Title: Preparing for the 10th International Lead Poisoning Prevention Week.

Date: 13th July 2022

Time: 14:00 – 15:30 (GMT+2)

Facilitator: Andrea Rother, Univ. of Cape Town

Presenters: Lesley Onyon, WHO
Mageswari Sangaralingam, Consumers’ Association of Penang
Olga Irimca, National Agency for Public Health
Jesse Martens, AkzoNobel

Zoom Registration link: https://us06web.zoom.us/webinar/register/WN_oRSWkDhiQEmHTfdyCFHnuQ

SAICM/UCT LiP CoP Sign-up link: Make sure you have signed up for the LiP CoP: www.saicmknowledge.org/community

What’s App Group: Join the LiP CoP What’s App Group to receive information: https://chat.whatsapp.com/HOMtpqf5YG6EX53gJ6jsTR

Discussion Format:

- This is not a Webinar, but rather a discussion among different stakeholder groups.
- The discussion presenter/s will briefly present a verbal introduction and introduce the questions listed in this discussion guide.
- Three questions will be posted during the 1 ½ hour discussion. The presenter/s will address questions and comments posted by members in the chat room and participants are encouraged to respond to each other as well.
- All are encouraged to join the discussion which will be held in English. Feel free to write in another language and members will assist where possible with translation.

Two steps are required to join this discussion:

1. Sign up to the CoP, if you have not done so previously, at: https://saicmknowledge.org/community
2. Should you require assistance or have questions, contact: uctcops@outlook.com
3. Register for the 13th of July Zoom discussion at: https://us06web.zoom.us/webinar/register/WN_oRSWkDhiQEmHTfdyCFHnuQ
4. We encourage you also to join the LiP CoP WhatsApp group by clicking on this link: https://chat.whatsapp.com/HOMtpqf5YG6EX53gJ6jsTR
5. Should you NOT be able to join the discussion but still wish to contribute please click the link below and fill out the form with your contributions: https://forms.office.com/r/N6xEQQ5zND
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)*.

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**PRESENTER BIOSKETCH**

- **Lesley Onyon** is a senior member of the Chemicals Safety and Health Team at the World Health Organization (WHO) based in Geneva, Switzerland. She has more than 25 years of experience in fields relating to chemicals management, poison information and occupational and environmental health at both governmental (the UK and Australia) and intergovernmental levels (OECD, UNEP and WHO). She has recently moved back to HQ following her assignment at the WHO Regional Office for South-East Asia, in New Delhi, India. Her current role supports WHO activities relating to poison centres, chemicals-related aspects of emergency preparedness and response and normative work on the prevention and management of human exposure to heavy metals, particularly lead and mercury.

- **Mageswari Sangaralingam** has been a senior research officer in the Community and Environment Section of the Consumers’ Association of Penang (CAP) since 1992. Her responsibility in CAP involves assisting communities affected by destructive development, pollution, toxins, and project proposals that would bring about negative impacts on communities and the environment.

- **Olga Irimca** is a specialist in public health, working at the National Agency for Public Health, Chemical Safety, and the Toxicology Department Republic of Moldova. Master's degree in Public Health Management. Economics Degree. Currently one of the basic activities is the prevention and management of human exposure to lead in paints.

- **Jesse Martens** is the Head of Global Public Affairs for AkzoNobel. Based in Amsterdam at the company’s HQ, leading the company's public affairs actions. Dutch national with international experience, married with 2 kids, a political scientist by training. Interests: how we can contribute to a sustainable economy and society. AkzoNobel is a multinational paints & coatings company. Since 2011 lead has not been intentionally used within AkzoNobel.
The International Lead Poisoning Prevention Week (ILPPW) is an annual, week-long campaign aiming to raise awareness about the health effects of lead exposure. It highlights the efforts of countries and partners to prevent lead exposure, particularly in children; and urges further action to eliminate lead paint through regulatory action at the country level. Key messages of the campaign are: LEARN the risks, JOIN the action, and ELIMINATE lead paint. Since its launch in 2013, the campaign has provided a focus for organizers from over 40 countries reaching almost 60 countries in 2021. More events were held in 2021 than in any previous year, a total of 104 events registered on the WHO campaign website, planned by 103 organizations in 58 countries.

