

International Lead Poisoning Prevention Week

A REPORT ON 2013 CAMPAIGN OUTCOMES



LeadFree KIDS

for a Healthy Future



BACKGROUND: The Global Alliance to Eliminate Lead Paint (GAELP) organized the first International Lead Poisoning Prevention Week from 20-26 October 2013 with the intention to raise awareness worldwide about lead poisoning and strengthen actions to eliminate the use of lead in paint. The campaign theme was “Lead-Free Kids for a Healthy Future”.

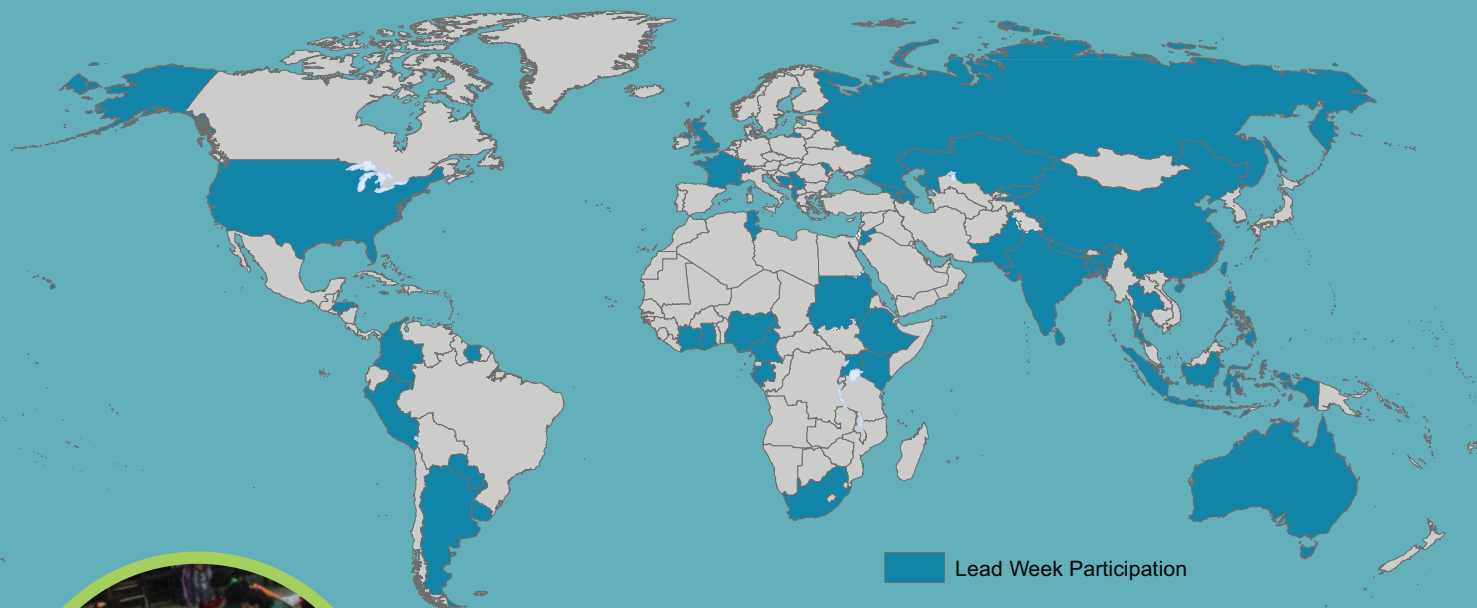
Supported by partners in the Global Alliance, including US Environmental Protection Agency (EPA), US Centers for Disease Control and Prevention (CDC), World Health Organization (WHO) Headquarters and its Regional Offices, United Nations Environment Programme (UNEP), IPEN, and the International Pediatrics Association, successful events were held in more than 40 countries. WHO gratefully acknowledges financial support for the campaign from the German Ministry of the Environment, Nature Conservation, Building and Nuclear Safety. Join in the next campaign, to take place 19-25 October 2014.

