

Report on activities  
during the Eighth

# INTERNATIONAL LEAD POIS NING PREVENTION WEEK

25-31 October 2020

#BanLeadPaint #ILPPW2020



Global Alliance to  
Eliminate Lead Paint

Report on activities  
during the Eighth

# INTERNATIONAL LEAD POISONING PREVENTION WEEK

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ISBN 978-92-4-003433-4 (electronic version)

ISBN 978-92-4-003434-1 (print version)

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# ACKNOWLEDGEMENTS

This document was developed by Elena Jordan (consultant) and Lesley Jayne Onyon of the Department of Environment, Climate Change and Health at the World Health Organization (WHO), Geneva, Switzerland.

The following people reviewed and provided comments on the document, and their contributions are gratefully acknowledged.

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Evonne Marzouk, Communication Specialist, Office of International Affairs, Environmental Protection Agency, Washington (DC), United States of America.

Jeiel Gurino, Global Lead Paint Elimination Campaigner, International Pollutants Elimination Network (IPEN), Manila, Philippines.

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# ACRONYMS & ABBREVIATIONS

ILPPW – International Lead Poisoning Prevention Week

IPEN – International Pollutants Elimination Network

NGO – nongovernmental organization

ppm – parts per million

SAICM – Strategic Approach to International Chemicals Management

UNEP – United Nations Environment Programme

WCC – World Coatings Council

WHO – World Health Organization



# EXECUTIVE SUMMARY

The eighth International Lead Poisoning Prevention Week (ILPPW) was held on 25–31 October 2020, with more than 90 events in 60 countries organized by governments, civil society organizations, health partners, industry and other institutions.

ILPPW is an ongoing initiative of the Global Alliance to Eliminate Lead Paint (the Lead Paint Alliance), led jointly by the United Nations Environment Programme (UNEP) and WHO. The aim of the Week is to raise awareness about the health effects of lead exposure, highlight the efforts of countries and partners to prevent exposure, particularly of children, and to stimulate further action to eliminate lead paint through national regulation.

The 2020 campaign advocated for accelerated action towards global phasing out of lead paint through regulatory and legal measures. This issue is important, as the manufacture and sale of lead paint are still permitted in nearly 60% of countries in the world, representing a continuing source of lead exposure for children, pregnant women and workers.

Event organizers were encouraged to register their events in advance on a [campaign website](#) hosted by WHO. Most organizers planned a number of activities for the 2020 campaign, the most common events involving mass and social media, followed by webinars and advocacy to policy-makers. The most common objective of campaign activities was to increase public awareness about lead paint and build support for establishment of legally binding controls to eliminate lead paint.

The most active organizers of events were nongovernmental organizations (NGOs), many of which were participants in the International Pollutants Elimination Network (IPEN), a partner of the Lead Paint Alliance. Local and national governments were also active during the 2020 campaign week.

The majority of event organizers used customizable information materials made available through the WHO campaign website. The most widely used materials were the sample social media package, infographics, customizable flyers and posters and web banners.

Although some activities were curtailed by the COVID-19 pandemic, there continued to be strong interest in contributing to ILPPW and collective campaigning to eliminate the use of lead paint. Particular goals of the 2020 campaign, illustrated in this report, are additional increases in the awareness of the public, consumers and industry about the dangers of lead paint and increased support for eliminating lead paint through legally binding controls. Social media played an important role in the ILPPW 2020 campaign, as seen from the large number of social media posts and the activities of social media influencers. The hashtag “Ban Lead Paint” reached over 2 million users. Use of streaming services and other broadcast media were particularly useful in the campaign, as the COVID-19 pandemic continued to restrict face-to-face events in many countries.



# BACKGROUND

The Global Alliance to Eliminate Lead Paint (Lead Paint Alliance) is a voluntary collaborative initiative jointly led by WHO and UNEP to focus and catalyse the work of diverse stakeholders to achieve international goals to prevent children's exposure to lead from paints and to minimize occupational exposure to lead paint. Its broad objective is to promote phasing-out of the manufacture and sale of paints containing lead to eventually eliminate the risks posed by such paints. This will require that all countries establish legally binding controls to stop the use of lead in paint.

There is no known level of lead exposure without harmful effects, and even low levels may cause lifelong health problems and adversely affect the environment. Young children are particularly vulnerable. Lead paint is an important source of exposure that is entirely preventable. Children are exposed to lead when paint applied in houses, schools and playgrounds ages and flakes and crumbles, contaminating household dust and soil, which may be ingested by children. Workers are exposed during the manufacture, application and removal of lead paint.

Lead compounds have been commonly added to paint as pigments, to speed drying and to improve resistance to corrosion. There are, however, safer alternatives, and there is therefore no need to continue to add lead compounds to paint. The most effective way of ensuring that lead compounds are no longer used in paint is for countries to establish stringent, legally binding limits on the content of lead in paint and controls on the production, import and sale of paint with a lead content of no more than 90 parts per million (ppm).

The annual International Lead Poisoning Prevention Week (ILPPW) campaign is supported by partners in the Lead Paint Alliance, including UNEP, WHO, the US Environmental Protection Agency and IPEN. The campaign provides an opportunity to increase and mobilize political and social commitment to the establishment of legally binding controls for elimination of lead paint. The number of national awareness campaigns organized each year is one of the indicators used in assessing progress towards achieving the objectives of the Lead Paint Alliance.



# THE 2020 WEEK OF ACTION

The eighth ILPPW took place on 25–31 October 2020. Its objectives were to raise awareness about the health effects of lead exposure, highlight the work of countries and partners in preventing exposure, particularly of children, and encourage further action to eliminate lead paint through national regulations. Three messages were emphasized during the week of action:

1. Lead exposure affects human health, especially in children.
2. Lead paint is an important source of lead exposure.
3. Laws on lead paint are necessary to reduce lead exposure globally.

The theme of the 2020 campaign was “Accelerate the global phase out of lead paint”, which was promoted by three actions:



**Learn the risks** by finding out about the hazards and risks of lead and, in particular, lead paint



**Join the action:** Raise awareness and promote action to prevent lead poisoning, particularly in children



**Eliminate lead paint:** Work with governments and stakeholders to enact laws for the elimination of lead paint and ensure effective enforcement.

Annex 1 lists the themes of earlier campaigns. A range of campaign materials were made available in several languages on the WHO campaign website, which had been updated for easier access.<sup>1</sup> The materials were developed by the Lead Paint Alliance and included customizable posters and flyers, web banners, infographics in Arabic, Chinese, English, French, Russian and Spanish and a social media kit which also provided links to references on various themes, hashtags, handles, a campaign “ban lead paint” graphic and links to topics and supporting materials that might be of use to event organizers. Event organizers were encouraged to adapt the text of the posters to their local campaigns.

<sup>1</sup> <https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2020>



The campaign website also contained materials on each of the three action areas, including facts about lead poisoning and health, frequently asked questions and answers, a WHO video statement on the 2020 campaign video in English, French and Spanish and a video animation in English, French, Russian and Spanish. Links to materials on the steps necessary for establishing laws and policies for elimination of lead paint were included.

Annex 2 provides examples of the customizable infographics, posters, web banners and other materials that were made available, and Annex 3 provides resources for countries to use in actions to eliminate lead paint. New [Guidance on organizing an advocacy or awareness raising campaign on lead paint](#) was prepared by WHO, building on experience from earlier ILPPW campaigns, and guidance on communication.

The campaign website included an interactive feature to encourage event organizers to register and describe their events on a standardized online form. Once they were registered, information about their event was automatically added to the list of events, providing an up-to-date schedule of campaign events around the world and their objectives.

