WELCOME TO THE SAICM/UCT LEAD IN PAINT COMMUNITY OF PRACTICE

If you have not signed up to be a part of the UCT SAICM LiP CoP, please sign up at the following link: https://saicmknowledge.org/community

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.

NOTE:
If you are having technical issues, please join the Lead in Paint WhatsApp group, using this link, and we will assist you: https://chat.whatsapp.com/HOMtpqf5YG6EX53gJ6jsTR

Discussion 3:

- **Topic:** “Making the case: Raising awareness about the importance of lead paint laws”
- **Date:** 14th September 2021
- **Time:** 14h00 – 15h30 (GMT+2)
- **Presenters:** Lesley Onyon, WHO
  - Siddika Sultana, Bangladesh
  - Hassan El-Abid, Morocco
  - Nana Gabriadze, Georgia
  - Milagros Cotrina, Peru
- **Facilitator:** Andrea Rother, University of Cape Town
What type of organisation do you represent?

- National Government: 3
- Local Government/authority: 1
- Academic Institution: 4
- Health care institution: 0
- Poison centre: 0
- Professional association: 0
- Civil society non-profit organisation: 11
- Intergovernmental organisation: 3
- Industry: 0
- Laboratory: 0
- Other (please specify in the chat): 0
Lead in Paint
Community of Practice

Discussion 3:
Making the case: Raising awareness about the importance of lead paint laws

PRESENTERS

Lesley Onyon (WHO)
Siddika Sultana (Bangladesh)
Hassan El-Abid (Morocco)
Nana Gabriadze (Georgia)
Milagros Cotrina (Peru)
Introduction
Presented by: Lesley Onyon, WHO

- Lead exposure is a significant cause of preventable human poisoning. Latest figures from WHO estimate that of the 2 million deaths from chemicals in 2019 – half were due to the effects of lead.

- Lead paint continues to be a source of exposure in more than half of countries globally.

- The International Lead Poisoning Prevention Week (ILPPW) is held in the third week of October each year with the aim of:
  - raising awareness about health effects of lead exposure;
  - highlighting the efforts of countries and partners to prevent lead exposure, particularly in children; and
  - urging further action to eliminate lead paint through regulatory action at country level.
International Lead Poisoning Prevention Week 2021

Working together for a world without lead paint

Takes place 24-31 October 2021

Dedicated website for registration of events & for finding resources
In 2020 – 90 events were organized in more than 60 countries

- Workshops, webinars and round-table discussions
- Presentation at a paint industry trade association congress
- Setting up an information stand in a public location
- Painting a school, school competitions, drama or dance, marches or demonstrations, etc.

Customizable materials & guidance is available to assist

- Policy brief that provides key information
- Development of a series of case studies
- Short leaflets or brochure, etc.
How to determine the outcome of your campaign?

<table>
<thead>
<tr>
<th>Step</th>
<th>Key question</th>
<th>Examples of a possible response</th>
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| Step 1 | What is your issue? | The country does not have a legally binding control on lead paint. OR
The finalization of a draft law has been delayed for a long time |
| Step 2 | Why do you want to focus on this issue and why do you want to focus on it now? | There is evidence or concern in your country that lead paint is a significant source of lead exposure especially for children. |
| Step 3 | Who needs to change their behaviour? (audience) | **Option 1**: Regulators and policy makers  
**Option 2**: Paint manufacturers and retailers  
**Option 3**: Public (consumers) |
| Step 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) | **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.  
**Option 1b**: Regulators will ensure that the draft law is finalized and implemented effectively.  
**Option 2**: Paint manufacturers are encouraged to phase out the addition of lead to paint voluntarily or in preparation for a lead paint law.  
**Option 3a**: Public will apply pressure to manufacturers to stop producing lead paint.  
**Option 3b**: Importers and distributors are prepared to comply with the planned lead paint laws. |
Steps in organising a campaign

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, and partner with, stakeholders 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.
Question 1

What is being planned in your country or region for the ILPPW? If nothing is planned yet, what activities could you organize?

This question will be discussed for 20 minutes.

Please use chat only, mute your microphone, and turn your video off.

Thank you!

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What is the title of your event if you are planning one?

- Preventing wildlife lead exposure from lead bullets and lead fishing weighs.
- Preventing lead exposure through establishing legally binding control.
- Extending the Awareness Campaign on Health Hazards of Lead in Paint and Influencing procurement policies in education sector.
- Lead Safe Davao City: Enhancing Lead Prevention through Policy and Multimedia - Philippines.
- Awareness among small paint manufacturers and paint sellers about harmful effects.
- Towards eliminating lead paint in Malaysia.
- ILPPW 2021 - launching report new research on lead paint and blood lead levels in children, painters in Vietnam.
What is the title of your event if you are planning one?

Iran: Preventing wildlife lead exposure from lead bullets and lead fishing weights.

WHO will launch new Guidelines for the clinical management of lead exposure on 28 October.

Indian

ILPPW 2021 - a chance to have our voices heard.

Geneva

This year it’s time to push aside lead paint.

Lead Poisoning Awareness at the Early Childhood Development Centres.

