



International Lead Poisoning Prevention Week 2014

BACKGROUND: The Global Alliance to Eliminate Lead Paint organized the second International Lead Poisoning Prevention Week from 19-25 October 2014 with the goal of raising awareness worldwide about lead poisoning and encouraging action to eliminate the use of lead in paint.

Awareness-raising events were hosted in more than 60 cities and 36 countries in conjunction with a global social media campaign. Activities held during the week included educational sessions, creation of awareness materials, presentations and speeches, art competitions, and media outreach. Activities and events were supported by several partners in the Lead Paint Alliance, including: US Environmental Protection Agency (EPA), US Centers for Disease Control and Prevention (CDC), United Nations Environment Programme (UNEP), WHO Headquarters and Regional Offices, IPEN, and the International Pediatrics Association. Funding from the Swiss Federal Office for the Environment to WHO for the global campaign is gratefully acknowledged.

Join the next campaign, which will take place 25-31 October 2015.



Social Media Beyond Borders

During International Lead Poisoning Prevention Week, Social Media and websites were used to share messages to viewers around the globe. Messages were shared by government agencies, Ministries of Health, organizations and individuals.

A series of YouTube videos, created by the Ministry of Health in Uruguay, highlighted the risk of lead exposure from recycling cables and wires, lead in contaminated soil and the dangers of childhood lead exposure. A website was created by a network of organizations and agencies to raise awareness of the issues specific to Uruguay.

Multimedia, including sharable photos, radio clips and graphics, helped spread the message.

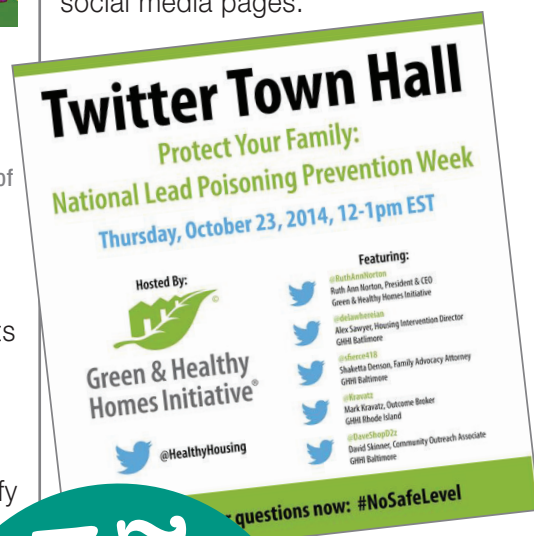
In the United States, an interactive 'Twitter Town Hall' session allowed Twitter users from around the



YouTube videos produced in Uruguay (Top) and Thailand (Bottom) were used to reach broad audiences during and after the week. Photos courtesy: Ministerio de Salud Pública, Uruguay and Queen Sirikit National Institute of Child Health, Thailand

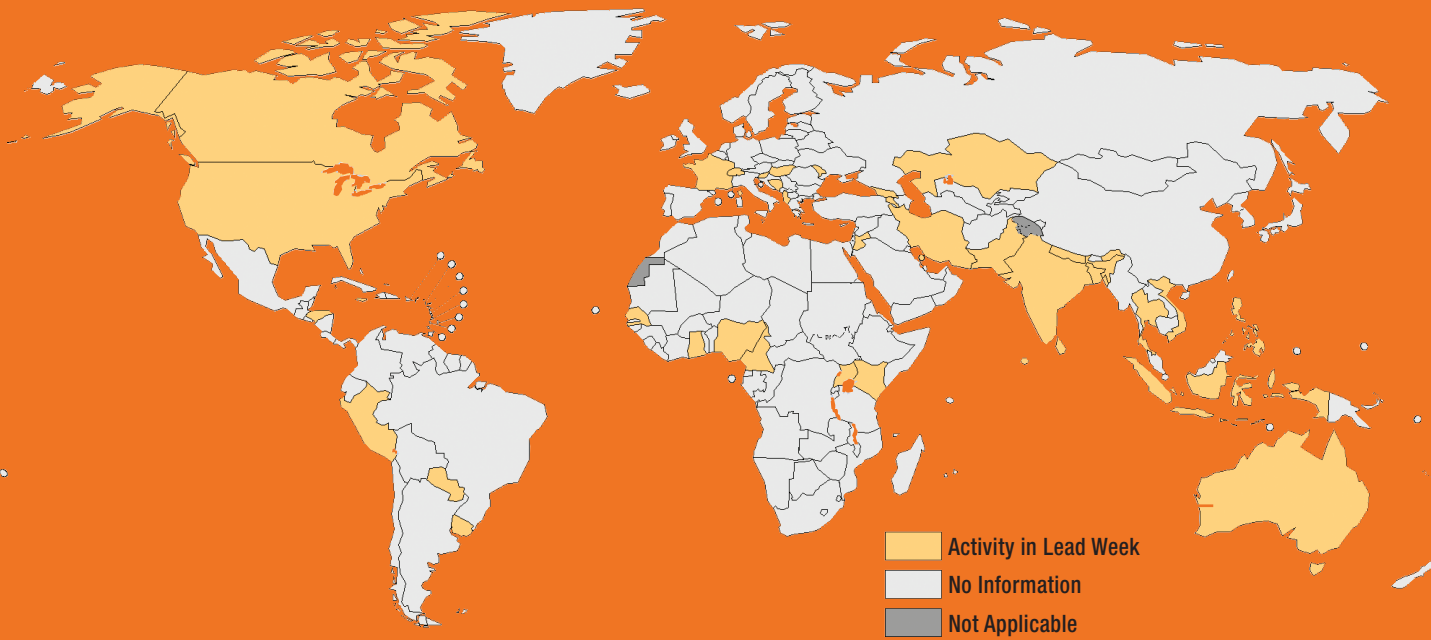
world to submit questions and receive answers by tagging tweets with '#NoSafeLevel.' Information on organizations working to raise awareness, facts about lead poisoning, and methods to identify lead paint were shared in the online discussion.

