



# LEAPP

Lead Exposure and Poisoning Prevention Alliance  
Proposal

do.2, 24<sup>th</sup> June 2021



## Document Control

Version	Date	Author	Contents
do.1	24 <sup>th</sup> May 2021	Tim Pye	Initial document
do.2	24 <sup>th</sup> June 2021	Tim Pye	Added Lead In The Water

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## **Introduction**

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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**

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### **Founders**

The alliance will be a joint initiative of the Lead Containing Materials Association, Lead In The Water and Lead Safe World UK.

### **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". The information held will be title, name, email address, phone number, role, organisation (if any); and other information provided by the member. This information will be held in a password protected file inside an encrypted folder which will be backed-up to a password protected cloud service.

The information provided by members will be shared with other members of the alliance and made public, but only if the member agrees.

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

## **Establishment**

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### **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 and the alliance will not have any responsibility or liability to members.

### **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**

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### **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.

### **Presence**

The alliance will establish the following:

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

- A private Facebook group and a public Facebook page

- A Twitter account

- A LinkedIn group



## Appendix

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### Credits

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