Limiting lead content in paints for industrial purpose by authorities. Awareness raising in school and in workplace by Ministry of health in Myanmar.
Where will you be planning your events?
Case Study: Bangladesh

- Organization: Environmental and Social Development Organization (ESDO), IPEN Participating Organization
- Type of Regulation: statutory regulatory order (SRO)
- Date of Gazettement: July 2018
- Date of Entry Into Force: September 2018
- Limit: 90 ppm total lead
- Scope: enamel paints, emulsion paints, & distempers
- Discussion is ongoing to broaden the scope to include all types of paint, including industrial paint
How awareness raising helped establish the law?

- Increased awareness on lead paint issues drew multi-stakeholder support, especially from government, industry, civil society, academe, and various media organizations.
- Students and youth were directly involved in raising awareness on lead paint issues via SMS/text messages to Parliamentary members, and via different social media platforms.
- Paint manufacturers started voluntary efforts to reformulate lead in paint production ahead of a regulation; Elite Paint—a leading local paint manufacturer—received Lead Safe Paint® certification for 63 paints (decorative, marine, industrial) in 2017.
Examples of ILPPW Activities

• Roundtable meetings with various stakeholders from government, industry, civil society, academe, media
• Human chain/peaceful demonstration activities in front of notable places and key institutions to call on the government and industry to eliminate lead paint
• Virtual workshops/webinars to raise awareness on lead paint issues
• Creative art, poster-making and essay-writing competitions among students using the ILPPW theme
Background for Question 2 – (continued)

Presented by: Siddika Sultana

Upper left: Virtual meeting with stakeholders
Above: Awareness raising webinar among students
Right: Campaign poster calling on the government to adopt a regulation that will ban the manufacture, sale, and importation of lead paint
Lower left: One of the winning artwork by a student during 2020 ILPPW creative art competition
Human chain and other peaceful demonstrations held in notable places in Dhaka to raise public awareness on the need to ban lead paint.
Lessons Learned

- Increased public awareness on lead paint issues caught the attention of key stakeholders and helped initiate the multi-stakeholder process of establishing a regulation
- Growing international support (i.e., Lead Paint Alliance; ILPPW activities) helped in elevating the lead paint issue at the national level
- As consumers become more aware of the ill effects of lead, the demand for lead-safe paint increased and manufacturers begin voluntary reformulation efforts
Question 2

How have ILPPW activities made a meaningful difference in raising awareness and motivating action in your country or region?

This question will be discussed for 25 minutes. Please use chat only, mute your microphone, and turn your video off.

Thank you!

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What are your expected outcomes for this year’s ILPPW? (select all that apply)

1. Policymakers and regulators are convinced to start work on developing a law to eliminate lead paint

2. Implementation of a new lead paint law

3. Increased consumer awareness about the health and environmental issues from lead paint exposure

4. Increased public awareness and support for eliminating lead paint

5. Ensure draft lead paint law is supported by stakeholders

6. Strengthening or enforcement of an existing lead paint law

7. Increased industry support to phase out the addition of lead to paint

8. Paint-industry stops using lead-based ingredients in their paints

9. Other
Has awareness raising led to progress toward laws in your country? If no, state what you think would help in the chat.
Have you encountered any challenges in planning ILPPW activities this year or in the past? (select all that apply)

- Language barriers: 0
- Incapacities to organize an event because of country's pandemic restrictions: 8
- Internet connection: 2
- Need different kinds of materials: 5
- Lack of political support: 4
- Lack of public interest: 4
- Other (please specify in chat): 2
- No challenges at all: 4

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**Question 3: Case Study 1**

Presented by: **Hassan El-Abid**, National Focal Point in charge of Chemical Safety, Directorate of Epidemiology and Diseases Control, Ministry of Health, Morocco

### Key Questions: Initial Issues, Target and Information

#### Phase 1
- **Until 2020, the country does not have legally binding control on lead paint.**

  **Target:** paint manufacturers and retailers & regulators and policy-makers
  **Tools:** studies on toxicity, metal substitution opportunities, Scientific communication (i.e. 7th International Congress of Toxicology in Rabat.)

#### Phase 2
- **In 2020 => Standard BUT its application by producers was voluntary**

  **Target:** Public & regulators and policy-makers
  **Tools:** Awareness campaign on the effects of exposure to lead (ILPW MOROCCO 2020, 40 participants from main stakeholders)

  - **Order n° 959-21 of April 6th, 2021, making mandatory the application of Moroccan standards.**
    - LEAD LIMIT $< 90$ ppm voluntary application

#### Phase 3
- **In 2021, the application of the standard became compulsory BUT the control activities are still limited.**

  **Target:** paint manufacturers and retailers & regulators and policy-makers
  **Tools** (our new project): visits to the production units, ecolabelling, ...