## Registered events in 2020

The registered events in 2020 showed continued strong interest in contributing to the objectives of the campaign by governments, NGOs, academia, the paint industry and other institutions. A total of **90 events** were registered on the WHO website by **88 organizations** in **60 countries**. Annex 4 lists the countries in which IPPW 2020 events took place, and Annex 5 provides a summary of the events.

Fig. 1 shows the numbers of countries in different regions in which ILPPW events were held and the numbers of events in those countries. Events were held in all six WHO regions, with most in the Americas and Europe (a total of 42 events). Of the 60 countries in which events were held, about half were participating in the Global Environment Facility full-size project 9771: “Global best practices on emerging policy issues of concern under the Strategic Approach to International Chemicals Management (SAICM). The objective of this project is to accelerate adoption of national and “value chain” initiatives to control emerging policy issues and to contribute to the 2020 SAICM goal and the 2030 Agenda for Sustainable

Development. The component on lead paint aims for 40 countries to legislate and implement legislation to restrict the use of lead and for at least 50 small and medium paint manufacturers in eight countries to phase-out lead paint. The project is implemented by UNEP in partnership with WHO, the American Bar Association Rule of Law initiative, IPEN, the World Coatings Council and industry representatives.

**Fig. 1: Numbers of countries in which events were held and numbers of organizations that held events in 2020**



Table 1 shows that more and more countries participate in the annual campaign, from 40 in the first International Week of Action to 60 in the eighth campaign in 2020, and the number of events increased from 57 to 90 during the same period. This is particularly gratifying in view of the limited possibility of organizing national campaigns in many countries due to the public health and social measures in place for the COVID-19 pandemic.

**Table 1: Numbers of ILPPW events and numbers of countries in which events were held, 2013–2020**

Year	2013	2014	2015	2016	2017	2018	2019	2020
No. events	57	74	95	106	67	82	89	90
No. countries	40	37	37	47	44	50	57	60

Fig. 2 shows the numbers of events held by various organizations in the 2020 campaign. As in previous years, NGOs held the most events (42; 45%), followed by local and national governments (21; 25%), academic institution, industry and other (6; 6,81% each), health care institution (4; 3,52%), IGO and professional association (2, 1,76% each) and one poison centre. Most of the NGOs were IPEN participating organizations (83%; 35 of 42 registered events). Additional information about these activities can be found on the [IPEN website](#).

**Fig. 2: Key types of organizations in the 2020 campaign**



Fig. 3 gives an overview of the types of activities organized for the 2020 campaign. It shows that most events involved social media activities (54; 60%), media engagement (32; 35%) and webinar events (30; 33%). Other commonly reported events were advocacy to policy-makers (26, 29%), community programmes or events (21, 23%), round-table discussions (19, 21%) and school or student programmes (17, 18%).

**Fig. 3: Overview of the main types of activities organized for the 2020 ILPPW**



IPEN released a [global report](#) with data on lead in paint in almost 60 countries, which showed that lead paint remains available for sale in most countries, despite global efforts to phase them out. The report highlighted the key role of NGOs in supporting country actions to adopt lead paint regulations, in collaboration with governments, industry and civil society.

## Examples of activities and events around the world that contributed to ILPPW 2020

The activities described below include community programmes, industry projects, government-sponsored events and advocacy to policy-makers.

### BANGLADESH

The Environment and Social Development Organization organized a human chain in front of the National Press Club, followed by a march ending in front of the Raju Vashkorjo Memorial Sculpture at Dhaka University. Hundreds of young people and Green Club, Girl Guides and Daffodil University volunteers joined with banners and signs calling for elimination of lead paint.



### BELARUS

A number of events were organized to raise the awareness of Government agencies, manufacturers of paints and varnishes, trade unions, medical workers and the education system about the toxicity of lead in paints and the availability of high-quality, safer alternatives. The overall title of the events was “Facilitating the global phase-out of lead paint”. It was coordinated by the Republican Unitary Enterprise “Scientific and Practical Centre for Hygiene”. The events included a round-table discussion on methods for determining the lead content of paint and varnish products, publication of online journal articles, presentations at a webinar and events at a kindergarten.



### BENIN

Benin commemorated ILPPW 2020 with a workshop organized by the Ministry of Health and the Ministry of the Living Environment and Sustainable Development, with financial support from WHO. Its purpose was to inform and raise public awareness of the health and environmental impact of lead-containing paints.

About 20 participants from health, industry, trade, the judiciary, education, science and research communities contributed to the event, as well as interested NGOs, industry associations and paint manufacturers.



## COLOMBIA

The National Cleaner Production Centres of Colombia, Ecuador and Peru jointly organized three webinars during ILPPW 2020: regulatory measures on lead paints; alternative pigments to lead in paints; and lead in times of COVID-19. A representative of the WHO Regional Office for the Americas delivered a presentation on the health effects of lead paint and considerations with regard to COVID-19. The UNEP Regional Office for Latin America and the Caribbean presented information about global measures to promote elimination of lead paint.



## HONDURAS

The Secretariat of Environment and Natural Resources of Honduras, through its Pollutants Research and Control Centre, organized two webinars and awareness-raising with WHO infographics on lead exposure. A national stakeholders dialogue on a law on lead paint was held, with 31 participants from various ministries, paint manufacturing companies and academia. A webinar, “Lead-free children for a safe future” was held on 29 October 2020, with 91 participants from governments, civil society and the private sector. Representatives of both the WHO Regional Office for the Americas and the UNEP Regional Office for Latin America and the Caribbean made presentations on the main aspects and elements of a lead paint law and on the health impacts of lead. A contest was organized among students for an infographic on lead poisoning to promote knowledge-sharing and awareness-raising among young participants.

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Universidad Pedagógica Nacional

Segundo Lugar: **Fernanda Meléndez**  
Universidad Pedagógica Nacional

**Tercer Lugar: Enma Ardón**  
Universidad Nacional Autónoma de Honduras

## JORDAN

The Environment Society held several awareness-raising activities to draw attention to the health effects of exposure to lead and the elimination of lead in paint in the governates of Ajloun, Amman and Irbid. They also organized a social media campaign and a round-table meeting on the hazards of lead paint. A law has recently been enacted to set a limit of 90 ppm for the total lead content of domestic paints, and the corresponding paint standards are being revised.



## KENYA

An East African Community virtual conference was held on 29 October 2020 with the theme “intensified campaigns to ban the import, export, manufacture, sale and use of lead paint across the East African region”. The event was sponsored by Basco Paint company in coordination with the Chemistry Department, University of Nairobi. Kenya’s ILPPW activities were covered in a newspaper report in Nation Africa. A master’s student in the Department presented an evaluation of lead levels in automotive paints on the Kenyan market, and three undergraduate students in the Department are conducting research to assess lead levels in the effluents of treatment plants of paint companies in Kenya.

## MOROCCO

The WHO Centre for Environmental Health Action, in collaboration with the WHO Country Office and the Ministry of Health, used the ILPPW campaign to facilitate implementation of a new lead paint standard in Morocco, to increase industry support for phasing out addition of lead to paint and to raise awareness about the importance of stopping the use of lead-based ingredients in paints. A video conference was organized to increase awareness of a new national standard on the maximum content of lead in paints for household use, in accordance with WHO guidelines. The video conference was attended by 40 participants from the main stakeholders in this area of work, especially private companies that produce paints in Morocco and the ministries of Interior, Industry and Environment.



## NEPAL

The Centre for Public Health and Environmental Development, with the support of the National Health Education, Information and Communication Centre, the Ministry of Health and Protection, the Government of Nepal, provincial governments and the WHO Country Office, undertook a series of activities, including a broadcast and a radio event, webinars and online programmes.

