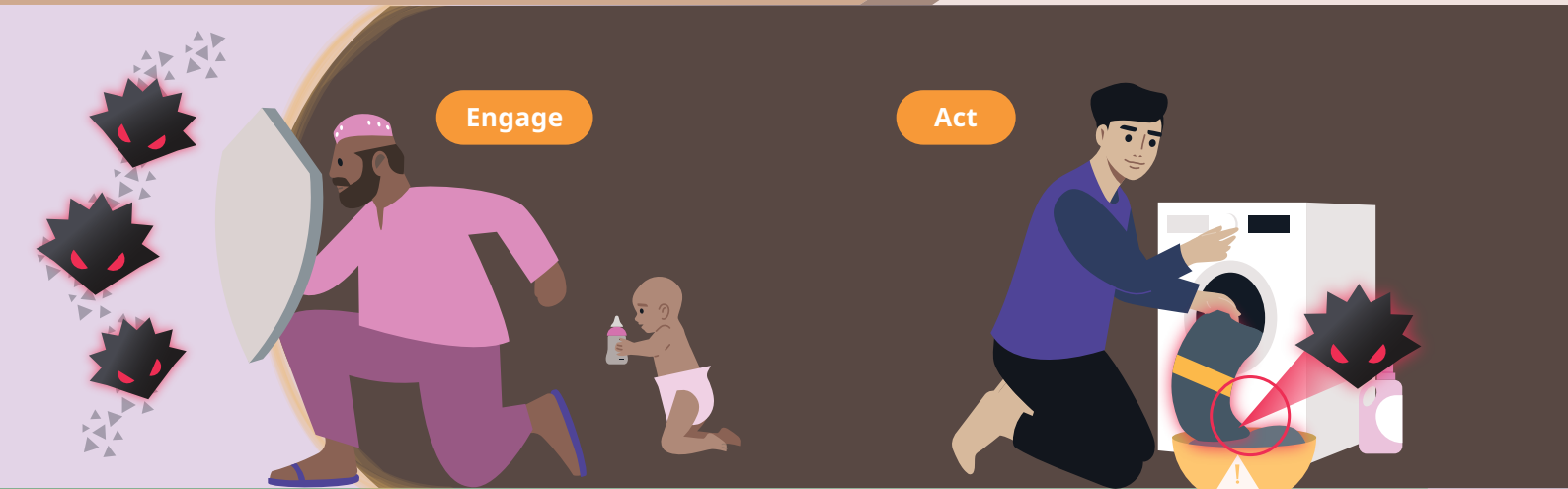
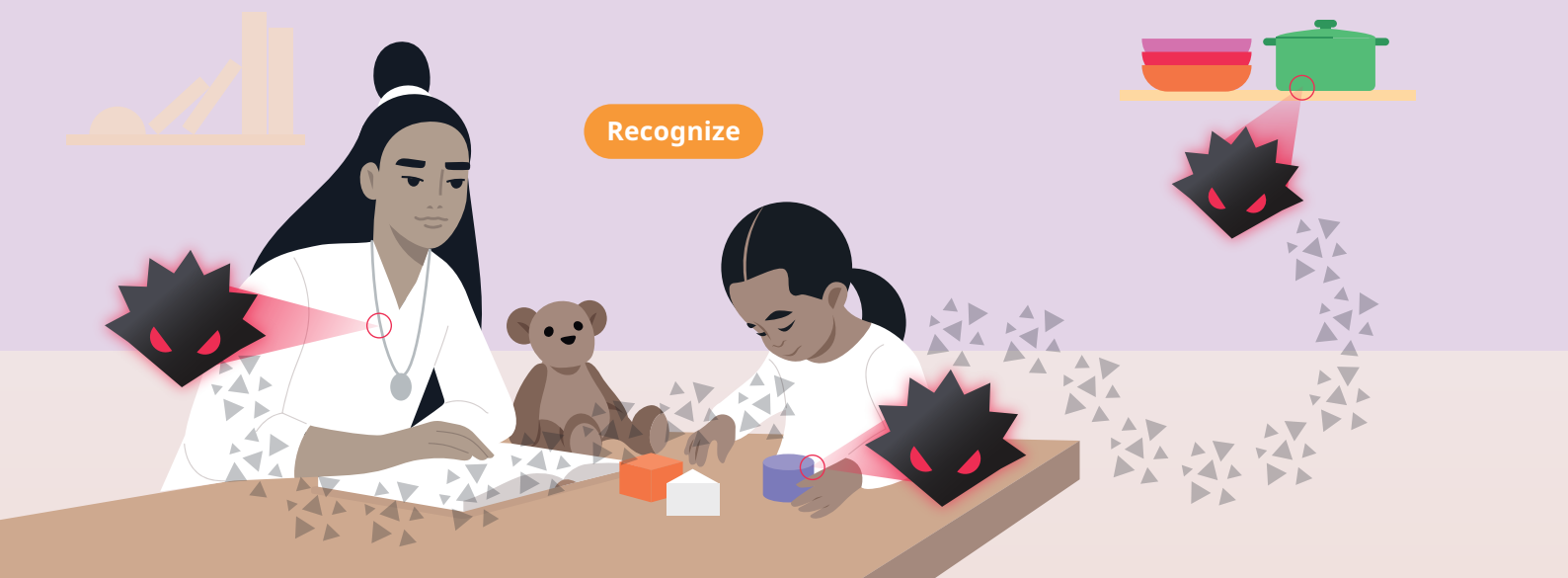


A Social and Behavioural Change Message Guide

for Preventing Childhood Lead Poisoning
Using the REACH Framework



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1

Introduction

Lead poisoning presents unique communication challenges: it's an invisible threat that silently damages children's developing brains, with health impacts that may not appear for years. Unlike visible environmental hazards, lead contamination requires specialized approaches to help communities recognize risks and take protective action.

Effective lead poisoning prevention messaging must bridge the gap between an imperceptible danger and concrete daily behaviours. This requires careful consideration of how messages are crafted to make abstract risks tangible, motivate action among competing priorities and enable families to protect their children with practical, feasible steps.

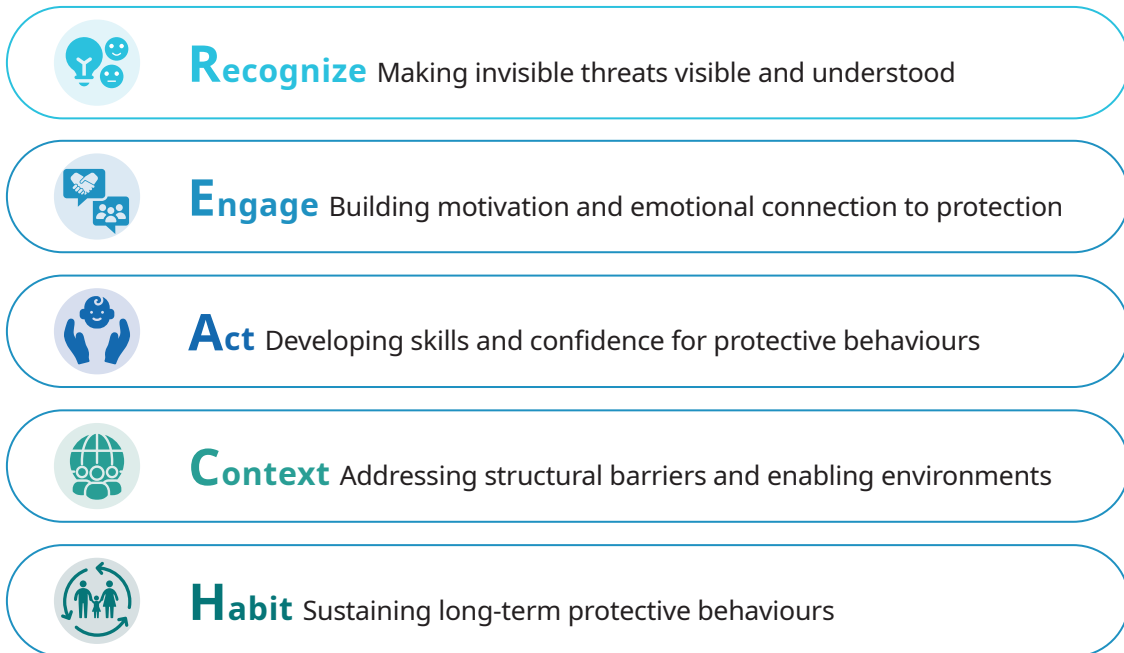
This guide offers a practical approach to crafting lead poisoning prevention messages using the REACH framework, a social and behaviour change (SBC) messaging model. It is written for global use and should be adapted to local contexts before implementation. Wherever possible, conduct research – such as a knowledge, attitudes and practices study, social listening or rapid stakeholder interviews – to inform your strategy. This will help account for cultural norms, language and literacy, trusted messengers and the current level of awareness in your audience. For example, [UNICEF](#) conducted a global social community listening study on

children's environmental health to inform the REACH framework, with a focus on air pollution, extreme heat and lead poisoning in five countries.