**Resources:**

- Guidance on organizing an advocacy or awareness-raising campaign on lead paint
  
  [https://www.who.int/publications/i/item/9789240011496](https://www.who.int/publications/i/item/9789240011496)

- WHO dedicated website for International Lead Poisoning Prevention Week of action
  
  [https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2022](https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2022)**Note:** This site will only be launched on the 13th of July 2022. More information will continuously be added to the site leading up to ILPPW 2022, so please continue to visit the site once it has been launched for useful resources and tools.

- Graphic materials

**Introduction draft poll**

- What type of organization do you represent?
  - National Government
  - Local Government/authority
  - Academic institution
  - Health care institution
  - Poison centre
  - Professional association
  - Civil society non-profit organization
  - Intergovernmental organization (IGO)
  - Industry
  - Laboratory
  - Other (please specify in chat)

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**QUESTION 1 (14h05 GMT+2) – Olga Irimca, National Agency for Public Health, Republic of Moldova**

**Background:**

Ten years ago, lead in paint was a problem in Moldova that virtually no one in the population was aware of, and it was a challenge to start organizing actions in society to talk about the risks of exposure to lead paints. Since 2013, the International Lead Poisoning Prevention Week has been organized in the Republic of Moldova to limit lead in paints.

To raise awareness and reach as many people as possible, the National Agency for Public Health has organized events at the national level with the involvement of as many people as possible. The cooperation with the non-governmental organization EcoContact has been an extremely important factor. With the help of external partners, EcoContact managed the testing of 28 paints, of which 16 proved to be exceeding the limit of 90 ppm. Educational institutions were involved in events for the week of action, to make the information as accessible as possible among the population.
Competitions using posters and drawings about lead-in paints were organized, and the best works were awarded nationally. The press also played an important role. As a result of these efforts, a working group was established and drafted a regulation in 2021 based on the Model Law recommended by the Lead Paint Alliance.

**Question 1:**
For those who have organized events in previous ILPPW campaigns, what kinds of activities were held and how did those contribute toward the goal of eliminating lead paint? If you have not organized events so far, what have been the barriers to participating?

**Resources:**
- ILPPW Report from the Republic of Moldova.pdf **Note:** This document will be shared during the discussion.
- Suggested steps for Establishing a Lead Paint Law: https://www.unep.org/resources/factsheet/suggested-steps-establishing-lead-paint-law

We encourage you to think about the poll questions before the discussion so you can contribute your responses:

**Poll questions:**

**Poll 1:** In past years, what type of activity have you organized for International Lead Poisoning Prevention Week (ILPPW)? (Select all that apply).
- Advocacy to policymakers
- Roundtable discussion
- Webinar
- Rally or march
- Drama, dance or other expressive activity
- Media engagement
- Social media activity
- Other (please specify)

**Poll 2:** Based on your experience, which tools are most useful in supporting a successful ILPPW campaign in your company, community, or country? (Select all that apply)
- ILPPW web site
- Social media toolkit
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- Awareness-raising Guidance
- Customizable flyers/posters
- Static flyers/posters
- Web banners
- “Ban Lead Paint” Graphics
- Infographics
- Videos
- Social media graphics
- None of the above (please share with us if you’ve created your materials)

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**QUESTION 2 (14h35 GMT+2) – Mageswari Sangaralingam (CAP, Malaysia)**

**Background:**

ILPPW activities in Malaysia included press conferences and awareness-raising programmes to publicize research findings and call on the government to develop a lead paint law. Media coverage of the activities was in various languages (i.e., English, Malay, Tamil, and Mandarin).