#BanLeadPaint

**तथ्य: लेड(सिसा) खतरनाक धातु हो।**

यसले सबैलाई हानी गर्दछ र **विगर्दछ** : मस्तिष्क मृगौला फोक्सो रगत प्रजनन प्रणाली

**बालबालिकाहरू**  
are most vulnerable. Their nervous systems are still developing and they absorb **4-5 times more than adults**, which can cause:  
• Intellectual disability  
• underperforming at school  
• behavioural issues

**वयस्कहरू**  
lead exposure increases the risk of:  
• ischaemic heart disease  
• stroke

**गर्भवती महिलाहरू**  
lead exposure damages many organs but also affects:  
• the developing foetus

लेड(सिसा)को सम्पर्कमा आउनुको कुनैपनि सुरक्षित सिमा हुदैन

World Health Organization

## TAJIKISTAN

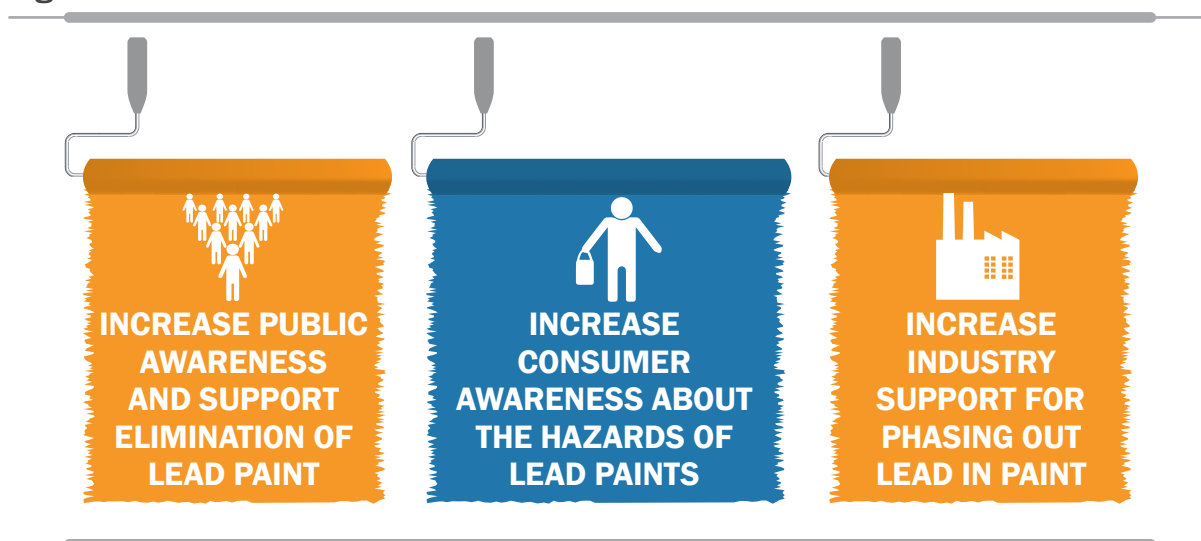
Activities for ILPPW 2020 started earlier in the month and continued throughout the week and beyond. A series of meetings was organized on a technical regulation on “Safety of paint and varnish products”. The representative of the WHO Regional Office for Europe participated in the meeting virtually and presented WHO information relevant to the topic. Tajikistan is preparing national legislation to prohibit lead in paints and to establish a limit of 90 ppm.



## Planned outcomes of ILPPW 2020 activities

The three outcomes most commonly planned by event organizers were to increase public awareness and support elimination of lead paint, increase consumer awareness about the hazards of lead paints and increase industry support for phasing out lead in paint (Fig. 4). Other events addressed the problem of lead exposure more widely; introduction of analytical methods for quantifying lead in paints and coatings; reducing lead exposure from contaminated soil; eliminating the use of lead-mining waste in construction; increasing responsibility for air pollution; addressing compliance; and increasing collaboration among stakeholders to enforce lead paint laws and conduct research on lead paint.

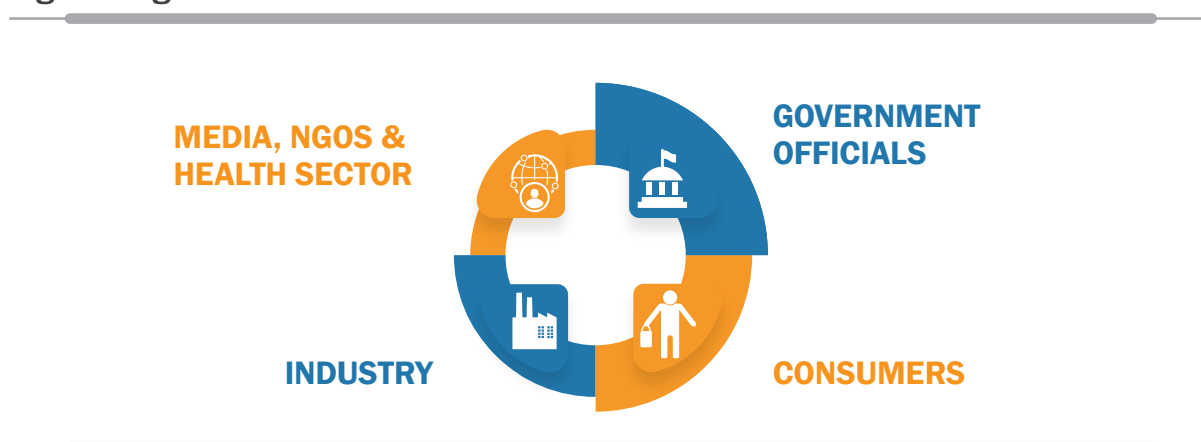
**Fig. 4: Planned outcomes of ILPPW 2020 activities**



## Target audiences for ILPPW 2020 events

Fig. 5 shows the target audiences for 2020 campaign events. Government Officials were the most common audience, followed by consumers; 35 event organizers explicitly named industry as the main target group in advocacy campaigns, while 19 targeted media, NGOs and the health sector.

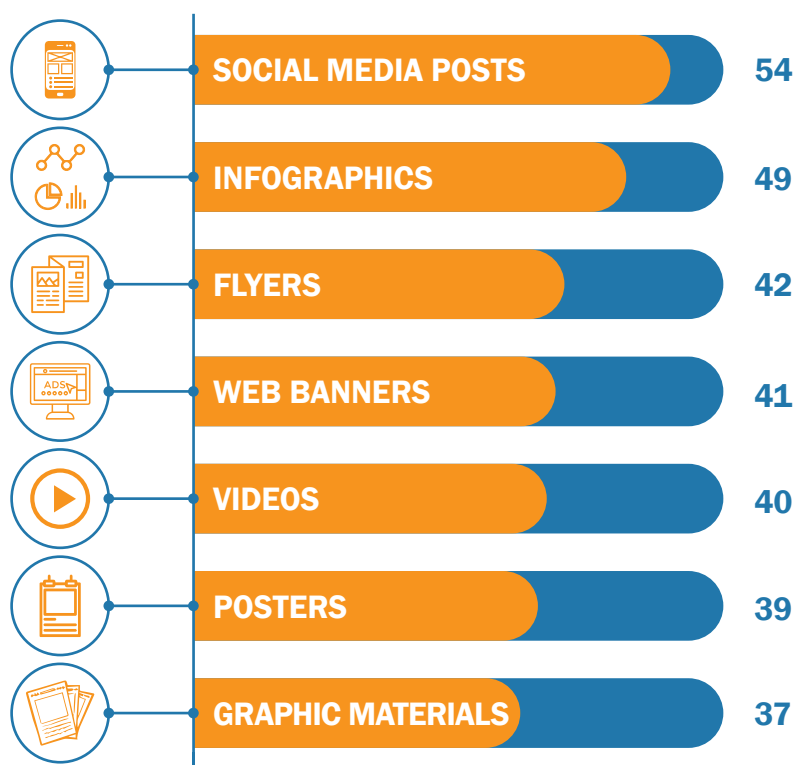
**Fig. 5: Target audiences for ILLPW 2020 events**



## Use of campaign materials

The campaign materials provided on the WHO campaign website were widely used by event organizers. Most used a combination of sample social media posts, infographics, customizable flyers and posters, web banners, videos, flyers, posters and other graphic materials. WHO guidance on organizing an advocacy or awareness-raising campaign on lead paint, the infographics and social media posts were used in 48% of the 145 events or activities (Fig. 6).