SBC is one pillar of a broader communication strategy to end childhood lead poisoning. It bridges the gap between technical risk information and the daily decisions made by individuals – turning insights on invisible hazards into clear actions. This guide centres on caregivers, but the same principles can be adapted for other audiences. For content aimed at additional audiences and advocacy purposes – such as policymakers or health workers – see [Tool 5: Clear communication to prevent and address childhood lead poisoning](#). This guide forms part of the Toolkit to End Childhood Lead Poisoning, a primer on identifying, assessing and mitigating exposure. It is recommended to position SBC within the broader communication ecosystem – media relations, advocacy, risk communication and partner communications – so approaches are complementary rather than stand-alone.

1.1 The REACH framework

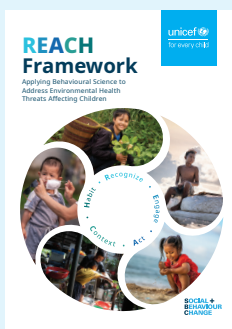
The REACH framework is a comprehensive behaviour change tool with five components:



This guide focuses on the first three components (R-E-A) as they are most relevant for message development. The remaining components – Context and Habit – determine whether those messages translate into sustained practice.

1.2 Why REACH works for lead communication

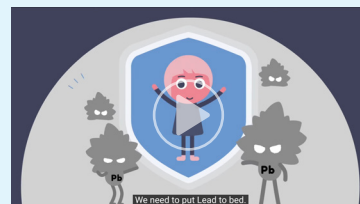
- Lead is invisible, tasteless and odourless. It requires special strategies to make it 'visible'.
- Its effects are largely asymptomatic. People struggle to make the link between lead exposure and health effects.
- Competing daily priorities often overshadow long-term health threats.
- Knowledge alone doesn't change behaviour. Emotional connection and practical skills are essential.



Scan to explore the REACH Framework



Scan to watch why lead poisoning is a danger to your child's health



2

Core principles for lead messaging

The REACH Framework applies to messaging on childhood lead poisoning because of the four following reasons:

2.1 Address the invisibility challenge

- **Make the invisible visible:** Lead contamination cannot be seen, smelled or tasted – creating a fundamental perception barrier
- **Convert abstract risks into tangible impacts:** For example, instead of ‘parts per million’, use ‘affects reading ability/lowers IQ’
- **Use concrete visualizations:** Images like ‘Lead dust sticks to hands like invisible glue’ make the issue tangible
- **Create mental models:** Help families understand exposure pathways

2.2 Balance threat and efficacy

- **Sufficient threat perception:** Make risks immediate without causing paralysis
- **High efficacy messaging:** Emphasize that protective actions work
- **Present hope alongside concern:** Match every risk with a specific protection

2.3 Cultural and contextual adaptation

- **Use trusted messengers:** Community health workers, religious leaders, respected mothers
- **Leverage cultural values:** Family responsibility, child protection, community care
- **Address specific practices:** Traditional medicines, cookware and cosmetics, occupational exposure

2.4 Emphasize prevention and early action

- **Prevention focus:** Empower parents to take concrete protective action rather than dwelling on the permanence of damage that could occur
- **Small actions matter:** Emphasize efficacy of attainable measures, e.g., ‘Each meal with iron and calcium competes with lead absorption’
- **Multiple sources:** Address all sources and the exposure pathways in your context

3

Using REACH components for message development

The REACH Framework's first three components can be applied flexibly in message development:

- **as individual focus areas** for specific messages targeting particular barriers
- **as integrated elements** within comprehensive messages
- **as a sequence** for campaign development

3.1 Recognize – Making lead visible

Objective: Lead cannot be seen, smelled or tasted, presenting a fundamental perception challenge. This invisibility means families may live with dangerous lead exposure for years without awareness. The RECOGNIZE component transforms abstract contamination data into concrete, personally relevant risk information that families can act upon. It creates clear links between everyday objects (e.g., peeling paint,

glazed pottery), exposure behaviours (e.g., hand-to-mouth activity, food storage) and specific outcomes (e.g., struggling in school, lost IQ points). It bridges the gap between scientific knowledge about lead hazards and community understanding, helping people identify where lead exists in their daily environment through vivid sensory details, and understand how exposure occurs and how it affects their children.



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Key messaging strategies

1. Make examples easy to recall and imagine

| Why it works | How to apply |
|---|---|
| <p>The availability heuristic is a mental shortcut where people estimate the likelihood and importance of something based on how easily examples come to mind. When people can readily recall vivid instances of lead exposure or its consequences, they perceive the risk as more real and immediate. Memory is enhanced by emotional content, sensory details and personal relevance. By creating memorable mental images of lead exposure scenarios, we ensure these risks remain cognitively 'available' when families make daily decisions.</p> <p>This can be further enhanced with narrative transportation theory.¹ Stories bypass psychological defences against threatening information because people process them as experiences rather than arguments. When families later encounter situations from the story (e.g., seeing peeling paint, watching their child play), the narrative automatically resurfaces, making the threat cognitively 'available' precisely when protection decisions matter.</p> | <p>Craft messages with vivid sensory details even though lead itself is invisible. Use unexpected comparisons that surprise and stick in memory. Include specific details about texture, appearance or behaviour that people can visualize. Connect to emotionally charged moments like a child putting objects in their mouth.</p> <p>Create mental images that will spontaneously come to mind in relevant situations. For example, when someone sees peeling paint, they should automatically think of your message about lead danger. When format allows, frame these vivid details within brief story moments: 'Maria watched her toddler pick at the sweet-tasting paint chips near the old door, then lick his fingers clean' creates stronger recall than 'Children eat paint chips containing lead'. 'Ahmed's baby crawled through the dust where his work boots had been, leaving tiny handprints everywhere before sucking her thumb' is more memorable than 'Lead dust spreads from work boots'.</p> <p>Even single narrative sentences enhance memory: 'Fatima noticed her daughter's eyes were rimmed with the same black kohl her grandmother had applied to her as a baby, the powder leaving dark smudges on the child's fingers' versus 'Kohl contains lead that children can ingest'. The goal is to ensure that when families encounter these real-life situations, your message automatically surfaces in their mind, whether delivered as vivid facts or brief stories.</p> |

¹ Green, Melanie C., and Timothy C. Brock, 'The Role of Transportation in the Persuasiveness of Public Narratives', *Journal of Personality and Social Psychology*, vol. 79, no. 5, November 2000, pp. 701–721; Thomas, Veronica L., and Jamie L. Grigsby, 'Narrative Transportation: A systematic literature review and future research agenda', *Psychology & Marketing*, vol. 41, no. 8, August 2024, pp. 1805–1819.

2. Replace abstract concepts with concrete visualizations

Why it works

Research shows that concrete language is more likely to be understood, remembered and acted upon because it works both visually and verbally, making the concrete concept easier to retrieve later.² When we make the abstract tangible through comparisons to familiar objects or experiences, we activate sensory and motor areas that abstract concepts cannot reach.

How to apply

Transform all numerical or technical information into physical comparisons people encounter daily. Instead of discussing particle sizes in microns, compare it to familiar objects like human hair or grains of sand. Similarly, convert time frames into meaningful life events. For example, instead of 'chronic exposure', talk about 'from crawling to walking to starting school'. Use physical actions people can imagine themselves doing. Make quantities relatable by comparing to familiar volumes, e.g., a sugar packet-worth of dust rather than grams. Always ask yourself: can someone picture this in their mind without any technical knowledge?

Lead hides in everyday things



² Begg, Ian, 'Recall of meaningful phrases; *Journal of Verbal Learning and Verbal Behavior*, vol. 11, no. 4, August 1972, pp. 431-439.

