



## ILPPWA 2019 Event 2 report - Association of Community Development (ACD), Bangladesh

**Name of Event:** Media Advocacy on lead poisoning and its Adverse Impact on Health

**Date, Time and Location:** October 23, 2019, 10.30am-1.00pm, Conference Room, ACD, Rajshahi

**Description of the Event:** Association of Community Development-ACD in collaboration with 'IPEN' [ Box 7256, 402 35 Gothenburg, Sweden +46 31 799 5900 [ipen@ipen.org](mailto:ipen@ipen.org); [www.ipen.org](http://www.ipen.org) ] organized a 'Media Advocacy on lead poisoning and its Adverse Impact on Health' on the occasion of International Lead Poisoning Prevention Week 2019. Mr Pongkaj Karmaker, Director Finance, ACD presided the meeting and objectives of the event were:



- Raise awareness about health effects of lead poisoning;
- Highlight countries and partners efforts to prevent particularly childhood poisoning;
- Urge further action to eliminate lead paint through regulatory action at country level.
- Sensitize the media representatives to involve media campaign

Targeted audiences of the event were print and electronic media representatives.

ACD Program Manager Md. Ali Hossain presented a keynote presentation and illustrated various negative impacts of lead poisoning to human health. Referring to various research findings he said lead is harmful to everyone and damages brain, kidneys, livers, blood and reproductive system. Speakers said, to stop the risk of lead paint, we need to become self-conscious. In addition, policies and laws are urgently needed to prevent the use of harmful lead in environment and public health. Many times children use different types of toys. Women do different types of paints for household chores. Therefore, children and women are more likely to read at risk of lead paint.' Another person said Media have to take major responsibilities to create mass awareness. District administration should take initiatives to prevent lead poisoning through mobile court and BSTI have to be active significantly to reduce lead poisoning. BSTI of Rajshahi should install Lead scanner tools immediately. Another one said, we have to work jointly to create lead free Rajshahi.

Speaking on the occasion, ACD's finance director Pangkaj Karmakar said, "the use of lead increases the health risk of adults and children. There is no law or policy specifying the manufacture, import, sale and use of lead paint in our country till now. In this regard, steps need to be taken to formulate and implement specific laws. As well as creating public awareness about the risk of lead paint, this compelling news needs to be more widely publicized in different media. "

**Sponsors:** Not applicable

**Attendees:** 15 print and electronic media representatives.

**Prominent People:** The following prominent or important people participated in the event:

9. Mr Khandakar Mostafizur Rahman, Editor, BTC News and BTC Channel, Rajshahi
10. Mr Sohail Mahbub, Editor (Acting), The Daily Natun Provat, Rajshahi
11. Mr Tabibur Rahman Masum, Chief Reporter, The Daily Sonali Sangbad, Rajshahi



### Event Agenda:

Time	Description	Responsibility
10.30am-11.00am	Registration	Md. Anowar Hossain, Program Officer
11.10am-11.20am	Introduction and welcome address	Md. Shahinur Rahaman Program Manager
11.20am-12.00pm	Presentation on Impacts of Lead Poisoning on Human Health	Md. Ali Hossain, Program Manager
12.00pm-12.50pm	Open Discussion	Participants
12.50pm-01.00pm	Vote of Thanks	Mr Pangkaj Karmakar, Director Finance, ACD

**Event Materials:** Power point presentation on 'Impacts of lead poisoning on human Health'

### Media Coverage:

1. <https://www.amarrajshahi.com/পেইন্টিংয়ে-সীসার-ব্যবহার-বন্ধে-আইন-প্রণয়ন-জরুরি/11061>
2. <https://www.banglarkotha.news/news/49302.html>
3. <https://www.banglanews24.com/national/news/bd/747840.details>
4. <https://btcnews.com.bd/সাংবাদিকদের-সঙ্গে-এসিডি/>
5. [www.fns24.com/article/122566/পেইন্টিংয়ে-সীসার-ব্যবহার-বন্ধে-আইন-প্রণয়ন-জরুরি/?fbclid=IwAR3IVfjedL00VkoO5x3QjKD-kE6bE4lyp13vGsAIIUEmhBPINOe2MjIKJ9-](http://www.fns24.com/article/122566/পেইন্টিংয়ে-সীসার-ব্যবহার-বন্ধে-আইন-প্রণয়ন-জরুরি/?fbclid=IwAR3IVfjedL00VkoO5x3QjKD-kE6bE4lyp13vGsAIIUEmhBPINOe2MjIKJ9-)

Local Newspapers: The Daily Sunshine, The Daily Amader Rajshahi, The Daily Sonali Sangbad, The Daily Sonar Desh, The Daily Dainik Barta



## Event Photos:



**Results:** The media personnel agreed to work with each other to eliminate lead paint.

- Media representatives sensitized and motivated to eliminate lead paint
- They are agreed and committed to protest against lead poisoning through media campaign
- They will work as a pressure group to build a lead free Rajshahi City Corporation
- They will cover all event news regarding lead poisoning on priority basis

They also recommended the following:

- Awareness raising campaign from community level
- District administration should take initiatives to prevent lead poisoning through mobile court
- Bangladesh Standards and Testing Institution (BSTI) have to active significantly to reduce lead poisoning. BSTI of Rajshahi should install Lead scanner tools immediately.

**Evaluation:** Participants are highly sensitized and motivated to work to prevent lead poisoning. Presentation was done using multimedia and WHO provided campaign materials. It will be better, if video materials, case study, expert opinion, public reaction on the said topics are used in future. All participants have commitment to engage themselves to reduce or eliminate lead poisoning in the region. They will share the learning in various meeting/forums and advocacy with district administration/relevant authorities.