**Fig. 6: Use of ILPPW 2020 campaign materials**



Digits represent number of materials

## Use of social media

The campaign social media toolkit provided a set of sample messages for event organizers. The campaign hashtags for 2020 were **#BanLeadPaint** and **#ILPPW2020**. Statistics on use of these hashtags are given in Table 2. In summary, the hashtag **#BanLeadPaint** was posted by 115 users and **#ILPPW2020** by 86 users. Social media activity was recorded in a wide range of countries. The hashtag **#BanLeadPaint** was seen by over 2 million unique users and received over 3 million impressions. A gender analysis revealed that men posted more often on social media (55%) than women (45%). The **#Banleadpaint** figures are different from those for **#ILPPW2020**, as **#Banleadpaint** was used more than four times more, had 12 times the reach and nearly eight times the number of impressions.

Another way of analysing social media is with keywords associated with a specific hashtag. Table 3 lists the keywords frequently used and the numbers of posts identified. The keyword “children” was most frequently used after “lead” and “exposure”, indicating the concern of users of social media for the health of children.

**Table 2: Activities involving use of campaign hashtags in social media**

Hashtag	Posts	Users	Key influencers	Locations	Engagement	Reach	Impressions
#BanLeadPaint Timeline: 20.10.20– 03.11.20	167	115	WHO, Yuyun Ismawati, WHO Nigeria, UNEP North America, PhiloBioscientia, WHO Western Pacific, Clariant, Damian Verzenassi, Veronica Odriozol <sup>a</sup> , OMS Benin, Achille Secondin, NIOHa, SCP/RAC <sup>b</sup> , JVE <sup>c</sup> Cameroun, CEJAD <sup>d</sup> Meridian Bioscience, IPEN, Consumers Association Penang, RDS <sup>e</sup> Colombia, Nicoline Lavanchy, EACO <sup>f</sup> OK International <sup>g</sup> WCHD <sup>h</sup> , Steve Rudderham, Nili Majumder, UNICSA <sup>i</sup> , Fabrice Leclerc, F. Niro Chadaki, Poison Centre, Victoria Manor	Argentina, Benin, Brazil Canada, Colombia, Costa Rica Denmark, France Guinea Bissau, India, Indonesia, Kenya Malaysia, Nigeria, Norway, Philippines, Puerto Rico, Rwanda, Saudi Arabia, Switzerland Togo, United Kingdom United States of America	4129	2 718 064	3 243 029
#ILPPW2020 Timeline: 20.10.20– 03.11.20	160	86	PhiloBioscientia, UNEP North America, International Paediatric Association, JVE Cote d’Ivoire, Veronica Odriozola, Achille Secondin, NIOHa, OMS Benin, Clariant, Meridian Bioscience, Little Things Mater & ISCHE <sup>j</sup> , IPEN, OPSOMS <sup>k</sup> _Honduras, EcoWaste Coalition, BlueConduit, CasaCem <sup>l</sup> , Nicoline Lavanchy, RDS Colombia, Consumers Association Penang, Poison Center, CEER EC <sup>m</sup> , Lary, Better Health, Steve Rudderham	Argentina, Australia, Belgium, Benin, Cameroon, Canada Colombia, Ecuador France, Guinea Bissau Honduras, India Indonesia, Malaysia, Mexico, Norway Philippines, Portugal Rwanda, Saudi Arabia Senegal, South Africa Spain, Switzerland Togo, United States of America	1044	225 089	411 820

Engagement – someone intentionally interacting with the post. Reach – the number of unique users who saw the posts containing the tracked hashtag. Impressions – the number of times that users saw the posts containing the tracked hashtag. A single user can deliver multiple impressions.

- a National Institute for Occupational Health, South Africa
- b Regional Activity Centre for Sustainable Consumption and Production c Jeunes Volontaires pour l’Environnement
- c Jeunes Volontaires pour l’Environnement
- d Centre for Environment Justice and Development e Red de Desarrollo Sostenible de Colombia
- e Red de Desarrollo Sostenible de Colombia
- f Environmental Abatement Council of Ontario g Occupational Knowledge International
- g Occupational Knowledge International
- h Warren County Health District
- i Student organizations, University of Nairobi, Kenya
- j International Society for Children’s Health and the Environment
- k Organización Panamericana de la Salud Organización Mundial de la Salud l Centro de Cultura y Educación Ambiental
- l Centro de Cultura y Educación Ambiental
- m Centro Ecuatoriano de Eficiencia de Recursos y Producción más Limpia


**Table 3: Frequency of keyword use on social media**

Keyword	No. of posts
Lead (chemical)	219
Exposure	123
Children	86
Paint	65
Affect	48
Health	47
Poison	37
Toxic	37
Prevention	30
ILPPW2020	22
Safe	20
Ingest, inhale, manufacture, alternative	16
Hand, home, playground, school, soil, source	14


## Social media activities of influencers

Lead Paint Alliance partners and other organizations were also actively disseminating information and key messages about lead paint on social media during the 2020 ILPPW campaign, including through Twitter, LinkedIn, Facebook, Instagram and YouTube. Analysis of the hashtags used in social media showed that 30 key influencers<sup>2</sup> posted original tweets using **#BanLeadPaint** (e.g. WHO posted six original tweets) and 24 influencers posted **#ILPPW2020** (e.g. IPEN posted six original tweets).

## Examples of social media use by influencers



WHO posted tweets during ILPPW to emphasize the hazards of lead paint. These included a link to the WHO video animation about lead and infographics.



IPEN tweeted information about a historic achievement in the Philippines to phase out paints containing lead additives and urged more action to protect children from lead exposure.

<sup>2</sup> Social media influencers are users with large followings on major social networks. A Social Media Influencer is a user on social media who has established credibility in a specific area, e.g. health, environment, lead paint, industry, etc. An influencer is a content creator with a social media following and has access to a large audience.

**WHO African Region** @WHOAFRO

This is International Lead Poisoning Prevention Week.

Lead exposure harms health & may cause lifelong health problems, especially children. There is no known safe level of lead exposure without harmful effects.

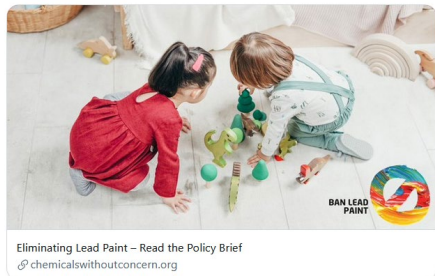
Let's #BanLeadPaint!🚫



The WHO Regional Office for Africa tweeted about the economic impact of lead exposure in the Region, including lowered intelligence quotients due to lead exposure of children. The Regional Office also disseminated a podcast explaining why lead is harmful to health and action that should be taken to limit lead exposure in the Region.

