

SOCIAL MEDIA TOOLKIT 2022

TENTH INTERNATIONAL LEAD POISONING PREVENTION WEEK

23-29 October 2022

2022 marks the 10th year of the International Lead Poisoning Prevention Week (ILPPW). This campaign focuses on raising awareness and building momentum to address the health and environmental impacts of exposure to lead – with a special emphasis on how lead affects children, pregnant women, and workers.

Throughout the week-long campaign, WHO works with international organizations, governments, academia, civil society, and industry to accelerate efforts to raise awareness about the health effects of lead exposure and prevent lead poisoning. A key focus of the campaign is on phasing out the use of lead in paint and other products where it can be replaced or removed. The elimination of lead from petrol is a great example of such an action which has brought huge health benefits.

This toolkit provides customizable social media posts, graphics, and other tools to enable interested parties to support and share campaign messages.

This toolkit is accompanied by an interactive [social media builder](#) that enables [images](#) to be added to selected [tweets](#) about involvement in the International Lead Poisoning Prevention Week of action.

The WHO has additionally published a resource list which contains key information available from WHO of relevance to ILPPW.

[Link to Campaign Website](#)

SOCIAL MEDIA RESOURCES

HASHTAGS

The following hashtags are suggested to be used in social media posts to participate in the larger conversation and maximize engagement in the international campaign.

#BANLEADPAINT #ILPPW2022
#LEADPOISONING

HANDLES TO TAG

- @WHO** Official Twitter account for the World Health Organization
- @UNEP** Official Twitter account for the United Nations Environment Programme
- @EPA** Official Twitter account for the U.S. Environmental Protection Agency
- @EPAAllNations** Twitter account for U.S. Environmental Protection Agency's Office of International and Tribal Affairs
- @ChemandWaste** Official Twitter account for the Strategic Approach to International Chemicals Management. (SAICM) Secretariat, hosted by UNEP
- @ToxicsFree** Official Twitter account for International Pollutants Elimination Network (IPEN)

GRAPHIC ASSETS

BAN LEAD PAINT GRAPHIC



Available in 6 languages (English, Spanish, Russian, French, Chinese, and Arabic)

[Download here](#)

10-YEAR ANNIVERSARY GRAPHICS



Available in 6 languages (English, Spanish, Russian, French, Chinese, and Arabic)

[Download here](#)

POSTER



Available in 6 languages (English, Spanish, Russian, French, Chinese, and Arabic)

Customizable local event organizers logos

[Download here](#)

HORIZONTAL BANNERS



Available in 6 languages (English, Spanish, Russian, French, Chinese, and Arabic)

[Download here](#)

OTHER GRAPHIC ASSETS

A range of additional graphic assets are available to help promote the campaign, including the following:

Social Media



Flyers



Social Media Tiles



TWITTER POSTS

KEY MESSAGES

For International Lead Poisoning Prevention Week 2022, our focus is on the following topics. These topics highlighted are to help raise awareness of the campaign, while educating the global population about the risks, inform them how to join the action, and take substantial steps to eliminate lead paint.