- **Result / Prospect**
  - Standard NM 03.3.318 (2020)
  - LEAD LIMIT $< 90$ ppm voluntary application
  - Order n° 959-21 of April 6th, 2021, making mandatory the application of Moroccan standards.
  - LEAD LIMIT $< 90$ ppm

- **New project to set up a monitoring and follow-up committee.**

- **Ecolabel for environmental friendliness products.**

- **Referential for paints quality and security.**
Question 3: Case Study 2

Presented by: Nana Gabriadze, MD, PhD, Head of the Department of Environmental Health, National Center for Disease Control & Public Health of Georgia

- In October 2021 ILPPW we will use Guidance on organizing an advocacy or awareness-raising campaign on lead paint (Awareness raising Guide) https://www.who.int/publications/i/item/9789240011496
- ILPPW events were planned beginning in 2013. Most of our activities were targeted for two main audiences: government bodies and consumers. Awareness, engagement and motivation to action were encouraged;
- Most significant result for us was collaboration with the government; authorities were provided repeatedly with comprehensive information about dangers of lead in the paint, also, they were provided with the detailed guidance how technical regulations should be developed, what are other countries experience etc
- Legal limit (90ppm) has been established to restrict manufacture, sale and import of paint that contains higher lead concentration. Furthermore, a clear legal limit on total lead content in paint for construction purposes has been defined. (According Importation and /or supply of goods indicated in the National Commodity Nomenclature of Foreign Economic Activities (NCS) Codes.)
Continuity and sustainability of a policy to reduce health risks from heavy metals
For more than a decade it has been uninterruptedly creating awareness, regulating and controlling heavy metals in various products such as toys, office supplies, hygiene and beauty products, among others. The removal of lead in paints is aligned with that sustained policy.

Awareness campaign on the dangers of lead exposure
Annual events (2019-2020) were delivered during the “International Lead Poisoning Prevention Week”. The events were open to all national stakeholders, and included awareness-raising activities in the field, such as the painting of lead-free murals.

Participation in the Regional Workshop June 12-13, 2019 in Panama Strategic Approach to International Chemicals Management (SAICM) Global Environment Facility (GEF) Project Lead Paint Component
The Peruvian delegation committed to work on drafting a Lead in Paint for Peru.

Creation of the Technical Support Committee (CAT) and multisectoral work Committee
The Committee has participation of representatives of entities such as the Ministry of Health/DIGESA, Ministry of Environment, Ministry of Production, National Society of Industry, Peru Green Building Council, universities, private companies, among others.
The CAT prepared a draft Law with consensus among all participants.
Question 3

What changes (establish law, improve existing law, behavior changes, industry support) do you want to see as a result of your lead paint activities for ILPPW this year?

This question will be discussed for 25 minutes.
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Thank you!

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Which type of ILPPW materials will be most useful to you? (rank by order of preference)

1st: Guidance on organizing an advocacy or awareness-raising campaign on lead paint
2nd: Sample social media posts
3rd: Customizable flyers/posters
4th: Videos
5th: Infographics
6th: "Ban Lead Paint" Graphics
7th: Static flyers/posters
8th: Web banners
9th: None of the above
10th: Other (please specify in chat)
What type of activities will you plan this year? (select all that apply)

- Advocacy to policy makers: 13
- Roundtable discussion: 9
- Webinar: 16
- Rally or march: 1
- Drama, dance or other expressive activity: 1
- Media engagement: 11
- Social media activity: 18
- Other (please specify): 2
<table>
<thead>
<tr>
<th>Option</th>
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<tbody>
<tr>
<td>Presentation in a ppt file.</td>
</tr>
<tr>
<td>Will be shared with the related planning team including stakeholders we are working with</td>
</tr>
<tr>
<td>Share with my colleagues the materials that are available for the ILPPW events</td>
</tr>
<tr>
<td>use the info links and docs shared - with thanks!, check WHO campaign website for info/ideas</td>
</tr>
<tr>
<td>Difussion by social media</td>
</tr>
<tr>
<td>I will find out more about the events in my country and see how to get involved</td>
</tr>
<tr>
<td>Consider example events for ILPPW virtually</td>
</tr>
<tr>
<td>Present the information to other stakeholders and raise awareness on lead poison prevention.</td>
</tr>
<tr>
<td>Share with the multisectoral technical committee established for free lead in paint issues in Peru</td>
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How will you use the information shared in today's discussion?

Firstly to review and draw the lessons learned from other countries for our this year's campaign. Secondly, information from this discussion might be used for translation into Vietnamese to update the international progress on ban lead paint on web.

We need sellers of lead-derived pigments to be aware of the need not to use them we must include in the law the prohibition of the sale and use of lead pigments.

Very useful to better plan the activities carried out for the International Lead Poisoning Prevention Week.

Share it with stakeholders esp the policy makers

This will be use to increase advocacy with communities and policy makers in Sierra Leone

capacity building

WE will share with our technical advisors and also will brainstorm if we can make our movement more stronger for this coming lead week.

It will help us to present success stories that contribute to consumer awareness.
How will you use the information shared in today's discussion?

In Mexico, it will help us to present success stories that contribute to consumer awareness.
THANK YOU
for attending the
Lead in Paint
CoP
Discussion

SAVE THE DATE:
LiP CoP
Discussion 4

Date: 8th December 2021
Time: 16h00 – 17h30 (GMT+2)
Topic: Is there lead in my paint? All about testing and labs

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).