Lead poisoning is entirely preventable / Lead exposure is a leading environmental health concern for children globally

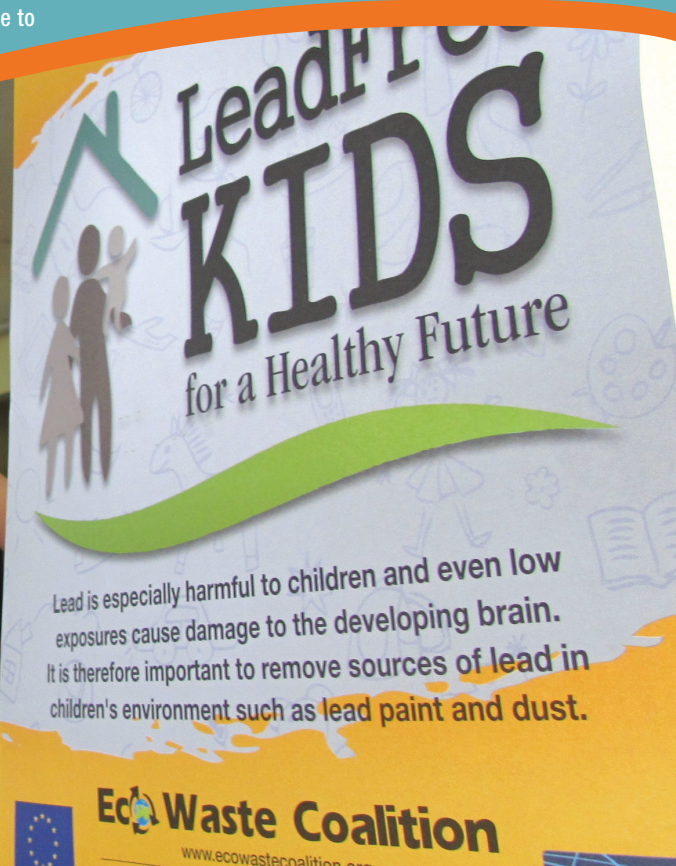
44
Countries

100
Cities

Location of 2013 International Lead Poisoning Prevention Week Activities



Left: Children participate in an Art Contest in Bangladesh; Above: Graffiti Art was used to promote the week in Kenya; Below: Participants use Dance to raise awareness in the Philippines

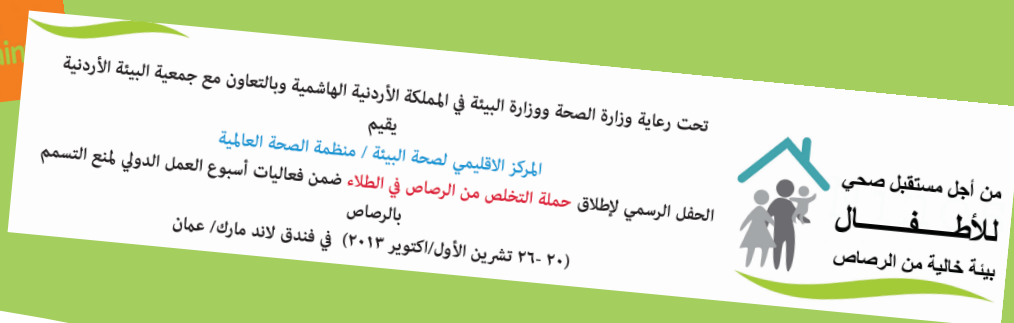




Above: A customized Poster from the Country of Georgia; Right: Campaign material from Jordan created in Arabic

Events Included:

- Art Contests
- Press Releases
- National and International Report Releases
- Awareness Raising
- National and Regional Multisectoral Meetings
- Social Media Campaigns
- Blood Lead Testing
- Health Fairs
- 5K walk
- Governmental Declarations
- Classroom Education
- Human Chain/Demonstrations



