



LEAPP Alliance

Lead Exposure and Poisoning Prevention Alliance
Strategy and Objectives

Agenda

- Purpose of the meeting
- Mission
- Membership
- Priorities
- Vision
- Objectives and actions



Purpose of the meeting

- Confirm the mission and vision of the LEAPP Alliance
- Agree the current strategy
- Select some objectives for the next few months
- Turn those objectives into actions and assign actions
- Prioritise actions



Mission

- *“to use our collective knowledge, experience and skill to promote lead poisoning prevention in the UK.”*
- By influencing
 - 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 yet or not



Current Members of the Alliance

Founders

Steve Norris
Frank Sheppard
Dr Simon Reddy
Hesaan Sheridan
Tim Pye

Parents

Angela Webb
Julia Klien
Laura Mead

Academics

Dr Andrew Turner, Plymouth
Dr Priyanka Chaurasia, Ulster
Professor Jane Entwistle, Northumbria
Professor Erik Millstone, Sussex
Assistant Professor Ludovica Gazze,
Warwick
Associate Professor Francis DiTraglia,
Oxford
Dr David Jacobs, NCHH USA

• Others

- Prefer not to be visible



Vision

- 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 where found and in similar homes
 - 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



Vision

- 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, e.g. ceramics
 - Products that can cause lead exposure, e.g. abrasives



Focus - Working Practices

- **Objective - Establish a 'lead safe' training and accreditation scheme**
 - Actions:
 - Meet again with the National Open College Network (NOCN) and encourage them to establish training courses with accreditation
 - Identify potential demand for training services and communicate to NOCN
 - Provide the NOCN with support, if requested, to establish training courses
 - 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 - Public Health England to conduct research into UK blood lead concentrations in children**
 - Actions:
 - Contribute to the LEICSS prevalence study working group.
 - Offered to provide secretariat service (*Done*)
 - Suggest a list of possible team members (*Done*)
 - Develop and share a project plan discussion document. (*Done, repeat*)
 - Wait for PHE to organise it
 - Work with Ludovica Gazze (Warwick) and Frank DiTraglia (Oxford)
 - Seek funding (*Started*)



Focus - Health Policy

- **Objective – Introduction of screening of children for elevated blood lead levels.**
 - Actions (When the National Screening Committee Evidence Team open the next consultation period):
 - Challenge the NSC Evidence Teams previous recommendation and their adherence to procedures (*Done*)
 - Engage LEAPP Alliance members
 - Contribute evidence-based comments
 - Explore what legal means are available to overturn an adverse recommendation
- **New idea – Screening pregnant, and pre-pregnant, women**
 - Actions
 - See if LEAPP Alliance academics will help
 - By December



Focus - Health Policy

- **Objective – Include lead toxicity in the [NHS Long-Term Plan](#) and the [“Giving Every Child The Best Start In Life”](#) programme.**
 - **Actions:**
 - Write a joint letter to Maggie Throup MP, Parliamentary Under Secretary of State (Minister for Vaccines and Public Health) – *Successor Jo to Churchill*
 - **“prevalence is likely to be higher in at-risk populations, in whom lead exposure may be a public health concern”** Jo Churchill MP
 - Explain why lead exposure and poisoning is critical to children’s health
 - Explain why the plan and programme are deficient



Focus - Health Policy

- **Objective – Increase housing leaders’ awareness of lead risks**
 - Actions,
 - Ask to present to the House of Commons Environmental Audit Committee.
 - Contact:
 - Housing associations
 - Tenants associations
 - Chartered Institute of Housing
 - Chartered Institute of Environmental Health
- **Objective - GPs to be taught about the dangers of lead exposure.**
 - Actions:
 - Confirm that information has been disseminated about the new blood lead concentration action level of 5µg Pb/dL blood.
 - Ask for a progress report on implementation of other LEICSS recommendations.



Focus - Healthy Homes

- **Objective – Include lead exposure and toxicity in the [Healthy Homes and Buildings white paper](#).**
 - Actions:
 - Ask for our manifesto to be presented to the Healthy Homes and Buildings APPG. (*Done*)
 - Ask if this has been done and if there is any response
 - Ask Gill Morris (DevoConnect) for an opportunity to attend a meeting of the HHB APPG. (*Done*)
 - Attend a meeting and ask the question:
 - Why does the white paper not mention lead exposure?
 - Offer to help draft a new section in the white paper on lead exposure
 - Or suggest a whole white paper on the subject
- **Objective - Form a Lead and Health All-Party Parliamentary Group.**
 - Actions:
 - Contact MPs likely to be interested including members of the health, environment and autism APPGs



Focus – Products

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

- Actions:

- Write a joint letter to George Eustice MP, Secretary of State for Environment, Food and Rural Affairs
- Will the UK adopt or exceed the [new EU standards?](#)



Communications Strategy

- Web sites – Lead Safe World UK and LEAPP Alliance
 - *What*
 - *Continual addition of useful material*
- Social media – Facebook, Twitter and LinkedIn
 - *What –*
 - *Monitoring and sharing relevant content*
 - *Posting information from other media where relevant*
- Media
 - *What –*
 - *Newspapers including a press release*
 - *Television documentary makers*
 - *When -*
 - *After progressing the actions above*
 - *Or, if no progress is made*



Communications Strategy

- 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 – Hold an online meeting of LEAPP Alliance members**
 - Actions:
 - Theme “How can we make it happen – bring your ideas”
 - During International Lead Poisoning Prevention Week ([ILPPW](#)) - 24–30 October?
 - Invite speakers – Dr David Jacobs (NCHH), Professor Erik Millstone?
 - Others to share brief summary of their work and ideas
 - Send out invitations
 - Amend the date and time if no one can make it
 - Include in the ILPPW event schedule



Focus - Communications

- **Objective – Maintain and enhance communications**

- Actions:

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



Suggested Priorities

Arrange a LEAPP Alliance meeting – *All, now*



Meet with NOCN again – *Frank, Simon, Hesaan/Tim*



LEICSS prevalence study working group – *Tim + members*



Write to Maggie Throup – *Tim to draft, members review and sign*



Write to George Eustice - *Tim to draft, members review and sign*



Healthy Homes and Buildings APPG, ask the question – *Tim, Frank, Steve*



Contribute to the screening children for lead exposure consultation – *Tim + members*



Improve and distribute the one-pager elevator pitch