Learn the risks



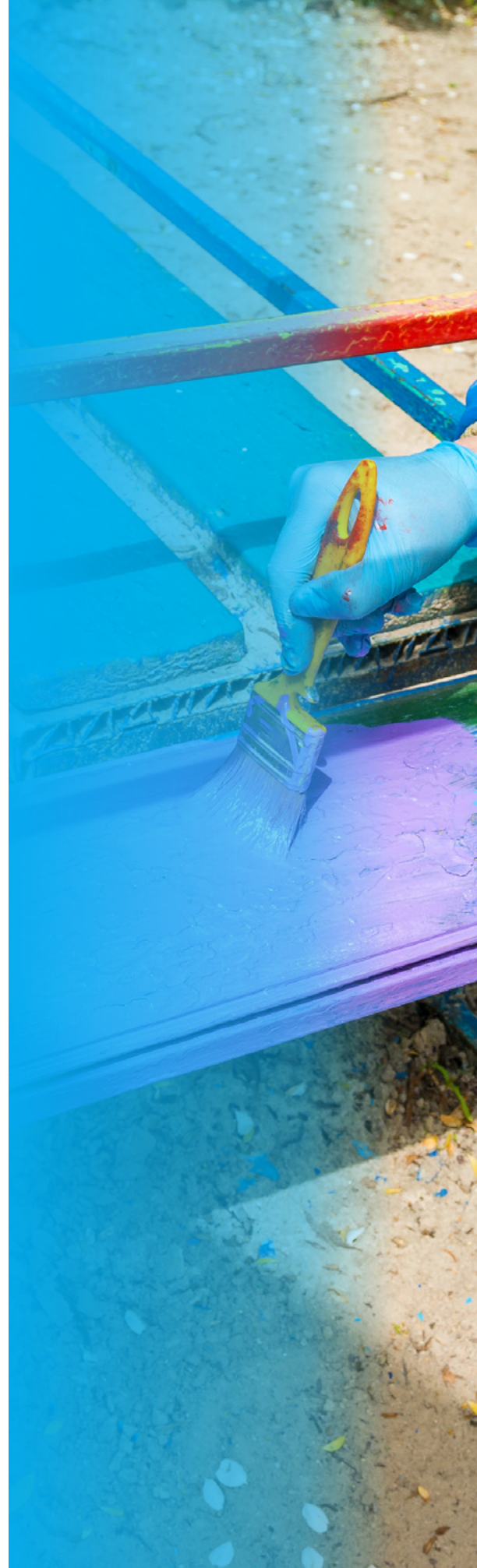
Join the action



Eliminate lead paint

EXAMPLE TWEETS

Example tweets are provided for each key message on the following pages.



LEARN THE RISKS

- ✓ No level of lead exposure is considered safe for children. Lead can be found in many sources around the home and in the informal and home-based industries. Join us at **#ILPPW2022** to find out more about **#LeadPoisoning**. More info: <https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2022>. **#BanLeadPaint**
- ✓ **DID YOU KNOW?** Many of the effects of lead on the nervous system last a lifetime and include aggression, irritability, difficulty learning, and reduced IQ. **#LeadPoisoning #ILPPW2022 #BanLeadPaint**
- ✓ **DID YOU KNOW?** Early signs and symptoms of **#LeadPoisoning** in children are often overlooked and non-specific. Join the **@WHO** to increase awareness for **#ILPPW2022 #DYK**. More info: <https://www.who.int/publications/item/9789240037045> **#BanLeadPaint**
- ✓ Lead exposure from lead-acid batteries and electronic waste processing is a growing concern particularly in developing countries **#LeadPoisoning #BanLeadPaint #ILPPW2022**
- ✓ Releases of lead into the environment contaminates our air, water and soil which causes widespread exposure to people. **#LeadPoisoning #BanLeadPaint #ILPPW2022**
- ✓ **DID YOU KNOW?** Certain cosmetics, glazes, water pipes, taps and paint can raise the risk of **#LeadPoisoning** Learn more at: <https://www.who.int/teams/environment-climate-change-and-health/chemical-safety-and-health/health-impacts/chemicals/lead> **#BanLeadPaint #ILPPW2022 #DYK**



JOIN THE ACTION

- ✓ This week is International Lead Poisoning Prevention Week, **#ILPPW2022** Join us in saying NO to **#LeadPoisoning** around the world. Learn more about this campaign: <https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2022> **#BanLeadPaint**
- ✓ We are saying no to **#LeadPoisoning**. Join the **@WHO** by taking action to create a world where adults and children are no longer suffering from the effects of lead exposure <https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2022> **#BanLeadPaint #ILPPW2022**
- ✓ Look who is participating in this year's tenth annual **#ILPPW2022**. We are! View all active campaigns at <https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2022/list-of-registered-events> **#BanLeadPaint #LeadPoisoning**
- ✓ Say no to **#LeadPoisoning!** Children and adults continue to suffer following exposure to lead. This **#ILPPW2022** raise awareness with your policy makers for stronger action and leadership. Learn more <https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2022> **#BanLeadPaint**



JOIN THE ACTION

- ✓ The health sector is a vital part of efforts to reduce **#LeadPoisoning**. Improving capacities to diagnose, monitor and prevent toxic exposure, are key. Join the action: <https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2022> **#BanLeadPaint #LeadPoisoning #ILPPW2022 #DYK**
- ✓ **DID YOU KNOW?** Lead is one of the top 10 chemicals of major public health concern, stronger action is needed to prevent harm to health. Discover how you can support International Lead Poisoning Prevention Week at <https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2022> **#BanLeadPaint #LeadPoisoning #DYK**

