



LEAPP Alliance

Strategy and Objectives
2021



Document Control

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Strategy

Purpose

The purpose of this document is to propose some ideas for the strategy to be taken by the LEAPP Alliance this year in order to best realise the mission of the group which is:

“to use our collective knowledge, experience and skill to promote lead poisoning prevention in the UK.”

Overall

The overall mission might be achieved by influencing the following parties:

- Governmental health, housing and environment policy leaders and agencies
- Employers whose staff face lead risks
- Product and service providers including retailers and trade bodies
- Individuals facing lead risks – whether they know it or not

Vision

The overall vision could be to achieve a similar level of lead-safe legislation, regulation, communication and practice as seen in the USA. The USA does not have complete coverage, but is much better than the UK.

The key focus points for this vision could be:

- Health policy
 - Recognition of lead exposure risks, consequences, screening and mitigations
 - Establishment of governmental groups and committees
 - Inclusion in government health policy future plans
- Healthy homes and child-care facilities
 - Regulations, surveys and cleaning standards to ensure lead exposure is minimised
 - Information on how to avoid lead exposure in the home and at work
- Working practices
 - Training and accreditation for employers, contractors and tradesmen together with regulation and enforcement
- Services
 - Paint, dust and blood testing
 - Safe disposal of lead contaminated waste
 - Risk reduction consultancy services
 - Lead-safe abatement, renovation and cleaning
- Products
 - Elimination of lead in consumer products, food and AVGAS
 - Lead testing products
- Warnings on
 - Lead releasing products
 - Products that can cause lead exposure



Objectives for 2021

Process

The process used here is to identify objectives that have a reasonable chance of being achieved in the next few months and determine what actions are needed. Some objectives are selected from the 'Manifesto for a Lead-Safe UK'.

Focus - Working Practices

Objective - Establish a 'lead safe' training and accreditation scheme

Actions:

- 1) Meet again with the National Open College Network (NOCN) and encourage them to establish training courses with accreditation.
- 2) Identify potential demand for training services and communicate to NOCN.
- 3) Provide the NOCN with support, if requested, to establish training courses.
- 4) Talk to trade bodies about requiring, or encouraging, their members to take lead-safe training, e.g. The Painters and Decorators Association.

Focus - Health Policy

Objective - GPs to be taught about the dangers of lead exposure.

Actions:

- 1) Confirm that information has been disseminated about the new blood lead concentration action level of 5µg Pb/dL blood.
- 2) Ask for a progress report on implementation of other LEICSS recommendations.

Objective - Public Health England to conduct research into UK blood lead concentrations.

Actions:

- 1) Contribute to the LEICSS prevalence study working group.
- 2) Develop and share a project plan discussion document.

Objective – Introduction of screening of children for elevated blood lead levels.

Actions (When the National Screening Committee Evidence Team open the next consultation period):

- 1) Engage LEAPP Alliance members.
- 2) Contribute evidence-based comments.
- 3) Explore what legal means are available to overturn an adverse recommendation.

Objective - Form a Lead and Health All-Party Parliamentary Group.

Actions:

- 1) Contact MPs likely to be interested including members of the health, environment and autism APPGs.



Objective – Include lead toxicity in the NHS long-term plan and the “Giving Every Child The Best Start In Life” programme.

Actions:

- 1) Write a joint letter to Jo Churchill MP, Parliamentary Under-Secretary of State for Prevention, Public Health and Primary Care.

Focus - Healthy Homes

Objective – Include lead exposure and toxicity in the Healthy Homes and Buildings white paper.

Actions:

- 1) Ask for our manifesto to be presented to the Healthy Homes and Buildings APPG
- 2) Ask for an opportunity to ask questions of the HHB APPG.
- 3) Ask to present to the House of Commons Environmental Audit Committee.

Objective – Increase housing leaders’ awareness of lead risks

Actions:

- 1) Contact housing associations
- 2) Contact tenant associations

Focus – Products

Objective – UK to align with the EU on lead in foodstuffs

Actions:

- 1) Write a joint letter to George Eustice MP, Secretary of State for Environment, Food and Rural Affairs referencing the [new EU standards](#).

Communications

Strategy

Our communications strategy includes the following pathways:

- Web sites – Lead Safe World UK and LEAPP Alliance
 - *What - Continual addition of useful material*
 - *When – Now and ongoing*
- Social media – Facebook, Twitter and LinkedIn
 - *What –*
 - *Monitoring and sharing relevant content*
 - *Posting information from other media where relevant*
 - *When – Now and ongoing*



- Media
 - *What –*
 - *Newspapers including a press release*
 - *Television documentary makers*
 - *When -*
 - *After progressing the actions above,*
 - *Or, if no progress is made.*
- Advertising
 - *What –*
 - *Messages targeted at health care professionals, contractors and tradesmen*
 - *Messages for the general public*
 - *When - After progressing the actions above*
- Leafleting
 - *What - Produce leaflets for GP surgeries and DIY shops*
 - *When - Once a distribution method has been found.*

Focus - Communications

Objective – Maintain and enhance communications

Actions:

- 1) Share updates and news between members of the alliance
- 2) Add information to the Lead-Safe World UK web pages, e.g. papers and articles about lead exposure and mitigations in the UK
- 3) Create a voice over version of the manifesto