**Clariant** @clariant

Lead paint affects #humanhealth and the environment. We were one of the first companies to completely stop production & supply of lead-based pigments in the 1980s and are giving our full support to the @WHO, @ChemandWaste and @UNEP in light of #ILPPW2020. #BanLeadPaint

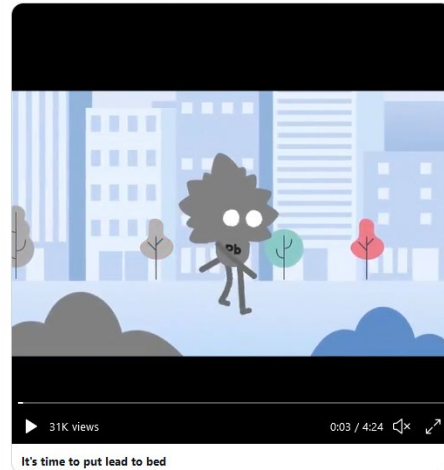


9:36 PM · Oct 28, 2020 · Twitter for Advertisers.

Clariant tweeted that lead paint affects health and the environment and that the production and supply of lead-based pigments should be stopped, giving support to the ILPPW 2020.

**UNICEF** @UNICEF

Lead poisoning is highly dangerous for children's health. This is how it can be prevented.



9:47 AM · Oct 26, 2020 · Twitter Media Studio

UNICEF released its first video on lead, focusing on why lead poisoning is a danger to children's health and how it can be prevented.

UNICEF called on governments to use legislation to keep lead away from children.

**AkzoNobel** @AkzoNobel

It's #ILPPW2020. Let's look at what our paint doesn't have. As the first major paint company to cut out lead pigments & driers from its products, we fully support the campaign. Here's more on what we're doing [akzo.no/Sustainable-So...](https://akzo.no/Sustainable-So...) #BanLeadPaint @UNEnvironment1 @WHO



3:30 PM · Oct 26, 2020 · Sprindr

1 Retweet 9 Likes

AkzoNobel is the first major paint company to abolish lead pigments and driers from its products and tweeted their full support for the ILPPW 2020 campaign.

Lead exposure affects human health, especially children's health. There is no known safe level of lead exposure without harmful effects. Even low levels of lead exposure may cause lifelong health problems.

Learn more ahead of #ILPPW2020: [who.int/campaigns/inte...](https://who.int/campaigns/international-lead-poisoning-prevention-week/2020) #BanLeadPaint



UNEP posted tweets before and during ILPPW to advertise the week of action and to emphasize the hazards of lead paint with WHO infographics.



A live question-and-answer event on lead poisoning with Ms Carolyn Vickers, Unit Head, Chemical Safety and Health (WHO), and a video statement calling for action to eliminate lead paint by Dr Maria Neira, Director, Department of Environment, Climate Change and Health (WHO), are available in English, French and Spanish at <https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2020>.

Reminder: Join us Oct 28 for a Panel Discussion +Q&A with GAHP, WHO, UNEP, UNICEF, Ghana EPA, Clarios, Pure Earth & more. Learn abt the global response to #LeadPoisoning.

In ENGLISH: [ow.ly/Sx5O50C325q](https://ow.ly/Sx5O50C325q)  
In SPANISH: [ow.ly/wKT250C325u](https://ow.ly/wKT250C325u)

#SolvePollution #ILPPW #NLPPW



Hacia una respuesta global para la prevención de envenena...  
Hacia una respuesta global para la prevención de envenenamiento por plomo (En línea el 28 de octubre, en [gahp.net](https://gahp.net))

7:40 PM · Oct 26, 2020 · Hootsuite Inc.

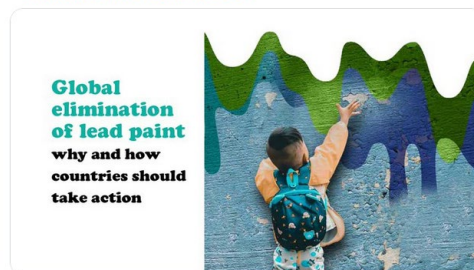
1 Retweet 1 Like

The Global Alliance for Health and Pollution tweeted to advertise two panel discussions (in English and Spanish) to address the global response to prevent lead poisoning.

LEGALLY ELIMINATING LEAD PAINT NOW saves mitigating costs & BRINGS #ECONOMIC BENEFITS. High #legacy paint costs: France (US\$193.8-498.7 mil); USA (US\$1.2-11.0 bil). – WHO & UNEP @KKMPutrajaya #PlsRT #CAPhealth

[consumer.org.my/laws-are-the-m...](https://consumer.org.my/laws-are-the-m...)

@UNEP @WHO @IPEN  
#BanLeadPaint #ILPPW2020



11:29 AM · Oct 31, 2020 · Twitter Web App

The Consumer Association of Penang (Malaysia) tweeted that establishing legally binding control on lead paint would save future costs and bring economic benefits.

They added that manufacturing paints without lead compounds is feasible and has already been achieved in many countries.



# LESSONS LEARNT

The ILPPW 2020 campaign was successful, with 90 events held in 60 countries. The registered activities were facilitated by the provision of customizable campaign materials in various languages, which were widely used in various types of events and by different groups and stakeholders. As seen in some of the examples described in this report, the event organizers showed considerable creativity in order to achieve their intended outcomes. Many events drew attention to the growing body of legislation and regulation in countries to limit the use of lead in paints. Countries participating in the Global Environment Facility project on “Global best practices on emerging policy issues of concern under the SAICM” actively participated in the 2020 ILPPW campaign. They comprised approximately half the countries participating, providing information on their progress in implementing laws to control lead paint.

Social media played an important role in the ILPPW 2020 campaign, particularly in view of the public health and social measures restricting face-to-face activities in many countries because of the COVID-19 pandemic. It is likely that this will also be the case in 2021.

In 2020, some practical obstacles faced by many campaign organizers were weak or intermittent Internet connections during webinars and other online activities. Some organizations used streaming services to broadcast and record their message to overcome these obstacles. Partnership with an institution (e.g. university, media) or an influencer with wide online reach and many followers helped to disseminate information widely.

The central campaign website, hosted by WHO, providing links to newly published data, statistics and tools and guidance from partners in the Lead Paint Alliance, was widely appreciated. The central site for registration provided by the website made all the events visible, adding to the international nature of the event. The information captured on the types of events held and the materials most often used was useful. In coming years, the information collected on events could be further standardized.



ANNEX  
1

# ILPPW THEMES 2013–2020

**2020** —●

To accelerate the global phasing-out of lead paint. Hashtag on social media **#BanLeadPaint, #ILPPW2020.**

●— **2019**

To engage individuals, civil society organizations, industry and governments to work together to ban lead paint. Hashtag on social media **#BanLeadPaint, #ILPPW2019.**

**2018** —●

To help individuals, civil society organizations, industry and governments to work together to ban lead paint. Hashtag on social media **#BanLeadPaint, #ILPPW2018.**

●— **2017**

Lead Free Kids for a Healthy Future, particularly to help individuals, organizations, industry and governments to work together to ban lead from paint. Hashtag on social media **#BanLeadPaint, #ILPPW2017.**

**2016** —●

Lead Free Kids for a Healthy Future, with a focus on banning lead from paint. A campaign resource package was released. Hashtag on social media **#BanLeadPaint, #ILPPW2016.**

●— **2015**

Eliminate lead paint. Get the facts. Take action. Slogan: Lead free kids for a healthy future. Hashtags **#LeadFreeKids, #ILPPW2015, #StopLeadPaint.**

**2014** —●

Eliminating lead in paints. Get the facts. Hashtag **#NoSafeLevel.**

●— **2013**

**Eliminate lead paint. Slogan:** Lead free kids for a healthy future.

# ANNEX 2 CAMPAIGN MATERIALS

A number of types of customizable materials were made available through the ILPPW website. This annex contains some examples of how these materials were used.