3. Connect unfamiliar lead risks to familiar dangers

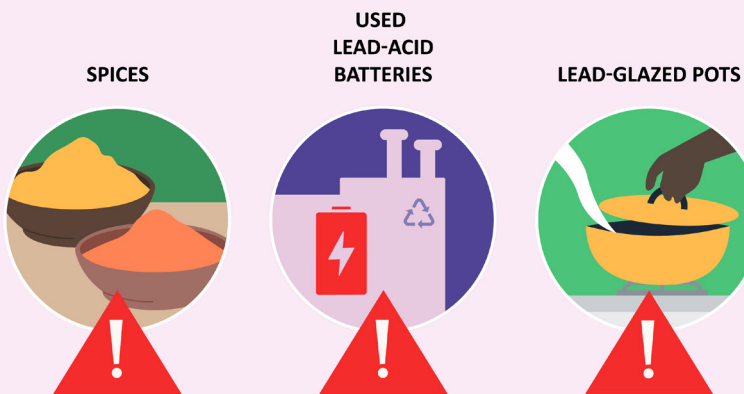
| Why it works | How to apply |
|---|--|
| <p>Analogies help people understand new information by mapping it onto existing knowledge structures. When faced with an unfamiliar hazard like lead poisoning, people need cognitive anchors – familiar concepts that provide a ready-made framework for understanding. Unlike simply making messages more concrete, analogies borrow entire mental models about how threats behave. This allows audiences to reason about lead without requiring technical knowledge of toxicology or environmental health. For example, if people understand how germs spread, you can borrow that model to explain how invisible lead dust moves through the home.</p> <p>If people understand how debt accumulates, you can use that model to explain how lead builds up in the body. Layered analogies are especially effective: one analogy illustrates invisibility (e.g., germs, smoke), another illustrates accumulation (e.g., debt, layers of dirt) and another illustrates irreversibility (e.g., scars, broken glass). Each analogy adds a facet of understanding, building a complete picture of risk.</p> | <p>Identify what similar threats or processes your audience already understands well. This might include germs and infections, food poisoning, traditional beliefs about contamination, or how smoke from fires spreads and lingers. Build explicit bridges between these familiar concepts and lead exposure using phrases such as ‘just like...’ or ‘similar to...’. For example: ‘Lead dust spreads through your home like cooking smoke’ or ‘Lead builds up in the body like sand in an hourglass’.</p> <p>Ensure that the analogy matches the aspect of lead you want to emphasize: if highlighting the invisible spread of lead through touch, compare to germs; if emphasizing irreversibility, compare to scars. Always clarify where the analogy ends to avoid misconceptions – for instance, lead doesn’t multiply like germs.</p> |

4. Provide specific local references

| Why it works | How to apply |
|---|---|
| <p>Psychological distance affects risk perception across four dimensions: geographic, temporal, social and hypothetical. The closer a threat feels on any of these dimensions, the more seriously people take it.³ When risks are localized to specific places, people and practices in one’s own community, they shift from hypothetical to real. Local references also leverage place identity, such as a person’s emotional connection to their neighbourhood and community. Specific examples prevent the common cognitive bias of ‘it won’t happen to me’ by showing it’s already happening in familiar places.</p> | <p>Map lead exposure risks to specific, named locations in your community that people pass daily. Reference local industries, construction patterns or historical events that created contamination. Name specific products sold in local markets or practices common in the area. Use local terminology and reference points rather than generic descriptions. Include time frames relevant to the community, for example ‘when the battery recycling plant opened’ or ‘pipes installed in the early 1900s’. Partner with trusted local voices who can provide community-specific examples and share them via more personal media channels such as videos, blogs or niche local interest sites. Make it impossible for people to think lead exposure only happens elsewhere.</p> |

³ Trope, Yaacov, Nira Liberman and Cheryl Wakslak, ‘Construal Levels and Psychological Distance: Effects on representation, prediction, evaluation, and behavior’, *Journal of Consumer Psychology*, vol. 17, no. 2, April 2007, pp. 83–95.

There are many sources of lead exposure



Lead can be in everyday items like toys



3.2 Engage – Building motivation

Objective: Knowledge about lead risks rarely translates into protective action because environmental health threats compete with immediate daily concerns like food, shelter and income. The ENGAGE component creates emotional resonance that elevates lead prevention from an abstract future risk to an immediate priority. It connects lead protection to what people value

most deeply, which is their children’s success, family prosperity and community well-being. This component transforms intellectual understanding into emotional commitment, providing the motivational fuel necessary to overcome barriers and sustain protective behaviours even when they require effort or sacrifice.

Key messaging strategies

1. Focus on individual children, not statistics

| Why it works | How to apply |
|---|---|
| <p>The identifiable victim effect proposes that we respond more strongly to individual stories than to statistics about many people.⁴ This occurs because our emotional systems evolved to respond to specific, identifiable individuals in our social groups, not abstract numbers. When we hear about one child’s struggle with lead poisoning, we automatically mentally simulate their experience, activating empathy and protective instincts. Statistics, conversely, trigger analytical thinking which suppresses emotional response. A single face and story engages emotional processing in ways that the phrase ‘10,000 affected children’ does not.</p> | <p>Always personalize messages by using ‘your child’ rather than ‘children’ in general. Create specific scenarios caregivers can visualize, e.g., their own child struggling to read, falling behind in school or missing developmental milestones. When sharing examples, include specific names, ages and details that make the child real. Avoid statistics in emotional appeals; save numbers/figures to bolster credibility, but lead with individual impact. Help caregivers visualize their specific child’s vulnerability, where they play, what they touch, their daily routines, etc. Make it impossible to think ‘this affects other people’s children, not mine’.</p> |

2. Emphasize protecting potential rather than preventing loss

| Why it works | How to apply |
|---|---|
| <p>Message framing research shows that gain framing affects behaviour differently than loss framing, depending on the type of action.⁵ For prevention behaviours that maintain health, gain framing (‘protect your child’s brilliant mind’) often outperforms loss framing (‘prevent brain damage’). This is because prevention behaviours feel more certain when framed as preserving something good rather than avoiding something bad. Additionally, positive framing reduces psychological reactance, which is the defensive response triggered by fear appeals. When focused on protecting potential, caregivers feel empowered rather than threatened, maintaining self-efficacy while acknowledging risk.</p> | <p>Frame lead prevention as safeguarding children’s natural abilities and future opportunities rather than avoiding deficits. Use language about ‘protecting’, ‘preserving’ and ‘maintaining’ rather than ‘preventing’, ‘avoiding’ or ‘stopping’. Connect to positive developmental trajectories – talk about children reaching their full potential, achieving dreams or maintaining their natural curiosity. When you must mention negative outcomes, immediately pivot to the positive alternative that protection enables. Build messages around aspirations caregivers already hold rather than introducing new fears. Test different framings with your audience, as cultural context affects whether gain or loss framing resonates more strongly.</p> |

⁴ Jenni, Karen, and George Loewenstein, ‘Explaining the Identifiable Victim Effect’, *Journal of Risk and Uncertainty*, vol. 14, no. 3, May 1997, pp. 235–257.

⁵ Gallagher, Kristal M., and John A. Updegraff, ‘Health Message Framing Effects on Attitudes, Intentions, and Behavior: A meta-analytic review’, *Annals of Behavioral Medicine*, vol. 43, no. 1, February 2012, pp. 101–116.