In Malaysia, awareness-raising during ILPPW since 2016 and building key alliances among stakeholders from the government, industry, and civil society led to the development of two draft Malaysian Standards on Undercoating Paint for Gloss Enamel (2021) and Architectural Coatings (2022). The two standards, which sets a 90 ppm limit for lead (dry weight), are undergoing public consultation and review. Data generated by the Consumers’ Association of Penang (CAP) on lead in paint, lead in playground equipment, lead in toys, and lead in other consumer products provided scientific justification for stakeholders to act. CAP shared its findings with various traditional media (i.e., print, TV, and radio) and online media to help publicize the problem, elevate the issue of lead paint elimination at the national level, and raise consumer awareness of the hazards of lead paint and the need to establish regulations. Putting children’s health at the centre of CAP’s campaign messaging resonated well with stakeholders, enabling the latter to take action to eliminate lead paint.

In 2017, 17 paint manufacturers from the Malaysian Paint Manufacturers Association (MPMA) voluntarily pledged to remove lead from decorative paints. In the same year, MPMA became a partner of the Global Alliance to Eliminate Lead Paint (also called the Lead Paint Alliance). In 2020, active engagement and multiple dialogues among key stakeholders from the government (i.e., Ministry of Domestic Trade and Consumer Affairs; Ministry of International Trade and Industry; National Consumer Advisory Council; Department of Standards Malaysia; etc.), industry (i.e., MPMA), and civil society (i.e., CAP) fast-tracked the development of draft Malaysian Standards on lead in paint.

**Question 2:**

How can the ILPPW and engagement with stakeholders accelerate the adoption of a lead paint law in your country? If a law already exists, how does it support its enforcement?

**Resources:**

- Draft Malaysian Standard (20B073R2) on Undercoating Paint for Gloss Enamel (July 2021)
We encourage you to think about the poll questions before the discussion so you can contribute your responses:

Poll questions:

**Poll 1:** In your experience, what are the best target audiences for ILPPW events and activities? (Select all that apply)

- National and local government officials (policy-makers, planners, procurement officers, regulation enforcement officers)
- Medical professionals
- Academic researchers
- Professional associations
- Media and journalists
- Financial institutions and donors
- Nongovernmental organizations and communities
- The general public (consumers)
- School students
- Workers and their representatives (trade unions)
- Paint industry (manufactures, distributors and retailers, trade associations)
- Other (please specify)

**Poll 2:** What results have you or others in your country achieved out of ILPPW events in the past? (Select all that apply)

- Policy-makers/regulators started to develop a law
- Implementation of a new law
- An ensured draft law is supported by stakeholders
- Strengthening or enforcement of an existing law
- Educated consumers about health/environmental issues from lead
- Increased public awareness/support for eliminating lead paint
- Increased industry support to phase out lead in paint
- Paint-industry stopped using lead-based ingredients
- Other (please specify)
Background.
There is a role for industry in driving change. International Lead Poisoning Prevention Week is a great opportunity to raise awareness. It is important to involve stakeholders in the processes for implementation. Lessons learned from previous years include global strategy and channels for alignment, recognizing regional differences and room for regions to do their communications. The internal impact is important too.

Question 3:
What events or activities are you planning for this year’s ILPPW in October 2022? If you have not yet begun planning activities, what types of events could you plan?

Resources:
- Lead Paint Reformulation Technical Guidelines
- Social media toolkit
  https://www.who.int/publications/m/item/social-media-toolkit

We encourage you to think about the poll questions before the discussion so you can contribute your responses:

Poll questions:

Poll 1: What kind of resources will be most useful to you for this year’s campaign?
- ILPPW web site
- Social media toolkit
- Awareness-raising Guidance
- Customizable flyers/posters
- Static flyers/posters
- Web banners
- “Ban Lead Paint” Graphics
- Infographics
- Videos
- Social media graphics
- None of the above (if you would like to share with us some of the materials, please upload them)

Poll 2: What type of activity would you consider organizing for the ILPPW this year?
- Advocacy to policymakers
- Roundtable discussion
- Webinar
- Rally or march
- Drama, dance, or other expressive activity
- Media engagement
- Social media activity
- Other (please specify)