#BanLeadPaint

**FACT: LEAD IS TOXIC**

It is harmful to everyone and

**DAMAGES:** BRAIN KIDNEYS LIVER BLOOD REPRODUCTIVE SYSTEM

**Young children** are most vulnerable. Their nervous systems are still developing and they absorb 4-5 times more than adults, which can cause:

- Intellectual disability
- underperforming at school
- behavioural issues

**In adults** lead exposure increases the risk of:

- ischaemic heart disease
- stroke

**In pregnant women** lead exposure damages many organs but also affects:

- the developing foetus

There is no safe level of lead exposure



**LEAD EXPOSURE CAN OCCUR THROUGH...** #BanLeadPaint

**Inhalation** of particles released by industry or recycling

**Ingestion** of contaminated soil or dust from decaying lead paint – particularly when children play on the ground and put toys or fingers in their mouths

**Lead-containing products** such as lead-glazed ceramics and some traditional medicines or cosmetics

**Food or water** contaminated with lead

There is no safe level of lead exposure



## WHO Social Media Toolkit Eighth International Lead Poisoning Prevention Week

25-31 October 2020  
Worldwide

International Lead Poisoning Prevention Week (ILPPW) raises awareness and promotes actions to address the health impacts of lead exposure, especially on children, pregnant women, and workers. During the week, governments, academia, civil society organizations, and industry advance efforts to prevent childhood lead poisoning, and accelerate efforts to phase out the use of lead in paint.

This toolkit provides a set of sample social media messages, which supporters may use from their personal and institutional accounts to distribute and amplify messages.

### Social media resources

**HASHTAGS:**  
#BanLeadPaint #ILPPW2020

**HANDLES:**  
@UNEP @ChemandWaste  
@WHO @EPA @EPAallnations @ToxicsFree

- TOPICS:**
- Dangers of Lead Exposure
  - Economic Costs
  - Lead Paint: Risks and Solutions
  - New Tools to Share and Inform
  - Actions for Government, Industry



**BAN LEAD PAINT**

and Civil Society CAMPAIGN GRAPHICS:

A social media kit provides sample social media messages that supporters may issue from their personal and institutional accounts to amplify messages.

A graphic featuring a colorful, abstract brushstroke in shades of red, orange, yellow, green, and blue, forming a partial circle. Inside the circle, the word "ANNEX" is written in orange, and the number "3" is written in a larger orange font. To the right of the circle, the words "TECHNICAL RESOURCES" are written in a large, bold, blue sans-serif font.

# ANNEX 3 TECHNICAL RESOURCES

The Lead Paint Alliance has developed several resources to help countries regulate and eliminate lead paint. These were promoted during ILPPW.

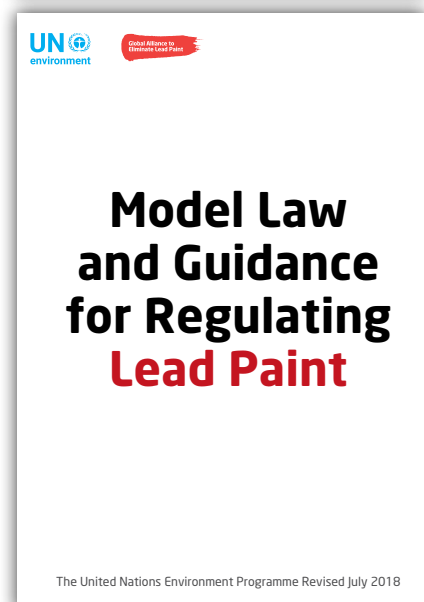
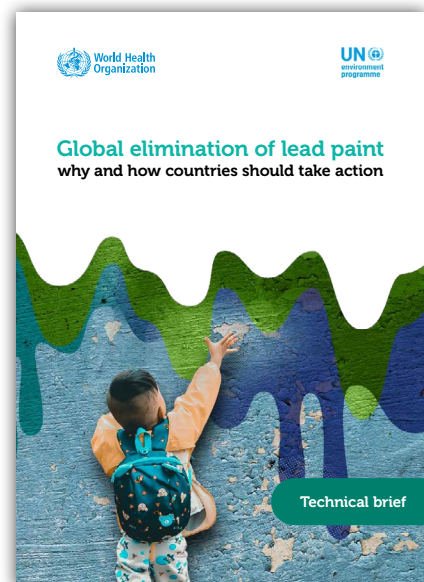
## WHO Global elimination of lead paint: why and how countries should take action – technical brief

This document is intended for officials in government who have a role in regulating lead paint. It provides concise technical information on the rationale and steps required to phase out lead paint. It further presents the health and economic arguments for eliminating lead in paint, explains the recommended 90 ppm limit for lead in paint and outlines the steps in achieving binding controls on lead paint.

The document explains the importance of preventing lead exposure by establishing legally binding controls on the addition of lead to paint. It also describes the support available to countries to take this action. It is available in Arabic, Chinese, English, French, Russian and Spanish and can be downloaded from the [WHO website](#). It is complemented by a [policy brief for the information of policy-makers](#).

## Model law and guidance for regulating lead paint

The model law and guidance for regulating lead paint helps countries to establish new laws or modify existing laws to limit the lead content in paints. It includes model legal language and detailed guidance, with elements of effective, enforceable legal requirements based on the best approaches currently found in lead paint laws around the world. The document is available in Arabic, Chinese, English, French, Russian and Spanish and can be downloaded from the [Lead Paint Alliance website](#).



## Suggested steps for establishing a lead paint law

This fact sheet outlines steps that have been helpful in countries that have adopted laws for 11 countries. The steps are not necessarily sequential or necessary in every country. The fact sheet is available in Chinese, English, French, Spanish and Russian from the UNEP [webpage](#). A companion document on process has been developed, which is available in Arabic, English, French, Russian and Spanish on the SAICM Knowledge Management Platform.



## Update on the global status of legal limits on lead in paint

This annual report on the status of lead paint laws in countries, based on WHO data, is available in English [here](#).

## WHO Global Health Observatory: Regulations and controls on lead paint

This interactive map and database provide information on the status of lead paint laws in countries. It can be used to identify the regulatory controls that apply in neighbouring countries and in important trading partners. It is available in English on the [WHO Global Health Observatory website](#).

Map (mouse over member states to display data)

The map shows the global status of lead paint laws by country. Countries are color-coded: blue for 'Yes', yellow for 'No', and white for 'No data'. A legend on the right side of the map interface shows these color codes.

**Map disclaimer**  
The boundaries and names shown and the designations used on this map do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted and dashed lines on maps represent approximate border lines for which there may not yet be full agreement. The borders of the map provided reflect the current political geographic status as of the date of publication (2021). However, the technical health information is based on data accurate with respect to the year indicated in the table. The disconnect in this arrangement should be noted but no implications regarding political or terminological status should be drawn from this arrangement, as it is purely a function of technical and graphical limitations.

Data sources: World Health Organization/United Nations Environment Programme

**Global view (mouse over to display data)**

The pie chart shows the global view of lead paint laws. The legend indicates: Blue for 'Yes', Yellow for 'No', and White for 'No data'. The chart shows approximately 40% 'Yes', 40% 'No', and 20% 'No data'.