3. Connect to existing values and daily concerns

| Why it works | How to apply |
|--|--|
| <p>Cultural cognition theory shows that people filter risk information through their existing values and group identities.⁶ Messages that align with these values are accepted, while those that conflict are rejected regardless of scientific evidence. When lead poisoning prevention is connected to values people already prioritize, such as educational success, religious duty, family honour and economic prosperity, it becomes consistent with their worldview rather than challenging it. This value alignment also helps overcome present bias by making future risks feel relevant to current identity and immediate social standing.</p> | <p>Conduct formative research to identify the core values in your target community. Frame lead poisoning prevention as a way to fulfil these values rather than as a separate health behaviour. Use language and concepts from these value systems. For example, if education is paramount, talk about lead poisoning prevention as ‘investing in your child’s academic future’. Connect to daily concerns that already occupy mental space. If families worry about school fees, emphasize that lead poisoning prevention protects the educational investment. Identify trusted messengers who embody these values and can authentically connect lead prevention to community priorities. Utilize more intimate and familiar communications channels like blogs or videos from parent-focused messengers, local media and community networks to tell the human-centred stories that make lead messaging resonate.</p> |

Navigate cultural practice conflicts with respect

When cultural or religious practices themselves involve lead exposure (such as sindoor, kohl/surma, traditional medicines or ceremonial items), messaging requires exceptional sensitivity. Direct prohibition often fails and can alienate communities, making them less receptive to all lead prevention messages. Instead, adopt a harm reduction approach that honours cultural significance while protecting health. Frame alternatives as safer ways to maintain tradition rather than abandoning practices entirely. For example, rather than never use kohl, many families now reserve traditional kohl for special religious occasions and use pharmacy alternatives daily. Provide culturally appropriate substitutes where possible – for example, home-made kajal from soot instead of lead-containing surma, or turmeric paste instead of sindoor for daily use. Partner with religious and cultural leaders who can interpret health protection as fulfilling religious duties to protect children. When complete alternatives aren’t culturally acceptable, focus on risk management: minimal use, immediate handwashing, keeping products away from children and never using on children directly. Acknowledge the emotional and spiritual importance of these practices while providing practical ways to reduce exposure. This approach maintains trust and keeps families engaged with the broader lead prevention message rather than dismissing all guidance as culturally insensitive.

⁶ Kahan, Dan, ‘Fixing the Communications Failure’, *Nature*, vol. 463, no. 7279, 21 January 2010, pp. 296–297.

4. Create appropriate urgency without panic

Why it works

Temporal construal theory explains how psychological distance in time affects decision-making.⁷ Distant future threats trigger abstract thinking, while immediate threats prompt concrete action. Excessive urgency can, however, trigger panic or defensive denial, which arises not from the risk itself but from how the risk is communicated. Communication that conveys uncertainty or fear without providing clear, constructive guidance can provoke this response. Effective messaging creates 'optimal urgency' that is close enough to motivate action but not so immediate as to cause paralysis. The concept of 'sensitive periods' in child development provides a scientific basis for urgency that is understandable without making the audience feel overwhelmed. Cumulative exposure framing helps caregivers understand that every day matters without suggesting it's already too late.

How to apply

Use developmental windows that are well known, such as 'while your child's brain is growing fastest' or 'before permanent teeth come in'. Create urgency through accumulation messaging rather than single catastrophic events, e.g., 'every day of exposure adds up'. Provide specific time frames that feel manageable – talk about 'the next three months' rather than 'forever'. Balance urgency with agency by always pairing time pressure with clear actions. Use positive urgency when possible, e.g., 'every day of protection counts' rather than 'every day of exposure harms'. Avoid 'too late' messaging that might discourage action and instead emphasize that starting protection at any point provides benefits.

Lead can steal children's futures



⁷ Trope, Yaacov, and Nira Liberman, 'Temporal Construal', *Psychological Review*, vol. 110, no. 3, July 2003, pp. 403–404.

Everyday actions can protect children's potential



Protect your children's dreams from lead



3.3 Act – Enabling protection

Objective: Even highly motivated families often fail to protect against lead exposure because they lack confidence, skills or clear guidance on what to do. Knowledge and motivation create readiness for change, but without capability, families remain stuck in the intention-action gap – wanting to protect their children but not knowing exactly how. The ACT component transforms good intentions into consistent protective behaviours by building practical capability through clear, actionable messaging. It recognizes that lead prevention

requires precise techniques (e.g., incorrect methods like dry sweeping can continue exposure), consistent daily repetition and navigation of resource constraints. This component addresses the reality that single-exposure campaigns must enable immediate action without extensive training or follow-up. By providing specific, feasible instructions anchored to daily life, ACT messages empower families to begin protection immediately, building confidence through clarity rather than complexity.

Key messaging strategies

1. Use ‘when-then-where’ structure to anchor actions to specific moments

| Why it works | How to apply |
|---|--|
| <p>Research on implementation intentions shows that specifying when and where behaviours occur increases follow-through.⁸ This message structure creates automatic mental triggers that bypass conscious decision-making. For lead poisoning prevention, where protection requires daily consistency, linking actions to existing routines or specific moments eliminates the need to repeatedly decide to act. The specificity also helps overcome the common barrier of intending to act ‘later’ but forgetting.</p> | <p>Structure every action message with a specific trigger: ‘When you return from work, remove shoes at the door’ rather than ‘Remove shoes to prevent tracking lead’. Use routine markers everyone recognizes, and include location cues when relevant: ‘At the doorway’, ‘At the water point’, ‘In the kitchen’. For campaigns targeting multiple behaviours, assign each to a different routine moment to prevent overwhelming any single transition. Test triggers with your audience to ensure they map to stable, universal routines rather than variable activities. The more specific the moment, the more likely the action.</p> |

Keep lead from work away from your home



8 Gollwitzer, P. M., ‘Implementation Intentions: Strong effects of simple plans’, *American Psychologist*, vol. 54, no. 7, October 1999, pp. 493–503.

2. Provide clear, specific instructions that eliminate uncertainty

| Why it works | How to apply |
|--|---|
| <p>Uncertainty about 'how' prevents behaviour even when people know 'what' and 'why'. For lead poisoning prevention, precision really matters; vague instructions create hesitation, and incorrect techniques can actually increase exposure. When messages eliminate all ambiguity about how to perform protective behaviours, they remove the cognitive barrier of figuring out the details, enabling immediate action. Specific language also aids memory and recall in the moment of action.</p> | <p>Replace every abstract instruction with observable, specific actions. Rather than 'clean properly', say 'wet-wipe surfaces with damp cloth, moving in one direction'. Include quantities using everyday references: 'Wash for 30 seconds' rather than 'wash thoroughly'. Specify the exact physical motion: 'scrub in circles', 'wipe downward', 'rinse from wrist to fingertips'. Add sensory checkpoints that confirm correct technique: 'The cloth should be damp enough to darken but not dripping'. Avoid conditional language ('try to', 'if possible') that implies difficulty. Test instructions by having someone unfamiliar with the behaviour follow them exactly as written.</p> |

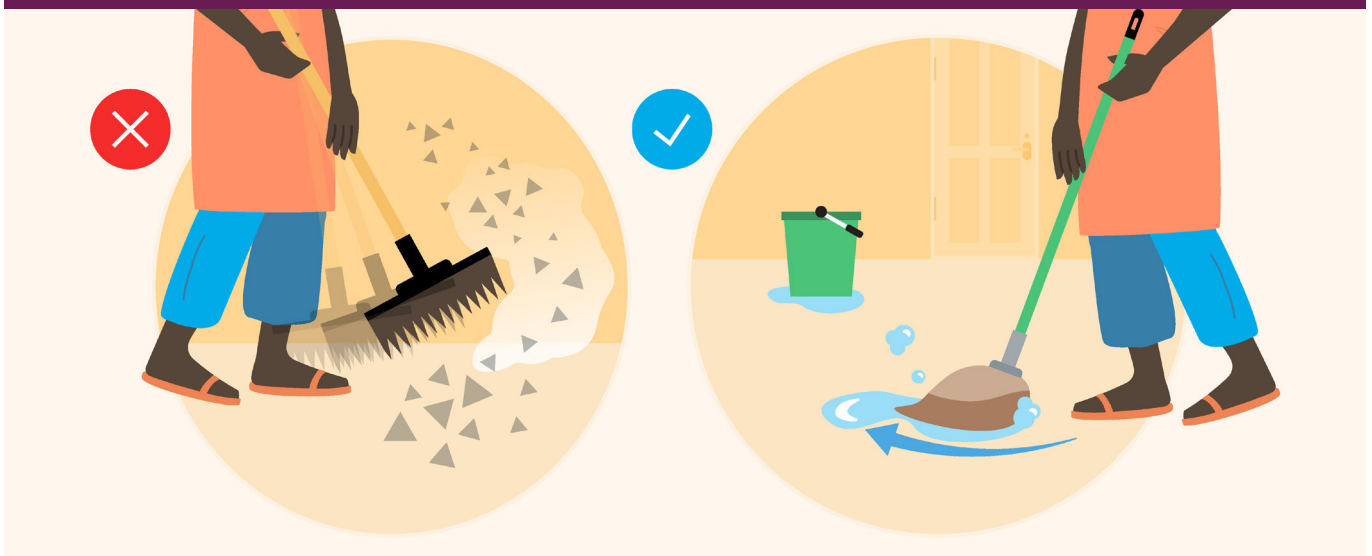


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3. Show that others are already succeeding with social proof

| Why it works | How to apply |
|---|---|
| <p>Social norms research demonstrates that perceived descriptive norms (what others do) predict behaviour better than injunctive norms (what others say should be done).⁹ For lead poisoning prevention, which requires sustained effort without visible results, knowing that peers successfully maintain these behaviours reduces psychological barriers and increases self-efficacy. Social proof also addresses the 'Is this really necessary?' doubt by showing community consensus about protection.</p> | <p>Use specific, local social proof – e.g., 'Most families in my neighbourhood now remove shoes before entering homes'– rather than generic claims. Include relatable peer models: 'Mothers working at the market wash their children's hands before snacks'. Quantify when possible: 'Eight out of 10 families in your area already wet wipe surfaces weekly'. Feature testimonials that emphasize feasibility: 'I thought it would be hard, but it only takes two minutes'. Use peers who face similar constraints to avoid aspirational or distant models. Update social proof regularly as adoption increases to maintain accuracy and momentum. Visual campaigns should show people who look like the target audience performing the behaviours.</p> |

