



CASE STATEMENT

GLOBAL ELIMINATION OF LEAD PAINT



Lead Paint is the World's Most Widespread Source of Lead Poisoning

More than **nine million young children**, mostly in low and middle-income countries, suffer intellectual disabilities caused by lead exposure.

No level of lead exposure is safe for children. Still, lead paints remain on the market in most of the world's countries despite nearly all highly industrial countries having banned lead paints for home and school use decades ago.

We believe all manufacture, sale and use of lead paint, everywhere, can be eliminated by 2030 if the necessary funding can be found.

IPEN is seeking resources to scale up this campaign to take advantage of the global momentum now building for lead paint elimination.

Why IPEN?

IPEN has been responding to this challenge for more than ten years by successfully running campaigns in countries in all regions of the world to end the manufacture, sale and use of lead paint.

IPEN is a global network of public health and environmental organizations with a proven strategy that has already resulted in lead paint regulatory controls in 20 countries, including strong controls on the lead content of paints in India, Philippines, Thailand, Nepal, Cameroon, Kenya, and Ethiopia.

Lead Exposure Robs School-Age Children of Their Intellectual Potential

Lead interferes with brain development in young children. When paint wears and flakes, its lead content contaminates household dust and soil and children ingest it. Or they eat the sweet-tasting paint chips. This causes intellectual deficiencies and a range of anti-social behaviors.

The health effects of lead poisoning in children are lifelong and irreversible. And when lead-related intellectual deficits are widespread in a society, this depresses its economy. A study in a prestigious, U.S. National Institute of Health journal **estimated economic**

losses attributable to childhood lead exposure in all low- and middle-income countries to be \$977 billion per year.

The United States banned lead paint for domestic use in 1978. Most highly industrialized countries soon followed. However, once lead paint is present in homes and schools, lead poisoning of children may continue for at least another half century and often longer.

Most countries in the world never banned lead paints and more than nine million children under 10 years of age suffer intellectual disabilities caused by lead poisoning.





Ban Lead Paint in All Countries

The solution is to end, everywhere, the manufacture, sale, and use of paints that contain added lead.

Effective alternatives to leaded ingredients are widely available, have been in use for decades, and are cost competitive.

IPEN has been campaigning to ban lead paint since 2007. In 2010, in response to an IPEN initiative, the World Health Organization and the United Nations Environment Programme established a global partnership to eliminate lead paint. Within this partnership, IPEN is the leading representative of global civil society.

IPEN and its national NGO partners have developed a proven methodology to create market pressure on paint companies and achieve strong national regulatory controls on the lead content of paints. As a result, we have seen major market shifts in the last ten years.

- The world's two largest paint producers have announced commitments to remove lead from all their paint products;
- Most major paint producers in Asia and Africa have begun eliminating lead from their paint products;
- The paint industry's international trade association now recommends the adoption of strong regulatory controls on lead paint by all countries;
- Non-leaded, alternative paint ingredients have become more easily available to small paint manufacturers;
- Paint products from major producers in the Philippines, Sri Lanka, and Bangladesh are now been certified Lead Safe Paint® through the world's first independent, third-party, paint certification program, which was developed by IPEN.

Country Campaigns in 50 Countries Will Achieve a Tipping Point

More than 140 countries still need new or strengthened regulatory controls to protect the children in their countries from lead paint. Support now for 50 national lead paint elimination campaigns in strategic countries would build on existing momentum and set the stage to virtually eliminate lead paint globally.

A country campaign costs on average about \$50,000 per year. For countries just starting campaigns, a 5-year commitment – \$250,000 – should be adequate for national elimination of lead in paint. In the 14 countries where IPEN has already launched campaigns, an additional 3-year commitment – \$150,000 – should be enough to eliminate lead paint. To reach a tipping point in the

global elimination of lead paint, IPEN has prioritized some targeted countries including: Mexico; Nigeria; China; Indonesia and the Russian Federation. When lead paint is eliminated from enough countries in all regions of the world, neighboring countries will likely also adopt regulatory controls and supply chains for leaded paint ingredients will diminish.

With a total commitment of \$2.5 million annually for five years – \$12.5 million total – IPEN believes we can achieve lead paint regulatory controls in enough countries to reach a tipping point. After that, less-costly compliance monitoring and international supply chain interventions may still be needed for a time. But

this should be adequate to bring about a full solution to a major public health problem by the year 2030, and hopefully earlier.



A Simple, 5-Step Program Has Proven Successful in 20 Countries

1

Verify and publicize the problem.

IPEN enables NGOs to conduct studies of the lead content of paints sold for home use in their countries. The NGOs use the studies - which almost always find that paint brands sold on national markets have high lead content - to publicize that there is a national lead paint problem. They do this using media outreach and also through public and private meetings with government officials, paint industry representative, health officials, and others.

2

Motivate paint manufacturers to change.

Brand image is critical for selling paint. Public awareness campaigns on lead in paint generally capture the attention of paint companies and make them willing to enter into dialogue about elimination with IPEN partner organizations. Once larger companies commit to making the change, they usually are willing to support national regulatory controls that create a level playing field for the whole industry. Special outreach efforts are made to small enterprises that may need help in cost-effectively reformulating their paints. IPEN additionally promotes independent, voluntary third-party, Lead Safe Paint® certification and labeling, which helps manufacturers market their products, especially in countries that lack a history of strong regulatory compliance.