**Legend**

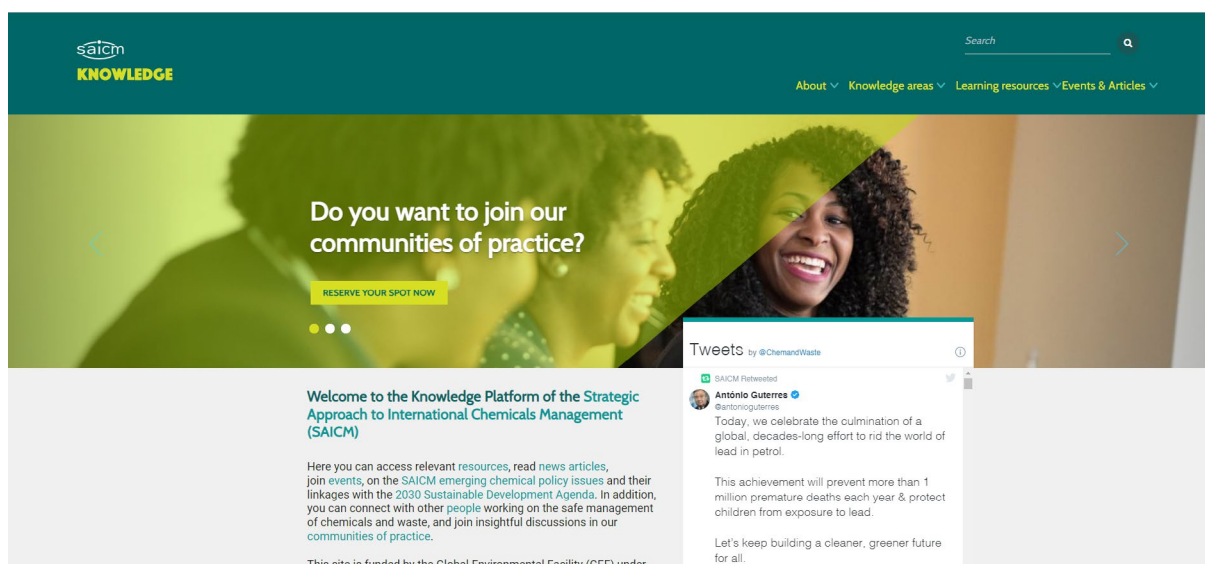
- Yes
- No
- No data

REACH: European Commission Regulation: 1907/2006 on the Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH); 1272/2008 on classification, labelling and packaging of substances and mixtures (CLP); Directive 1999/45/EC on classification, labelling and packaging of dangerous preparations.

The lowest and most protective regulatory limit that has been set in countries for lead in residential and decorative paints is 90 parts per million (ppm) total lead content, based on the weight of the total non-volatile content of the paint or the weight of the dried paint film.

© World Health Organization 2021

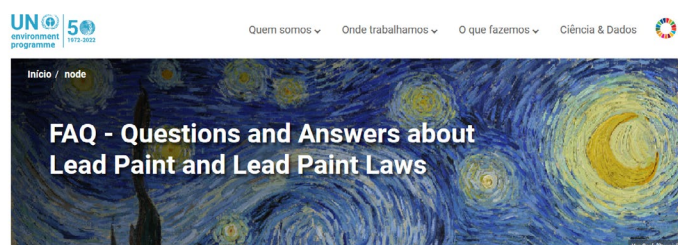
The project “Global Best Practices on Emerging Chemical Policy Issues of Concern” under SAICM is supported by the Global Environment Facility and includes activities on lead in paint and present particular environmental and health challenges for achievement of the 2030 Agenda for Sustainable Development. The aim of the project is to accelerate adoption of national and “value chain” initiatives to address emerging policy issues and focuses on knowledge management, information exchange and strategic planning to concert and coordinate action. The [Knowledge Management Platform](#) is one tool created for this purpose.



For further information on the Lead Paint Alliance, see the [Alliance website](#), which describes the Alliance and its objectives, information on becoming a partner in the Alliance and technical materials on lead paint. Information can also be obtained by sending an email to [lead-cadmiumchemicals@un.org](mailto:lead-cadmiumchemicals@un.org) and [noleadpaint@who.int](mailto:noleadpaint@who.int).

## Questions and answers about lead and lead paint

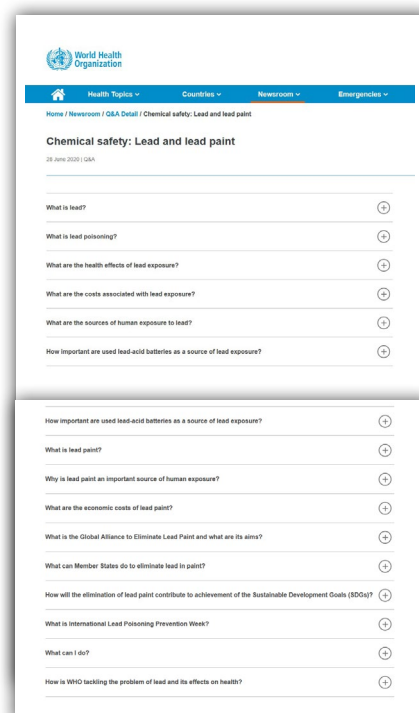
The WHO and UNEP websites provide answers to frequently asked questions about lead paint, such as effects of exposure, why and what action is necessary on lead paint, the role of the Global Alliance to Eliminate Lead Paint and what Member States can do to eliminate lead in paint. The information is available in Arabic, Chinese, English, French, Russian and Spanish.



In the process of developing a law to address lead paint, many stakeholders – including government representatives, industry, and civil society organizations – find that they have questions about specific aspects of this work. To address these questions, the Lead Paint Alliance has developed these Frequently Asked Questions (FAQs) to provide answers on a wide range of relevant topics. The questions are organized by category, to assist you in finding the questions and answers most relevant to you, including [Lead in Paint Basics](#), [About the Lead Paint Alliance](#), [Model Law and Guidance for Regulating Lead Paint](#), [Health, Environmental and Economic Impacts of Lead Exposure](#), [Setting Legal Limits on Lead Content in Paint](#), [Using Non-lead Alternatives in Paint](#), [Addressing Cost of Reformulating Paint](#), [Ensuring Compliance](#), [Timing of Lead Paint Phase-out](#), [Paint Testing and Addressing Disposal of Lead Paint](#). These FAQs are intended to provide guidance supported by available technical information and are reviewed and updated by the Global Alliance to Eliminate Lead Paint as additional relevant information becomes available. Input is always welcome.

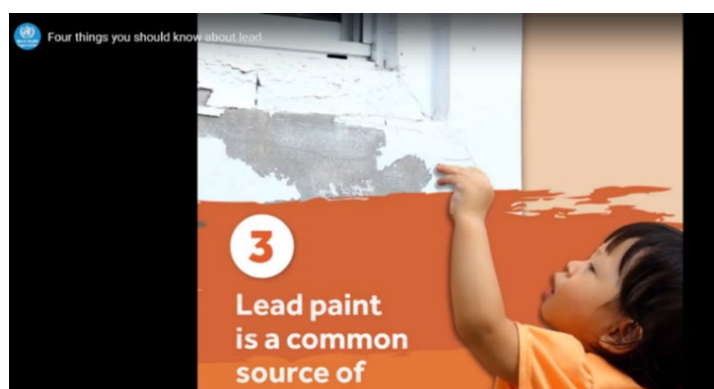
In Chemicals & waste

New message in #





Guidance on advocacy and awareness-raising for organizing a [targeted campaign on lead paint](#) provides information and tools for awareness-raising and advocacy activities, including planning and organizing a campaign, messages and a catalogue of available materials (with links) that countries can use for advocacy and/or awareness-raising.



A [video animation](#) explains why lead, and particularly lead paint, is harmful to children and why countries should stop this source of exposure.



