



LEAPP

Lead Exposure and Poisoning Prevention Alliance

Proposal

do.1, 24th May 2021



Document Control

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Contents

Introduction.....	3
Mission	3
Objectives	3
Scope	3
People.....	3
Founders	3
Membership	3
Meetings.....	3
GDPR.....	4
Establishment	4
Legal Status	4
Funding	4
Communications.....	4
Plan.....	4
Branding.....	4
Presence	4
Appendix.....	5
Credits	5



Introduction

There are a number of people and groups in the UK who are concerned about lead poisoning prevention (LPP). At present there is no single forum for sharing experience and ideas on how to progress LPP.

This initiative proposes that we form an alliance called the Lead Exposure and Poisoning Prevention (LEAPP) Alliance. It is expected that these ideas will be significantly amended as the initiative is developed.

Mission

The mission of the alliance will be to use our collective knowledge, experience and skill to promote lead poisoning prevention in the UK by persuasion of politicians, public health leaders, trade bodies, manufacturers and retailers. We will also share information about lead poisoning prevention with the media, general public and other groups.

For example, see *“Together we can conquer lead poisoning”* Alameda County, CA

Objectives

Current, first-year and long-term objectives will be decided by the steering group.

Scope

The scope of the alliance will be lead exposure and toxic impacts on human health in the United Kingdom.

People

Founders

The alliance will be a joint initiative of the Lead Containing Materials Association and Lead Safe World. This proposal will need to be approved by both before progressing.

Membership

Membership of the alliance will be sought from academics, health care professionals, politicians, service providers, activists and parents.

A steering group will be formed who will call meetings and control membership. The steering group will appoint working groups to focus on topics such as health policy, communications, business and the domestic environment.

Meetings

Meetings of the steering group, working groups and members of the alliance will be called at a frequency to be decided by the steering group. These are likely to be online.



GDPR

The justification, under GDPR, for holding member's contact details will be "legitimate interest", but the information held will only be name, email address, social media identity, role, organisation (if any) and any special interests. This information will be shared with all members of the alliance.

A GDPR policy statement will be written combining the existing LCMA and LEAD Group documents.

Establishment

Legal Status

The alliance will not have any legal status and not be incorporated as a legal entity. Membership will not imply any legal responsibility or liability to the alliance.

Funding

It is anticipated that the alliance will not obtain, spend or distribute any funding. Any incidental expenditure, e.g. web site costs, will be borne by members of the alliance.

Communications

Plan

A communications plan will be developed by a working group. This will include regular progress reports.

Branding

The alliance will use the LCMA roof and tick logo, but with the addition of a leaping child silhouette because our aim is that every child is healthy and happy – at least as far as lead toxicity goes.

The "Georgia" font will be used in all material to match that used in Lead Action News.

Presence

The alliance will establish the following:

- A private Facebook group

- A Twitter account

- A set of web pages including a regular blog (Hosting to be agreed, but potentially using the existing resources of LCMA or Lead Safe World)

- An email list

The alliance will not have its own web domain or email identities. Members will use the emails and social media identities that they choose.



Appendix

Credits

[Jumping, Kids, Child, Silhouette, Happy - Portable Network Graphics Clipart \(#1394792\) – PinClipart](#) Licensed for Personal Use [DMCA Policy](#) | [PinClipart](#)