <li>- Send letters to the ministries in charge for the establishment of inter-ministerial monitoring bodies for the implementation and enforcement of regulations</li> <li>- Send warning letters to producers, importers of paints containing more than 90 ppm.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- To enforce the regulation of September 2017 in Cameroon prohibiting the manufacture, import, marketing and use of any paint containing more than 90 ppm in Cameroon.</li> <li>- To raise awareness of the lead in paint issue.</li> </ul>
<b>COLOMBIA (NGO)</b>	<ul style="list-style-type: none"> <li>- Planning events aimed at companies and open public.</li> <li>- Webinars with information on health effects, case studies, alternative pigments, regulatory status and workshops.</li> </ul>	<ul style="list-style-type: none"> <li>- Raise awareness on lead paint.</li> </ul>
<b>ECUADOR (NGO)</b>	<ul style="list-style-type: none"> <li>- Plan to carry out a joint activity with the NCPCs of Colombia and Peru for the ILPPW 2020.</li> <li>- Focus will be on providing information on the global status of countries that have a regulation that regulates lead content in paint, promoting the participation of alternative suppliers and provide information on the health impact of lead.</li> </ul>	<ul style="list-style-type: none"> <li>- With these events we seek to encourage INEN so that it can finally approve the "Technical Regulation 061" that is still under review.</li> </ul>

	- We will have the support of some members of the Lead Paint Alliance.	
<b>IPEN (NGO)</b>	<ul style="list-style-type: none"> <li>- Heavy engagement with media (print, TV, radio, online) in our ILPPW activities.</li> <li>- Organizing such activities in collaboration with schools (students, teachers, and parents) provide more media mileage.</li> <li>- In 2019 ILPPWA, 38 IPEN POs from 34 countries conducted awareness raising activities. You can see examples of activities and relevant photos at: <a href="https://ipen.org/projects/international-lead-poisoning-awareness-week-2019">https://ipen.org/projects/international-lead-poisoning-awareness-week-2019</a>.</li> </ul>	<ul style="list-style-type: none"> <li>- Jointly organizing activities with relevant ministries or government agencies allow us to seek accountability/action from authorities after the event.</li> <li>- Jointly organizing with industry (paint manufacturers through donation of lead-safe paints; repainting of classroom facilities, hospitals, parks, and playgrounds) not only benefits communities of safer environments, but empowers the industry (engages them) to actively participate in awareness-raising activities and consultative technical meetings when drafting a law.</li> </ul>
<b>MADAGASCAR (Government)</b>	<ul style="list-style-type: none"> <li>- Ministry of Environment and Sustainable Development, the Ministry of Public Health and the Grenner Mada Association will celebrate IPPLW on October 29-30, 2020 in a public primary school with playgrounds.</li> <li>- Sharing of awareness-raising materials related to lead paints using several animations will take place.</li> <li>- There will be an animation and debate in the local radio and social media.</li> </ul>	<ul style="list-style-type: none"> <li>- Inform staff and primary schoolchildren of the situation on lead poisoning.</li> <li>- Convince policy makers to start drafting a law to phase out lead paint.</li> <li>- Ensure draft lead paint law is supported by stakeholders, especially in industry.</li> <li>- Increase consumer awareness about the health and environmental issues from lead exposure.</li> <li>- Encourage industry to stop using lead-based ingredients in their paints.</li> </ul>
<b>SRI LANKA (Government)</b>	<ul style="list-style-type: none"> <li>- Conduct an event to give lead-safe paint to pre-schools in association with lead-safe paint producers</li> </ul>	<ul style="list-style-type: none"> <li>- These awareness activities increase the people's demand for lead-safe paints.</li> <li>- Inform parents and teachers about buying lead-safe paint.</li> </ul>
<b>UNEP (IGO)</b>	<ul style="list-style-type: none"> <li>- Radio has a widest and broadest reach of communication especially in remote areas</li> </ul>	<ul style="list-style-type: none"> <li>- Educate people living in remote areas.</li> </ul>
<b>WHO (IGO)</b>	<ul style="list-style-type: none"> <li>- 2019 ILPPW saw 89 events organized, held by 82 organizations in 57 countries globally</li> </ul>	



## Helpful resources:

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

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**LiP CoP:** The Secretariat of the Strategic Approach to International Chemicals Management (SAICM) and the Environmental Health Division at the University of Cape Town (UCT) created this Community of Practice (CoP) to foster online discussions and address key issues on Lead in Paint (LiP) among stakeholders from governments, international organizations, industry, academia and civil society. This CoP is contributing to the SAICM/GEF project on Emerging Chemicals Policy Issues Knowledge Management Component. 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)*.

If you have any question or require clarification on this initiative, please contact the SAICM Secretariat at [saicm.chemicals@un.org](mailto:saicm.chemicals@un.org) or UCT at [uctcops@outlook.com](mailto:uctcops@outlook.com).

Join the LiP CoP at: <https://chemicalswithoutconcern.org/community>

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