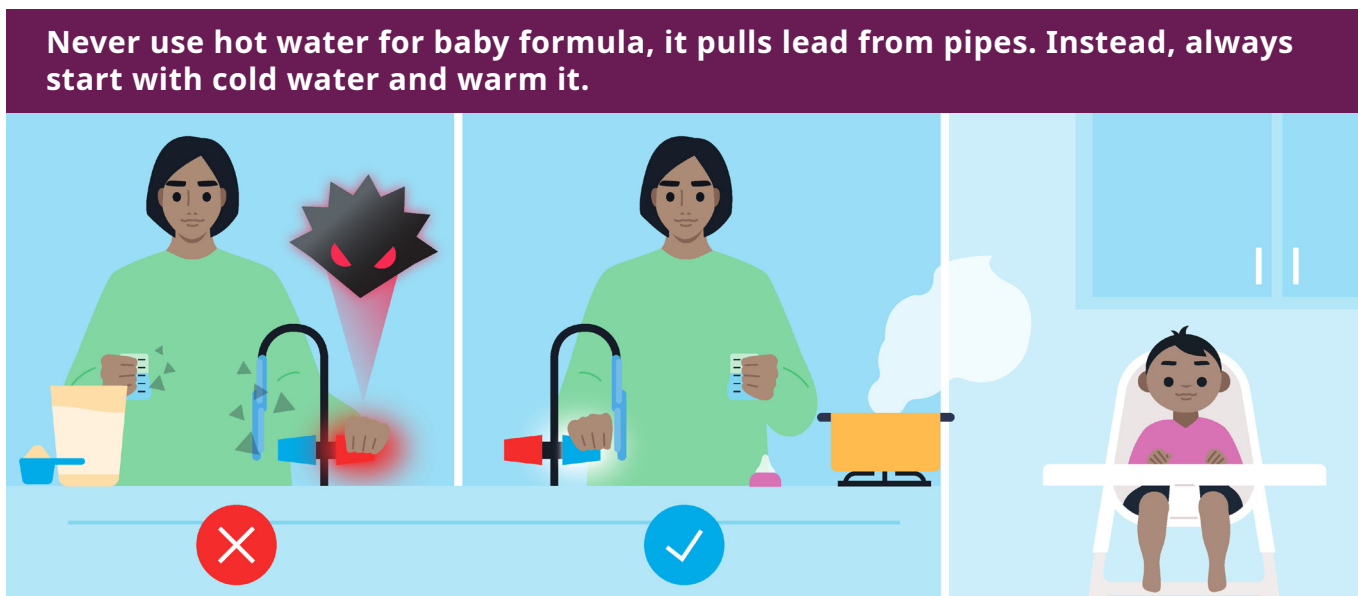
Cleaning practices to keep lead away



⁹ White, Katherine M., et al., 'Social Influence in the Theory of Planned Behaviour: The role of descriptive, injunctive, and in-group norms', *British Journal of Social Psychology*, vol. 48, no. 1, March 2009, pp. 135–158.

4. Contrast what NOT to do with what TO do

| Why it works | How to apply |
|---|---|
| <p>Lead poisoning prevention is unique in that common cleaning instincts can worsen exposure. Dry sweeping disperses lead dust into breathable air and shaking dusty items spreads contamination. Research shows that explicitly identifying common mistakes improves correct performance.¹⁰ When messages pre-emptively correct dangerous assumptions, they prevent well-intentioned but harmful actions while clarifying the right approach.</p> | <p>Use clear contrast structures: ‘Never use hot water for baby formula, it pulls lead from pipes. Instead, always start with cold water and warm it’. Explain why the wrong way is dangerous using visual language: ‘Sanding old paint releases lead clouds that float invisibly through your home’ or ‘Dry sweeping will simply push the lead into the air; use a wet wipe to ensure the lead gets wiped away’. Include visual markers in all formats: cross through incorrect methods and put a checkmark on correct ones, or red borders for danger and green for safe actions. Address common mistakes in your specific context: If traditional pottery is common, ‘Never cook or store acidic foods (tomatoes, citrus, vinegar-based dishes) in lead-glazed pottery. Heat also accelerates lead release. Avoid using these pots for cooking beans, making coffee or heating milk’. If battery recycling is nearby, use phrases such as ‘Don’t let children play in soil near recycling areas’.</p> <p>Keep contrasts brief and paired by always following what not to do immediately with what to do instead: ‘Don’t wear work shoes inside. Leave them at the door’. Use the contrast to teach underlying principles: ‘Acid and lead don’t mix’, for example, helps people generalize beyond single examples to understand why citrus, tomatoes and vinegar all pose risks with lead-glazed items.</p> |