The Facebook page for the WHO Regional Office for South-East Asia (SEARO) received more than 43,000 views, and WHO SEARO webpages containing lead poisoning prevention information were visited by nearly 30,000 viewers. Popular items such as a series of YouTube videos were used at many events and shared on personal and organizational social media pages.



37 Countries
60 Cities

Location of 2014 International Lead Poisoning Prevention Week Activities



Activity in Lead Week
No Information
Not Applicable

Education and Research

Throughout International Lead Poisoning Prevention Week, educational events taught children, parents, educators and healthcare providers, as well as workers with high exposures, about the health impacts of lead.

Presenters in the Republic of Moldova spoke to students at the National Civil Engineering College regarding risks that lead poses to health and shared strategies to reduce exposure in building and construction.

In Hungary, the National Institute of Environmental Health organized a workshop and roundtable discussion about the sources, monitoring and health effects of lead exposure with the participation of policy makers and NGOs.

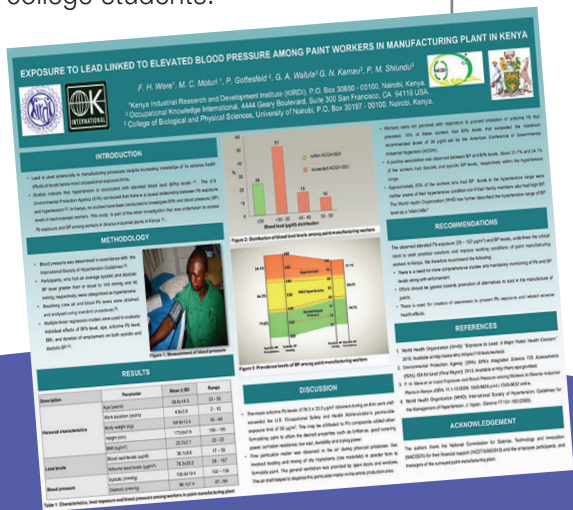
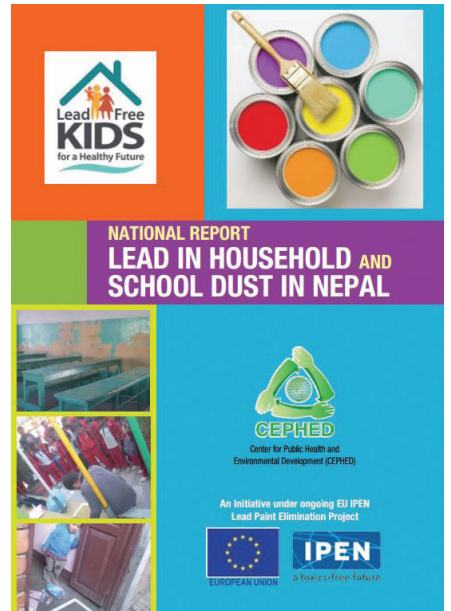
Educational events throughout India reached school children at public and private schools as well as the public, police officers and college students.