ELIMINATE LEAD PAINT

- ✓ 2022 marks the 10th year of ILPPW – a collective campaign to eliminate **#LeadPoisoning**. The @WHO is working with partners to amplify the message to eliminate exposure to lead and **#BanLeadPaint**. More info: <https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2022> **#ILPPW2022**
- ✓ Let's repeat the success of the Partnership for Clean Fuels and Vehicles in phasing out lead from petrol with **#BanLeadPaint**. Learn more: <https://www.unep.org/explore-topics/chemicals-waste/what-we-do/emerging-issues/global-alliance-eliminate-lead-paint> **#ILPPW2022**
- ✓ In a recent project @theGEF supported more than 40 countries in working to develop laws that restrict lead paint. Tools and case studies to help others replicate results are available at: www.saicmknowledge.org/program/lead-paint **#BanLeadPaint #LeadPoisoning #ILPPW2022**
- ✓ Does your country have a law to **#BanLeadPaint**? Check out the @WHO map of Legally Binding Controls on Lead Paint to see all countries with laws: <https://www.who.int/data/gho/data/themes/topics/indicator-groups/legally-binding-controls-on-lead-paint/> **#LeadPoisoning #ILPPW2022**
- ✓ To **#BanLeadPaint** for **#ILPPW2022**, governments without legal limits should establish and implement limits, building on the guidance from the Global Alliance to Eliminate Lead Paint: <https://www.unep.org/resources/publication/model-law-and-guidance-regulating-lead-paint> **#LeadPoisoning**
- ✓ To **#BanLeadPaint** for **#ILPPW2022**, governments are taking action! More than 80 governments have already introduced lead paint laws, building on this Model Law: <https://www.unenvironment.org/resources/publication/model-law-and-guidance-regulating-lead-paint> **#LeadPoisoning**



SOCIAL MEDIA TILES

FACEBOOK, TWITTER, LINKEDIN

The following social media tiles are available to accompany social media posts. Tiles differ in size depending on the social media platform to be used. More graphic materials for the campaign are available at : <https://who.canto.global/v/ILPPW2022/landing?viewIndex=0>




SOCIAL MEDIA TILES

INSTAGRAM



SOCIAL MEDIA POST BUILDER

To help your social media activity we are providing access to a Social Media Post Builder to help you create a post and share it. You can find it at www.ilppw.org. Please simply select an image then select a message, once you are happy with the combination, click download to download your image and automatically copy the message, ready to post on your social media platform of choice.

1


ILPPW SOCIAL POST BUILDER

Build your social message below. Simply select an image then select a message, once you are happy with the combination in the "Download & Copy" section, click download to download your image and automatically copy the message, ready to post on your social media platform of choice.

1. SELECT PLATFORM

Facebook


Twitter


LinkedIn

Instagram

2. SELECT IMAGE

4. DOWNLOAD & COPY



2


1. SELECT PLATFORM

Facebook


Twitter

LinkedIn

Instagram

2. SELECT IMAGE

3. SELECT MESSAGE

3


3. JOIN THE ACTION

Join The Action - Message One

Join the International Lead Poisoning Prevention Week. #ILPPW2022. Join us around the world to #LeadPoisoning around the world. Learn more about this campaign: <https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2022> #BanLeadPaint

Join The Action - Message Two

We are saying no to #LeadPoisoning. Join the @WHO by taking action to create a world where adults and children are no longer suffering from the effects of lead exposure <https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2022/list-of-registered-events> #BanLeadPaint #LeadPoisoning


Join The Action - Message Three

Look who is participating in this year's tenth annual #ILPPW2022. We are! View all active campaigns at <https://www.who.int/campaigns/international-lead-poisoning-prevention-week/2022/list-of-registered-events> #BanLeadPaint #LeadPoisoning

Join The Action - Message Four

Say no to #LeadPoisoning! Children and adults continue to suffer following exposure to lead. This #ILPPW2022 raise awareness with your policy makers for stronger action and leadership. Learn more <https://www.who.int/whodoc/2022>


4. DOWNLOAD & COPY

4


Download Image and copy post

If the image does not automatically save, you can right click on the above image and "save image as". You can also copy the text directly above if it does not automatically save to your clipboard.

www.ilppw.org



World Health Organization

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