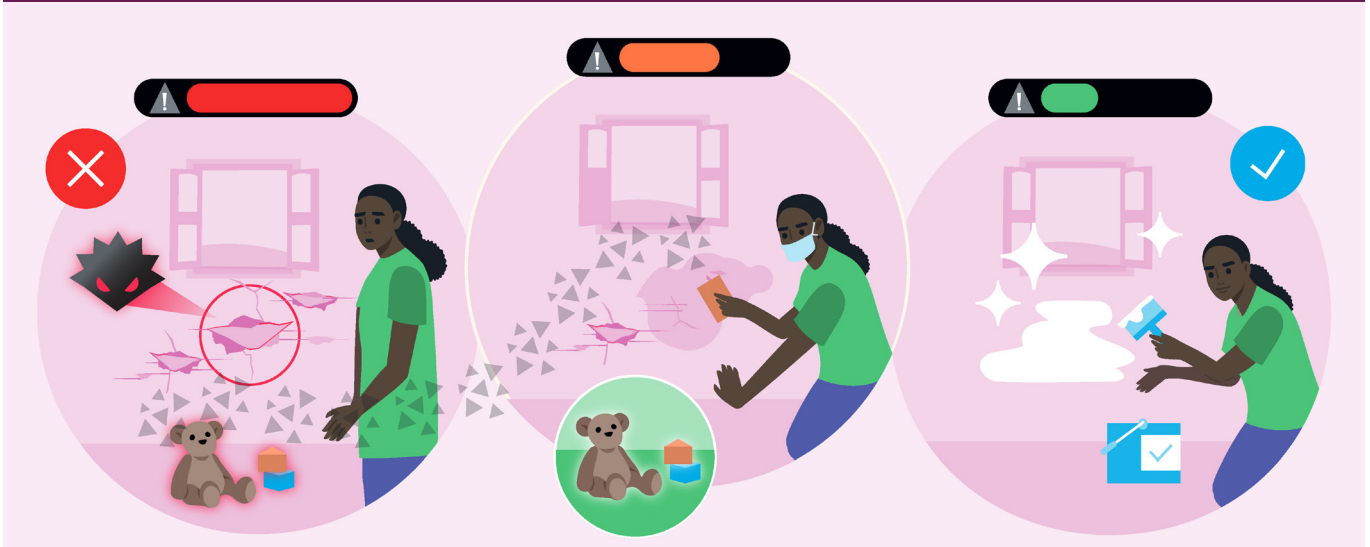


10 Metcalfe, Janet, ‘Learning from Errors’, *Annual Review of Psychology*, vol. 68, January 2017, pp. 465–489.

5. Reinforce commitment by communicating impact and success

| Why it works | How to apply |
|--|---|
| <p>People are more likely to continue behaviours when they can see those behaviours working. When families see concrete evidence that their protective actions produce real results, they develop stronger belief in their capability to protect their children. Research on goal pursuit reveals three critical insights for sustaining protective behaviours.¹¹ First, motivation increases with progress towards a goal's end: families work harder when they feel close to achieving safety. Second, breaking a goal into smaller milestones helps track progress, with each milestone becoming a marker that renews motivation. Third, providing clear indication of progress motivates users to complete tasks.</p> <p>These principles mean we must actively communicate evidence of success to families, translating abstract prevention into concrete achievements. When families perceive progress, whether through blood lead results, visible home improvements or time-based milestones, they experience the psychological acceleration that comes from approaching a goal. The key is transforming invisible protection efforts into tangible victories that families can see, measure and celebrate, building the self-efficacy necessary for long-term behavioural maintenance.</p> | <p>Design communication strategies that make progress visible through multiple markers, especially when blood lead testing isn't available. Create streak-based messaging: '21 days of handwashing = new family habit formed!' Use visual progress tools: protection calendars, milestone cards, or shields that grow stronger with each completed week. Frame time as achievement: '30 days lead-free'. Celebrate discrete home improvements: 'Kitchen sealed - check! Next: bedroom windows'. Link observable child behaviours to protection efforts. Use endowed progress framing: 'You're already 30 per cent of the way to a lead-safe home'. When blood testing is available, translate results into impact: 'Each point down reduces the risk of learning difficulties'.</p> <p>Partner with health workers to deliver milestone messages: 'Most families see improvements by the third month, you're on track!' The goal is to create multiple progress markers that maintain momentum, making every protective action feel like a step closer to the ultimate goal of a healthy, thriving child.</p> |

Clean and cover peeling lead paint



11 Fishbach, A., R. Dhar and Y. Zhang, 'Subgoals as Substitutes or Complements: The role of goal accessibility', *Journal of Personality and Social Psychology*, vol. 91, no. 2, 2006, pp. 232-242.



4

Application approaches

The REACH components are not rigid steps but flexible tools that can be combined based on your specific context, resources and behavioural assessment findings. How you deploy these components depends on several factors: the specific barriers your community faces, available communication channels, campaign timeline, budget constraints and whether you're addressing a crisis or implementing long-term prevention. The following approaches represent different strategic choices, each with distinct advantages and trade-offs. Most successful campaigns combine elements from multiple approaches, adapting as they learn what resonates with their specific audiences.

4.1 Component-specific messaging

A component-specific messaging approach works best when behavioural assessments reveal a dominant, specific barrier: for example, if formative research shows that 80 per cent of families are unaware that lead exists in their environment, but those who do know about it are highly motivated and capable of taking action;

or conversely, when everyone knows about lead but no one prioritizes it due to competing survival needs. This mirrors the approach of the transtheoretical model or the 'stages of change', where messages are matched with a target group's readiness to change.¹²

How it works: Focus your limited resources on crafting messages that address the primary barrier. If awareness is the issue, concentrate on RECOGNIZE messages across all channels. If motivation is lacking despite awareness, focus entirely on ENGAGE content. If people want to act but don't know how, emphasize ACT messages.



Advantages: Resource-efficient, clear and consistent messaging, easier to measure impact, allows for deep exploration of one component



Disadvantages: May miss secondary barriers, assumes homogeneous audience needs, risk of incomplete behaviour change if other components are neglected

Example: A community near a battery recycling facility where everyone knows lead is present but considers it inevitable. Campaign focuses entirely on ENGAGE messages: 'Other families near the plant have protected their children and kept them healthy. Here's how the Ahmad family did it..' All materials, from posters to radio spots, concentrate on building motivation and showing protection is possible.

12 Prochaska, James O., and Wayne F. Velicer, 'The Transtheoretical Model of Health Behavior Change', *American Journal of Health Promotion*, vol. 12, no. 1, September 1997, pp. 38-48.

4.2 Integrated comprehensive messaging

The integrated comprehensive messaging approach suits contexts where audiences have mixed levels of awareness and varying barriers or when launching lead prevention in a new area without extensive formative research. It is also valuable when opportunities for audience contact are limited, thus each message must communicate multiple persuasive elements. This approach aligns with the persuasive health message framework, which guides the inclusion of perceived threat, perceived efficacy and relevant cues within a single message to maximize impact.¹³ Additionally,

consideration of the elaboration likelihood model helps ensure that messages are effective for audiences processing information through both central and peripheral routes.¹⁴

Both approaches can be applied at different levels of scope, from comprehensive lead education to specific threat-action pairs. For instance, the integrated messaging approach could deliver either a full overview of lead risks or focus on a single source like 'turmeric powder can contain lead, choose whole root instead'. The choice of scope depends on your specific context and identified risks.

How it works: Each message incorporates elements from all three components, creating self-contained communications that can stand alone. A single poster or radio spot moves from recognition through engagement to action, ensuring anyone who encounters it gets complete information regardless of their starting point.



Advantages: No assumptions about audience knowledge, each exposure provides complete pathway, works across heterogeneous populations



Disadvantages: Messages become longer and more complex, may overwhelm audiences, difficult to deeply explore any component, harder to craft memorable messages

Example: A radio spot for general population: 'That peeling paint in older homes contains invisible lead poison that you can't see or smell (RECOGNIZE). When children touch it and put their hands in their mouths, it damages their growing brains and ability to learn. You can protect them (ENGAGE). Before your child plays, wet-wipe surfaces and cover peeling paint with tape until you can paint over it (ACT)'.

13 Witte, Kim, 'Fishing for Success: Using the persuasive health message framework to generate effective campaign messages', ch. 8 in *Designing Health Messages: Approaches from communication theory and public health practice*, edited by Edward Mailbach and Roxanne Louiselle Parrott, Sage Publications, Inc., Thousand Oaks, Calif., 1995.

14 Petty, Richard E., and John T. Cacioppo, 'The Elaboration Likelihood Model of Persuasion', *Advances in Experimental Social Psychology*, vol. 19, 1986, pp. 123–205.

4.3 Campaign design considerations

The two approaches above provide frameworks for developing message sets using REACH components, whether the information is framed sequentially, as an integrated message or as problem-solution pairs. These messages, however, still need to be delivered through actual campaigns. The following campaign types, adapted from marketing and public health practice, offer different ways to implement your REACH-based messages. These aren't alternatives to the two approaches but rather delivery vehicles that can work with any approach. The key is selecting types that match your resources, audience media habits and local context. Consider factors like campaign duration (burst versus sustained), audience participation level (passive receipt versus active engagement) and measurement complexity (simple reach metrics versus behaviour-change

tracking) when choosing your approach. These campaigns are also critical in connecting messaging to real behaviours.

Moment/event-based campaigns: Design campaigns around specific times when lead exposure risks peak or when audiences are naturally thinking about child health and safety. For lead poisoning prevention, key moments include religious or cultural festivals that may involve lead-containing traditional products; pregnancy and early childhood milestones when parents are most receptive to protection messages; or back-to-school periods when children enter potentially contaminated older buildings. These campaigns concentrate resources and attention during high-relevance periods rather than spreading messages throughout the year.



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Challenge/participation campaigns: Invite communities to actively participate in lead poisoning prevention activities rather than passively receiving information. For lead poisoning prevention, this might include '30-Day Lead-Safe Family' challenges where households commit to and share daily protective practices; community mapping exercises where residents identify and mark contamination sources; home testing days where neighbours gather to check their homes together; or peer educator programmes where families engaged in successful protection teach others. These campaigns build social proof and community ownership of lead prevention.

Thematic consistency campaigns: Develop a unifying theme or concept that ties together diverse lead prevention messages while allowing local adaptation. The 'wear-in' theory of marketing shows that consistent themes need 10–12 exposures to achieve recall, but varied executions prevent 'wear-out' where audiences tune out repetitive messages. A consistent tagline, visual identity or conceptual framework creates recognition across different exposure sources, protective behaviours and audience segments. For lead prevention, themes might emphasize protection ('Shield Your Child'), empowerment ('You Have the Power') or simplicity ('Small Steps, Big Protection'). The power lies in cumulative impact. Each exposure reinforces the previous one, building towards behaviour change.

See, think, act: Keep children safe from lead in paint







5

Message examples by scenario

This section offers quick, context-specific examples of how to apply the REACH framework to message development. It covers four common scenarios: (5.1) occupational take-home exposure, (5.2) family purchasing decisions for products that may contain lead, (5.3) pregnancy and (5.4) the toddler period, a high-risk developmental window.