Following awareness sessions, proposals for further research and internships were developed in an effort to better understand lead exposures in India.

An educational event in Kenya was jointly organized by researchers and representatives of local paint manufacturers to share results of recently published studies of lead in Kenya and updates on progress in eliminating lead from paint sold in Kenya.

A report released in Nepal noted high levels of lead in schools.



Childhood lead exposure can impact IQ in ways that may be irreversible.

Lead Poisoning Facts

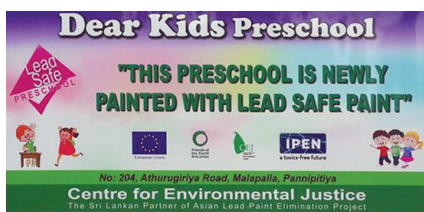
- Every year 600,000 new cases of children with intellectual disabilities can be attributed to lead exposure.
- 99% of children affected by high exposure to lead live in low- and middle-income countries.
- Lead poisoning can affect virtually every organ system in the body, including the nervous system.
- Reducing lead exposure benefits people's health and the economy.
- Lead in paint is one of the largest sources of exposure to lead. Lead based paint can remain a source of lead exposure and lead poisoning for many years after the paint has been applied to surfaces.

(Top Left) Speakers posed at an awareness session in India. (Top Right) A report released in Nepal noted high levels of lead in schools. (Above) An infographic about the health risk of lead water pipes was created in Hungary. (Left) Lead exposure research from Kenya was shared in a poster. Photos Courtesy: National Institute of Environmental Health, Hungary; National Referral Centre for Lead Projects in India; Kenya Industrial Research and Development Institute

Leading by Example

Events in many countries moved beyond presentations by organizing participants to begin taking action.

In Sri Lanka, parents, educators, and community members gathered to repaint a playground with lead-safe paint, making the location the first preschool in Sri Lanka to be declared lead safe. In addition, students participated in a drama to celebrate the day.



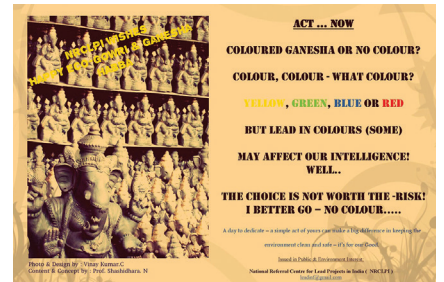
Event organizers in India and Nepal arranged for blood lead testing during International Lead Poisoning Prevention Week.

Workers exposed to lead-based paint and young children received testing and information on how to avoid lead exposure and health effects. In addition, the organizers were able to gather exposure information for future study.

Flyers in India not only explained the hazard posed by lead, but also shared examples of common items that contain lead and encouraged alternative choices, such as unpainted figurines.

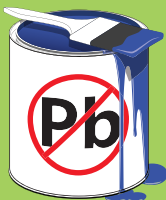
The poisons centre in Dakar, Senegal, together with the Ministry of Health, AFRICACLEAN and WHO organized a briefing to

stakeholders and the press on the issue of lead in paint. The group agreed on an action plan to eliminate lead paint in Senegal, starting with establishing a national committee to work on this issue.



(Top and Left) Parents and Students in Sri Lanka celebrated the creation of a lead safe playground. (Bottom) Flyers encouraged the purchase of lead free items from India. Photos Courtesy: Centre for Environmental Justice, Sri Lanka and National Referral Centre for Lead Projects in India.

Lead poisoning kills more than 140,000 people each year.



GLOBAL ALLIANCE TO ELIMINATE LEAD PAINT

The Global Alliance to Eliminate Lead Paint (Lead Paint Alliance) is a voluntary collaborative initiative working to focus and catalyze the efforts of a diverse range of stakeholders on achieving international goals to prevent children's exposure to lead from paint and to minimize occupational exposures to lead paint. The Alliance is convened under the auspices of UNEP and WHO.

The Lead Paint Alliance is focusing initially on efforts to eliminate lead exposures to the most vulnerable populations through the involvement of governments, industry and stakeholders. The ultimate goal is to phase out the manufacture and sale of paints containing lead and eventually to eliminate the risks from such paint. The International Lead Poisoning Prevention Week of Action was established by the Lead Paint Alliance to raise awareness of this issue, to highlight countries' and partners' efforts to prevent childhood lead poisoning, and to urge further action to eliminate lead paint.



World Health Organization



UNEP



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

www.who.int/ipcs/lead_campaign/en/index.html
www.unep.org/noleadpaint

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