Declaring Jordan to Be Lead Free

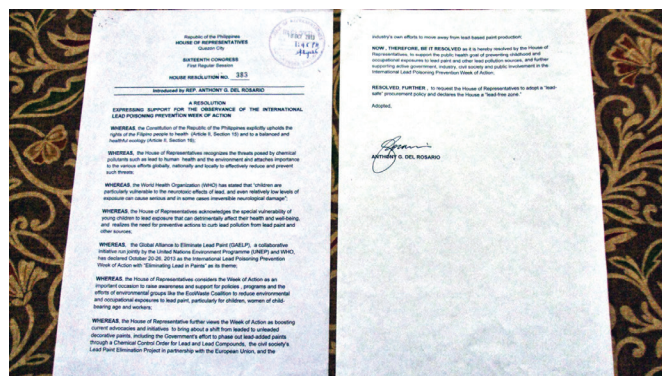
Lead Poisoning Prevention week in Jordan began with a presentation by the Honorable Minister of the Environment pledging the elimination of lead from paint in Jordan.

Events held throughout the week crossed the country and included:

- T-shirt campaigns
- Flyer distribution
- Student lead awareness campaigns
- Social Media campaigns

National Resolutions in the Philippines

Representative Anthony del Rosario and Senator Miriam Defensor, introduced resolutions to the Congress of the Philippines, expressing their support for International Lead Poisoning Prevention Week and declaring congress a 'Lead-Safe Zone'.



Lead in Enamel Decorative Paints Report Release

A joint study, sponsored by IPEN and UNEP, released during the week, highlighted findings from paint tested in nine developing countries worldwide: Argentina, Azerbaijan, Chile, Côte d'Ivoire, Ethiopia, Ghana, Kyrgyzstan, Tunisia, and Uruguay. Findings indicate that paints in 7 countries would not meet regulatory standards of industrialized countries and that lead levels are often dangerously high. The exceptions were Chile and Uruguay which have recently implemented restrictions on lead in paint. In conjunction with the report release, many participating NGOs hosted meetings and highlighted country-specific findings in media reports.



Spreading the Message in the Americas



Customized Spanish Flyers from Argentina and Peru

The Pan-American Health Organization (PAHO), the WHO Regional Office for the Americas, held a Webinar on 23 October, broadcast in English and Spanish to highlight the efforts of North and South American countries and partners to prevent childhood lead poisoning and encourage the adoption of new measures to remove lead paint. Speakers included PAHO professionals, university researchers and representatives from PAHO Member States.



Preventing Exposure in Workers: South Africa

Hosted by the Department of Labour of the Republic of South Africa, the South African Lead Poisoning Prevention Awareness Workshop took place on 24 October in Pretoria, South Africa. The workshop focused on reducing exposures to lead in the workplace and in 'informal industries' based in homes. Speakers discussed the health effects of lead, common locations to find lead and current regulations in South Africa regarding lead levels. Audience members included other government departments and stakeholders.



Far Left: Awareness Materials from Nepal; Left: Materials from WHO; Above: Campaign Materials from the USA



GAELP is a voluntary collaborative initiative working to focus and catalyze the efforts of a diverse range of stakeholders to achieve international goals to prevent children's exposure to lead from paint and to minimize occupational exposures to lead paint. To date, more than 30 countries worldwide have phased out the use of lead in paint. The Global Alliance goal is to see 70 countries phase out lead by 2015. The Global Alliance is a joint undertaking of UNEP and WHO.

The Global Alliance is focusing initially on efforts to eliminate exposures to the most vulnerable populations through the involvement of governments, industry and stakeholders. The International Lead Poisoning Prevention Week was aimed at addressing the lack of awareness of this issue. During the campaign week, GAELP aimed to raise awareness about lead poisoning by 1) Highlighting countries and partners' efforts to prevent childhood lead poisoning; and 2) Urging further action to eliminate lead paint.



For more information on International Lead Poisoning Prevention Week, please visit:

http://www.who.int/ipcs/lead_campaign/en/index.html

<http://www.unep.org/hazardoussubstances/LeadCadmium/PrioritiesforAction/LeadPaints/FocalAreasofWork/GAELP/tabid/106381/Default.aspx>

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