Each scenario illustrates how RECOGNIZE-ENGAGE-ACT messaging can be adapted, and provides an example of how to integrate all three into one message for audiences.

5.1 Occupational take-home scenario

Parent works in battery recycling, construction or mining, where lead exposure is common. Families may not realize that lead dust travels home on clothes, shoes, skin and hair, creating secondary exposure for children. Audience includes working

families with moderate awareness of workplace hazards but limited understanding of take-home contamination. Primary channels include workplace safety trainings, factory exit points and family health programmes.

Don't bring lead home, remove and wash work clothes separately to keep your child safe



Recognize message

The lead dust you can't see follows you home. It clings to your clothes and hair like invisible glue. Your work boots carry enough lead home to contaminate your entire house. One footstep can spread poison across floors where your baby crawls.

| Short version | Rationale |
|---|---|
| <p>Work dust = invisible poison on your clothes and hair.</p> | <p>Easy recall: 'Clings like invisible glue' creates memorable sensory detail.</p> <p>Concrete visualization: 'One footstep spreads poison' replaces abstract contamination with physical action.</p> <p>Familiar danger: Lead dust compared to spreading glue/contamination like germs.</p> <p>Local reference: 'Work boots' and 'baby crawls' specific to factory workers' homes.</p> |

Engage message

Your daughter runs to greet you every evening. Her developing brain absorbing everything, including the lead dust you bring home. She's counting on you to protect her chance at finishing school. You work hard to give your children opportunities you never had. Don't let invisible lead steal their future. You have the power to shield them.

| Short version | Rationale |
|--|--|
| Protect your child's dreams – lead steals futures. | <p>Individual child: 'Your daughter' with specific details, not statistics.</p> <p>Protect potential: 'Protect her chance of finishing school' versus preventing damage.</p> <p>Values connection: Links to education investment and breaking poverty cycle.</p> <p>Appropriate urgency: 'Developing brain' creates time pressure without panic.</p> |

Act message

Before entering your home STOP at the door. Step 1: Remove work shoes and leave outside. Step 2: Wash hands, face and arms at the outdoor tap – scrub under nails for 30 seconds. Step 3: Change clothes immediately, before hugging children. Put work clothes directly in a bucket to wash separately. Every evening, these three steps build an invisible shield around your family.

| Short version | Rationale |
|---|---|
| Door = STOP. Shoes off. Wash. Change. Then hug. | <p>When-then-where structure: 'Before entering...at the door' anchors to specific moment.</p> <p>Clear instructions: 'Scrub under nails for 30 seconds' eliminates uncertainty.</p> <p>Not-to-do contrast: 'Before hugging children' shows what not to do first.</p> |

Integrated message

Lead dust from work is invisible – you can't see, smell or feel it – but it travels home on your clothes and hands like germs, spreading to everything you touch. When your children hug you or play where you've walked, this invisible poison enters their growing bodies, slowly damaging their ability to learn and succeed in school. Before entering your home: Leave work shoes outside, wash hands and face thoroughly, and change clothes before touching your family. These three simple steps protect your children's future. Other workers are already doing this – join them in keeping lead at work, not at home.

5.2 Product purchase scenario

Parents and caregivers may make purchasing decisions at markets, shops and vendors where products may contain lead. Many consumers don't know that lead can be in everyday items like toys, cosmetics, spices, painted goods, ceramics and traditional metal cookware. Audience includes

shoppers who want the best for their families but lack information to identify lead risks. Primary channels include point-of-sale materials, market vendor education and mobile messages before shopping trips.

Recognize message

That painted toy catches your eye at the market stall. The wooden blocks look perfect for your toddler. But paint, no matter the colour or price, could hide invisible poison. You cannot tell which ones are safe by looking. Lead lurks in toys without safety marks, in traditional jewellery that goes straight into mouths, in glazed pottery and metal vessels that hold your child's food, in turmeric powder that could be mixed with lead for brighter colour. Even traditional brass and bronze cookware may release lead when heated. You can't see it, smell it or taste it – but without knowing the source or checking for safety marks, any purchase might bring poison into your home.

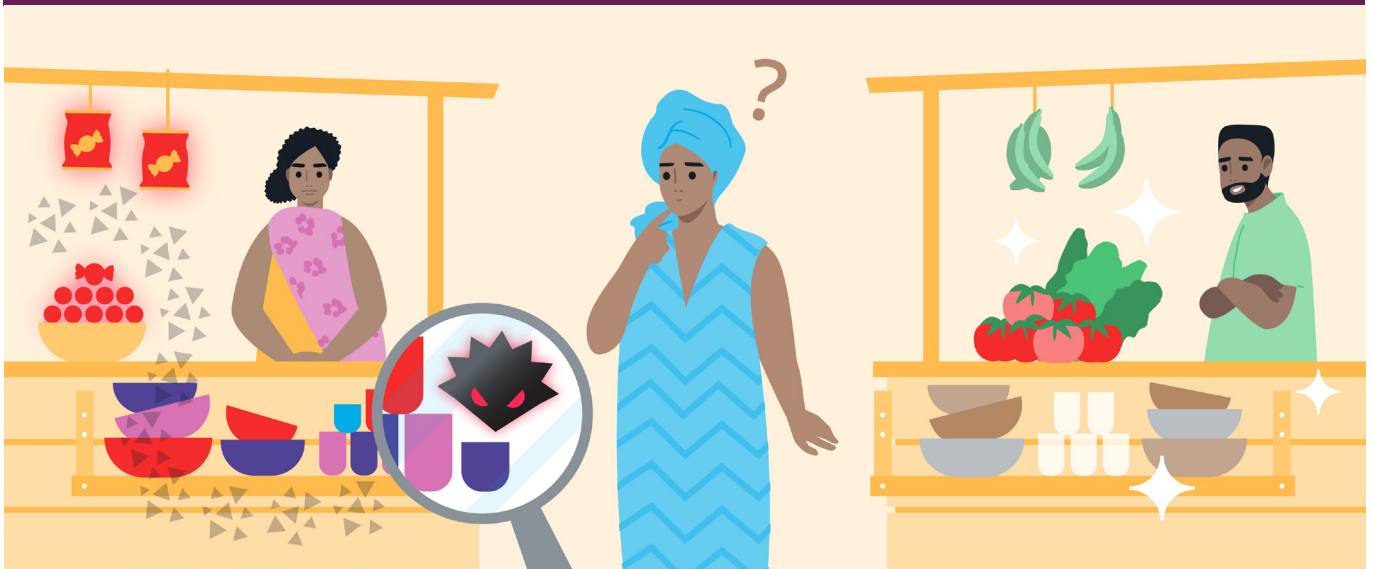
| Short version | Rationale |
|---|--|
| <p>Painted toys, glazed pottery, metal vessels, ground spices = potential lead sources. Cannot identify safe items by appearance alone. Ask vendors about sourcing and testing.</p> | <p>Easy recall: Creates specific mental checkpoints for common market items like toys, pottery, spices and cosmetics that parents encounter daily at markets.</p> <p>Concrete visualization: Instead of abstract 'lead contamination' the message paints specific scenes: 'wooden blocks', 'traditional jewellery in mouths', 'pottery holding food'. Parents can visualize exactly what to assess.</p> <p>Familiar danger: The concept of 'poison you cannot see' is universally understood, making the unfamiliar threat of lead contamination relatable. The progression from 'catches your eye' to 'goes into mouths' follows familiar parental concerns.</p> <p>Local reference: 'Market stall', 'turmeric powder', 'traditional brass/bronze' are tailored to common market purchases. The message maps directly onto the shopping environment where decisions are made.</p> |

Engage message

Picture your daughter's bright smile as she plays with her new toy. Her clever fingers exploring every surface, learning how the world works; that curious mind that amazes you every day, the one that will read stories, solve problems and chase dreams. Every market purchase is a choice: protect her brilliant potential or risk dulling that spark forever. The painted toy that saves you money today could steal her ability to focus in school tomorrow. When budgets are tight, prioritize protecting items children touch most: their toys, their dishes, their food. The safe choice you make now preserves every possibility, every book she'll read, every test she'll pass, every door that stays open for her future.

| Short version | Rationale |
|--|---|
| <p>That clever mind exploring new toys today = the student reading books tomorrow. Choose safe products, protect their brilliance.</p> | <p>Focus on individual children: Creates specific visualizations of one child playing, learning, growing. No statistics, just 'her smile', 'her future'.</p> <p>Emphasize protecting potential: Frames choices as 'protect her brilliant potential' and 'preserves every possibility' using gain-framed messaging about safeguarding natural abilities.</p> <p>Connect to existing values: Taps into educational success and acknowledges economic reality with 'when budgets are tight', showing understanding of competing priorities.</p> <p>Appropriate urgency: 'Every market purchase is a choice' creates immediate relevance while maintaining hope through positive framing.</p> |

Parents and caregivers may make purchasing decisions at markets, shops and vendors where products may contain lead



Act message

At every market stall, use these safety practices:

Cosmetics – Choose products with ingredient labels. For culturally essential items (e.g., kohl, sindoor) without labels: use minimally, apply only to adults, keep away from children, or make your own using safe, known ingredients.