# LIST OF ILLPW 2020 EVENTS

Country	Title of event
Albania	I choose a life without lead
Argentina	Plomo en pinturas: una mirada latinoamericana
Argentina	Prevención de la intoxicación por plomo en la infancia: cómo sospecharla y cómo prevenirla
Argentina	Prevención de la intoxicación por plomo
Armenia	Extending awareness campaign on health hazards of lead in paint to the Aragatsotn, Shirak and Gegharkunik provinces of Armenia
Australia	International Lead Poisoning Prevention Week 2020
Azerbaijan	Consultation of stakeholders to develop a proposal for adoption of legislative act on lead in paints
Bahrain	Introducing lead poisoning to Reem Litile Environmental Leaders Program
Bangladesh	Regulation on ban lead paint 2020
Belarus	International Lead Poisoning Prevention Week of Action in Belarus
Benin	Commemoration of the eighth week of prevention of lead poisoning
Benin	Reduce lead paint in Benin
Brazil	Informative (International Week for the Prevention of Lead Poisoning)
Cameroon	Awareness raising for lead in paint elimination
Colombia	Seguimiento a la implementación de la Ley que regula el uso de plomo en Colombia
Colombia, Ecuador and Peru	Regulatory actions on lead in paints
Colombia, Ecuador and Peru	Lead in times of COVID-19
Colombia, Ecuador and Peru	Alternative pigments to lead in paints
Colombia, Mexico	The challenges in the quantification of lead in paints and coatings
Côte d'Ivoire	Atelier d'information sur les actions stratégiques pour accélérer la réglementation sur les peintures au plomb en Côte d'Ivoire
Democratic Republic of the Congo	Semaine internationale de prévention de l'intoxication par le plomb 2020
Egypt	Public awareness activities to help protection of community members from lead poisoning

Country	Title of event
Egypt	Round-table discussion for planning a scientific public awareness programme
Egypt	Raising awareness about lead poisoning among community members
Egypt	Hazards of lead due to community exposures and the alternatives
Egypt	Implementation of scientific programme for public awareness
France	Webinar "le risque du plomb dans les travaux de rénovation"
France	PEX and initiation to the risks of lead poisoning
Gambia	2020 International Lead Poisoning Prevention Week of Action
Georgia	Take over lead in Georgia!
Georgia	Outreach campaign on lead paint phase out in Georgia
Honduras	Socialization workshop on the paint lead regulation in Honduras
Honduras	Niños libres de plomo, para un futuro saludable- Lead free Children, for a healthy future
Honduras	Infographics contests related to the International Lead Poisoning Prevention Week 2020
India	Elimination of lead paints and preventing lead poisoning in children
India	Awareness campaign and activity for sensitizing lead-related rules among the targeted audience at Coimbatore and Nilgiri districts of Tamil Nadu
India	Lead awareness in government officials, school and college teachers and policemen
India	Programme: Creating chemical safe and sustainable future Theme 1: Women in India demanding lead safe future
Indonesia	Strict regulation and responsible business to protect 22 million Indonesian children
Indonesia	Campaign on school "Lead free zona"
Iran, Islamic Republic of	Preventing lead toxicity for people, environment and wildlife
Iraq	Step to eliminate lead in paint in Iraq
Jamaica	Preventing lead in paint exposure: applicable Interventions
Jordan	Lead Poisoning Prevention Week in Jordan
Jordan	National efforts to ban lead in paint
Kazakhstan	Raising public awareness, especially of women and youth, of dangers of lead in paint
Kenya	Intensified campaigns for the establishment of the East Africa paint standards for elimination of lead in paints
Kenya	General public sensitization and awareness creation banner on established legal limit of lead in paint in Kenya
Lebanon	Ban lead paint
Lebanon	Raising awareness on the health impacts of lead – celebrating The Eighth International Lead Poisoning Prevention Week (ILPPW)
Madagascar	Awareness raising for lead in paint elimination in the elementary school
Malaysia	Outreach to advocate for legislation on lead in paint in Malaysia
Mexico	Webinar: Repainting playground equipment with lead-free paint in Mexico
Mongolia	International Lead Poisoning Prevention Week of action 2020 in Mongolia
Morocco	For mandatory lead content standard in paint
Morocco	Towards no lead in paint in Morocco

Country	Title of event
Nepal	Social, economic and environmental challenges of lead pollutions in Nepal
Nepal	Prevention of lead exposure through effective implementation of lead paint standard in Nepal.
Netherlands	Various social media posts, contributing to awareness
Nigeria	News item on national radio (Radio Nigeria) and television (Nigerian Television Authority)
Nigeria	End lead poisoning in Nigeria
Panama	Discussion on draft lead paint law (updating existing lead paint law)
Pakistan	International Lead Poisoning Prevention Week of action 2020 in Pakistan
Philippines	D-Tox webinar on environmental neurotoxins: impacts of foetal and early childhood exposure
Philippines	Lead-free homes: preventing childhood lead exposure
Philippines	Forging ahead for a lead-safe city: online forum on Davao City lead-safe policy
Republic of Moldova	Family home without lead
Republic of Moldova	International Lead Poisoning Prevention Week of action 2020 in Republic of Moldova
Russian Federation	Lead in paints: for human health and sustainable development
Saint Lucia	Lead in paint study in Saint Lucia and student webinar
Saudi Arabia	International Lead Poisoning Prevention Week
Slovenia	Living with lead
South Africa	International Lead Poisoning Prevention Week 25-31 October: Free lead paint, free children, free disability
Sri Lanka	Lead poisoning and prevention
Switzerland	International Lead Poisoning Prevention Week 2020
Switzerland	Q&As on lead poisoning with Carolyn Vickers, Unit Head, Chemical Safety and Health, WHO
Switzerland	Toward a global response to prevent lead poisoning
Switzerland	Policy brief: Eliminating lead paint: the role of the paint industry
Tajikistan	Round table on development of legislative act on regulation of lead and paints substance use in the Republic of Tajikistan
Tajikistan	International lead paint damage reduction week in Tajikistan
United Republic of Tanzania	Promoting enforcement of lead paint standard in Tanzania
USA	Lead-free homes for happy kids
USA	Lead awareness outreach campaign in EPA region 10
USA	Lead and leadership workshop: public health curriculum about preventing lead poisoning
USA	The mitigation of lead hazards and bio-accessibility from lead-based paint
USA	Drive-up walk-up product testing for lead
USA	Elimination of lead paint and preventing lead poisoning in children
USA	Lead Poisoning Prevention Week virtual roundtable: Lead is still a problem
Viet Nam	Promoting the Viet Nam regulation on lead in paint to be launched and applied!
Zambia	Advocacy to policy makers to designate the lead agency to draft the law



# REGIONAL SUMMARY

## Africa

Eleven countries in this Region participated in 14 events. There was one event each in Cameroon, Côte d'Ivoire, Democratic Republic of the Congo, Gambia, Madagascar, South Africa, United Republic of Tanzania and Zambia. There were two each in Benin, Kenya and Nigeria.

## The Americas

The 23 events in this region were spread over four countries. Brazil, Jamaica, Panama and Saint Lucia. Three civil society groups in Colombia, Ecuador and Peru collaborated to hold similar events in Medellín, Quito and Lima. Three industry associations in Colombia and Mexico shared an event, and another NGO in Colombia held an event in Bogotá. There were three events each in Argentina and Honduras, another event in Mexico and seven in the USA (two in regions of the Environmental Protection Agency).

## The Eastern Mediterranean

In the Eastern Mediterranean, there were 15 events. Bahrain, the Islamic Republic of Iran, Iraq and Saudi Arabia each held one event. There were two each in Jordan, Lebanon and Morocco. Egypt held five events.

## Europe

In Europe, there were 18 events in countries. France, Georgia, the Republic of Moldova and Tajikistan had two each. There were three in Switzerland (including WHO) and one each in Albania, Armenia, Azerbaijan, Belarus, Kazakhstan, Russian Federation and Slovenia.

## South-East Asia

In this Region, there were 11 events, with four in India, two each in Indonesia and Nepal and one each in Bangladesh, Pakistan and Sri Lanka.

## The Western Pacific

The seven events in the Western Pacific area comprised three in the Philippines and one each in Australia, Malaysia, Mongolia and Viet Nam.

