



## PRESS RELEASE

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### **World Coatings Council Supports WHO International Lead Poisoning Prevention Week of Action** ***"Bright futures begin lead free"***

Oct. 15, 2024 – Washington, DC – The World Coatings Council (WCC) supports the World Health Organization's (WHO) International Lead Poisoning Prevention Week of Action, Oct. 20-26, 2024. During the campaign week, the Global Alliance to Eliminate Lead Paint (Lead Paint Alliance or LPA) reminds governments, civil society organizations, health partners, industry and others of the unacceptable risks of lead exposure and the need for action. The campaign builds on the success of banning the use of lead in petrol and the progress achieved by many countries in establishing laws that limit the use of lead in paint, particularly those paints to which children are exposed in their homes, schools and playgrounds. WCC applauds WHO's "Bright futures begin lead free" campaign.

WCC is an organization whose membership is comprised of trade associations from around the globe representing the paint and coatings industries. WCC member associations have long had an interest in addressing the health, safety and environmental impacts associated with the manufacture and use of paints, including the recognition, evaluation and control of hazards arising from the use of lead in paint.

WCC actively supports the efforts of the LPA to engage governments and implement effective and enforceable legislation and regulation and welcomes the addition of the United States Agency for International Development (USAID) to the partnership. The WCC is thrilled to work with UNICEF on efforts to ensure a lead-free environment in countries not currently restricting lead use. WCC is committed to supporting industry outreach and education efforts in key regions. To this end, WCC supports the UN's LPA "Model Law;" the toolkit for establishing laws to eliminate lead in paint, second edition; and the Questions and Answers about Lead Paint and Lead Paint Laws as useful starting points for both government and industry to collaborate on developing restrictions that ensure widespread and verifiable compliance.

Working with fellow LPA partners, WCC will continue the work to establish effective controls and formalize the necessary technical aspects of regulations to support reliable industry compliance. Notably, the WCC is a recognized Non-governmental Organization (NGO) that has consultative status with the United Nations Economic and Social Council (ECOSOC).

About WCC: WCC is comprised of members representing associations from Australia, Brazil, Canada, China, EU, France, Germany, Japan, Malaysia, Mexico, New Zealand, South Africa, Spain, Turkey, United Kingdom, and the United States. The Secretariat for the World Coatings Council is the American Coatings Association.

WCC provides a forum for information exchange and cooperation on the major issues and priorities facing the paint and coatings industries worldwide. For information about WCC and the activities it is involved in on behalf of the global paint and coatings industry, visit [www.worldcoatingscouncil.org](http://www.worldcoatingscouncil.org).

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