3

Engage lead paint elimination champions as advocates.

IPEN and its partners engage prominent stakeholders in a public dialogue about the hazards of lead paint and the need for national lead paint regulation. They encourage engagement by national health professionals, educators, parents, consumer advocates and others in the demand for national regulatory controls.

4

Create political will.

An international lead paint elimination partnership led by the World Health Organization and the United Nations Environment Programme encourages officials in national Health and Environmental Ministries to consider lead paint elimination regulation. As the civil society representative in that partnership, IPEN encourages government representatives to bring together industry and civil society to discuss potential regulatory controls. Throughout the 3 to 4 years it normally takes to put regulation in place, IPEN's NGO partners keep the issue in the public eye, using media and public events.



5

Adopt and enforce a regulatory framework.

IPEN and its partners seek regulatory controls that establish an upper limit of 90 parts per million (ppm) on the total lead content of all paints manufactured, imported, exported, sold and/or used in a country (as recommended by the UN Environment Programme). In countries where regulations to eliminate lead paint have been adopted, IPEN and its NGO partners conduct follow-up and random testing of paints in order to monitor and promote full compliance.

New Regulations Since 2009 in which IPEN/ IPEN NGOs played a significant role

Argentina	Kenya	Sri Lanka
Bangladesh	Mexico	Tanzania
Brazil, Burundi	Nepal	Thailand
Cameroon	Paraguay	Uganda
Ethiopia	Philippines	Uruguay
India	Rwanda	
Jordan	South Africa	

Countries where we expect new or strengthened regulation in the next 2-3 years

Brazil	Malaysia	Tunisia
Colombia	Mexico	Uganda
Indonesia	Moldova	Ukraine
Jamaica	Nigeria	Vietnam
Kazakhstan	South Africa	Zambia

Lead Paint Elimination in Two Countries

Much of the paint produced in the world is produced locally or regionally, and no effective, international mechanism exists to control the production of highly hazardous paint. Therefore, banning lead in paint must be won nation by nation.

After ten years of working on this issue, IPEN has learned that successful national efforts to ban lead paint follow a common pattern. First a study or series of studies is needed to demonstrate that local paints have a high lead content. Media coverage of these studies helps to create initial public awareness. Public education events with parents, health officials, children, teachers, and others increase awareness and generates additional media coverage.

Paint companies, sensitive to their public image, come to the table to discuss the issue, and, ultimately, larger companies with more resources make the decision to eliminate lead in their paint products. They then use their influence to seek regulation in order to create a level playing field, and not be undercut by smaller producers in price sensitive markets. Seeing that the public, industry and the media are all supportive of lead paint bans, government officials begin crafting standards and legislation.

Philippines

40% of the paints manufactured for use in people's homes collected by IPEN's partner, EcoWaste Coalition, had dangerously high lead content - greater than 10,000 ppm. To build awareness of the impact this could have on millions of school-age Filipino children, EcoWaste organized more than 100 public events; blitzed the media, and won public support from prominent national health organizations. In recognition of the importance of this effort, the Philippine national paint industry agreed to support EcoWaste's call for national regulatory controls on lead in paint.



In December 2013, the Philippine government followed suit and announced a Chemical Control Order, establishing a legal maximum of 90 ppm for lead in all paint - the first country in Asia to do so and one

of the strictest regulations in the world. The national paint industry also joined with EcoWaste and IPEN to develop a voluntary, third-party program to independently certify that paints contain less than 90 ppm of lead.

In July 2016, the two leading Philippine paint companies and their products were certified Lead Safe Paint®, and by January 2017, 85% of the national paint market was certified as being Lead-Safe Paint®. Philippine schools now require use of certified paint, protecting millions of Filipino children from lead exposure. In recognition of these successes, Manny Calanzo - former co-chair of IPEN and president of EcoWaste, was awarded the Goldman Environmental Prize, the most prestigious award for grassroots environmentalists.

Ethiopia

Lead in paint was an unknown issue in Ethiopia until a 2012 study, conducted by IPEN's partner organization, Pesticide Action Nexus of Ethiopia, demonstrated that one-third of household paints sold on the market had dangerously high lead levels - above 10,000 ppm.

A follow-up study two years later, which verified these initial findings, moved one of the country's largest paint company owners to confess that his own company's paints were toxic and that he had personally provided other national paint manufacturers with their recipes for how to make paint, all containing lead. He subsequently became a national spokesperson for lead paint elimination.

As in many low-income countries, the Ethiopian news media did not want to be seen as criticizing their government and was reluctant to cover the issue. To solve this problem, PAN Ethiopia brought together supportive government officials, paint industry representatives and high-level national media officials to discuss the issue. Seeing government support provided the green light media needed, and they began actively covering the issue. Soon, paint manufacturers began removing the lead from their products. The Environment Ministry drafted a strict law to ban lead paint - which was finally adopted by the Ethiopia Council of Ministers in July 2018.



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