Pottery and metalware – For food use: choose unglazed clay, stainless steel or glass. Reserve traditional glazed ceramics or brass/bronze vessels only for decoration, never for cooking or storing foods.

Spices – Ask vendors, ‘Where does this come from? Has it been tested?’ Trusted local suppliers who know their sources are often safer than unknown cheap options.

Toys – Choose unpainted wood, cloth or items with safety marks for young children.

The question – ‘Can you tell me about where this comes from?’ Vendors may stock safer options when customers ask.

| Short version | Rationale |
|--|--|
| <p>Safe shopping checklist: Ask about sources. Choose unglazed/ unpainted when possible. Traditional items need extra care. Prioritize children’s daily items.</p> | <p>When-then-where structure: ‘At every market stall’ creates universal trigger point for protective behaviour.</p> <p>Clear, specific instructions: Practical guidance for each product category with alternatives: ‘choose unglazed’ alongside ‘if using traditional glazed..’.</p> <p>Cultural sensitivity: Acknowledges that some traditional items have cultural/religious importance and provides harm reduction rather than prohibition.</p> <p>Contrast what NOT to do with what TO do: Each category pairs risky choices with safer alternatives: ‘painted toys’ versus ‘unpainted wood or cloth’, ‘unknown cheap spices’ versus ‘trusted suppliers with known sources’, ‘traditional cosmetics’ versus ‘home-made products’.</p> |

Integrated message

That bright cosmetic powder contains invisible lead that transfers from your cheek to your child’s kiss, then straight to their developing brain. Traditional pottery and brass vessels that held your grandmother’s cooking may release lead into your child’s food. Today’s bargain becomes tomorrow’s struggle when your brilliant child can’t focus in school. But you can protect their potential with smart choices. For cosmetics, check labels or minimize use of traditional products. For cookware, choose steel or glass for daily use. For spices, ask vendors about their source and testing. For toys, select unpainted options. One key question protects your family: ‘Where does this come from?’ Many vendors appreciate customers who care about safety and will help you find better options. Every smart choice preserves your child’s natural brilliance. Small decisions at the market mean a lifetime of opportunities protected.

Short version

Lead hides in everyday purchases. Ask about sources. Choose safer alternatives when possible. Traditional items need special care. Smart shopping = protected futures.

5.3 Pregnancy/Preparing for baby scenario

Expectant mothers and couples preparing for pregnancy face unique lead exposure risks during the critical window of foetal brain development. Lead crosses the placental barrier as easily as nutrients, accumulating in the developing baby's brain and bones during the most rapid period of neurological growth. Pregnant women may unknowingly increase exposure through cultural practices like using traditional cosmetics (kohl, surma, sindoor), cooking with lead-painted pottery, craving behaviours (pica) that involve consuming clay or soil, or in some cases expectant mothers may consume traditional

remedies that contain lead (e.g., Ayurvedic medicines, Tierra Santa, calabash chalk). Additionally, pregnancy mobilizes lead stored in the mother's bones from past exposures, releasing it into the bloodstream where it reaches the baby. The audience includes women focused on visible pregnancy needs – nutrition, prenatal visits, preparing the home – who may not realize that invisible lead threatens the very future they're planning for. Primary channels include antenatal clinics, prenatal classes, community health worker home visits and women's groups at religious or community centres.

Recognize message

That old paint flaking off your window frame? Each tiny chip contains enough lead to poison your baby's developing brain. Lead passes through your placenta like nutrients do, but instead of building strength, it silently steals from your baby's brain. When you touch dusty surfaces then eat, invisible lead travels to your baby. It's like feeding poison with every meal. Before your little one takes their first breath, lead is already limiting their potential.

| Short version | Rationale |
|--|--|
| Old paint chips = poison crossing placenta to baby's brain. Touch dust, eat food = feeding lead to your unborn child. | <p>Easy recall: 'Feeding poison with every meal' and 'steals from your baby's brain' create memorable, emotionally charged imagery that expecting parents will remember when they see peeling paint or touch dusty surfaces.</p> <p>Concrete visualization: 'Lead passes through your placenta like nutrients' transforms the abstract concept of transplacental transfer into something parents can visualize, comparing it to the familiar concept of nutrients reaching the baby.</p> <p>Familiar danger: Lead exposure is compared to 'feeding poison', a visceral, universally understood threat that makes the invisible contamination feel real and immediate.</p> <p>Local reference: 'Old paint flaking off your window frame' grounds the threat in specific household features.</p> |

Engage message

Right now, your baby's brain is creating 250,000 new cells every minute, building the foundation for their first words, first steps and every dream you have for them. This is their one chance to develop the brilliant mind they were meant to have. When you protect them from lead now, you're safeguarding their ability to excel in school, pursue their talents and fulfil their destiny. Every lead-safe choice you make today, from the water you drink to the surfaces you clean, is an investment in your child's unlimited potential.

| Short version | Rationale |
|--|---|
| <p>Your baby's brain builds 250,000 cells/minute now. Protect from lead = protect their dreams, talents, future success.</p> | <p>Focus on individual children: Uses 'your baby' throughout and connects to specific developmental moments parents already imagine – 'first words, first steps' – making it about their specific child rather than children in general.</p> <p>Emphasize protecting potential: Frames lead poisoning prevention as 'safeguarding their ability to excel' and protecting 'unlimited potential' rather than avoiding damage. Focuses on preserving the 'brilliant mind they were meant to have', a gain-framed approach.</p> <p>Connect to existing values: Links to universal parental values – educational success, family pride and destiny/purpose, making lead poisoning prevention align with dreams parents already hold. This is especially important when some of the lead products to be avoided/minimized are used as part of cultural practices.</p> <p>Create appropriate urgency: 'Right now' and '250,000 new cells every minute' creates immediate but empowering urgency.</p> |

Act message

At breakfast, eat iron-rich lentils with vitamin C foods like tomatoes – they reduce lead absorption in your baby. Choose milk, leafy greens and beans daily for calcium protection. Never use pottery that may have been painted or glazed with lead. Instead, always use unglazed, unpainted dishes or certified lead-free dishes. When family returns from work, have them leave shoes outside and change clothes before touching you. Every evening, damp-mop floors where you walk barefoot – never dry sweep. Most mothers in your area now follow these steps. Ask at your prenatal visit about lead testing. Small daily choices build strong, smart babies.

| Short version | Rationale |
|---|--|
| <p>Eat calcium + iron + vitamin C daily = blocks lead. Wet-mop, don't sweep. Work clothes stay outside.</p> | <p>When-then-where structure: 'At breakfast', 'when family returns from work', 'every evening' and 'your prenatal visit' anchor protective actions to specific daily moments pregnant women experience.</p> <p>Clear, specific instructions: 'Iron-rich lentils with vitamin C foods like tomatoes' and 'damp-mop floors where you walk barefoot' eliminate uncertainty with precise, observable actions.</p> <p>Contrast what NOT to do: 'Never use pottery that may have been painted or glazed with lead' explicitly identifies dangerous traditional items, immediately followed by safe alternatives ('always use unglazed, unpainted dishes'). 'Never dry sweep' reinforces instruction to 'damp-mop'.</p> <p>Show social proof: 'Most mothers in your area now follow these steps' provides peer validation.</p> <p>Local/cultural relevance: References lentils, traditional lead-glazed pottery – specific items familiar in target contexts. Acknowledges family members' work exposures (common in industrial areas) and barefoot walking (common in many households).</p> |

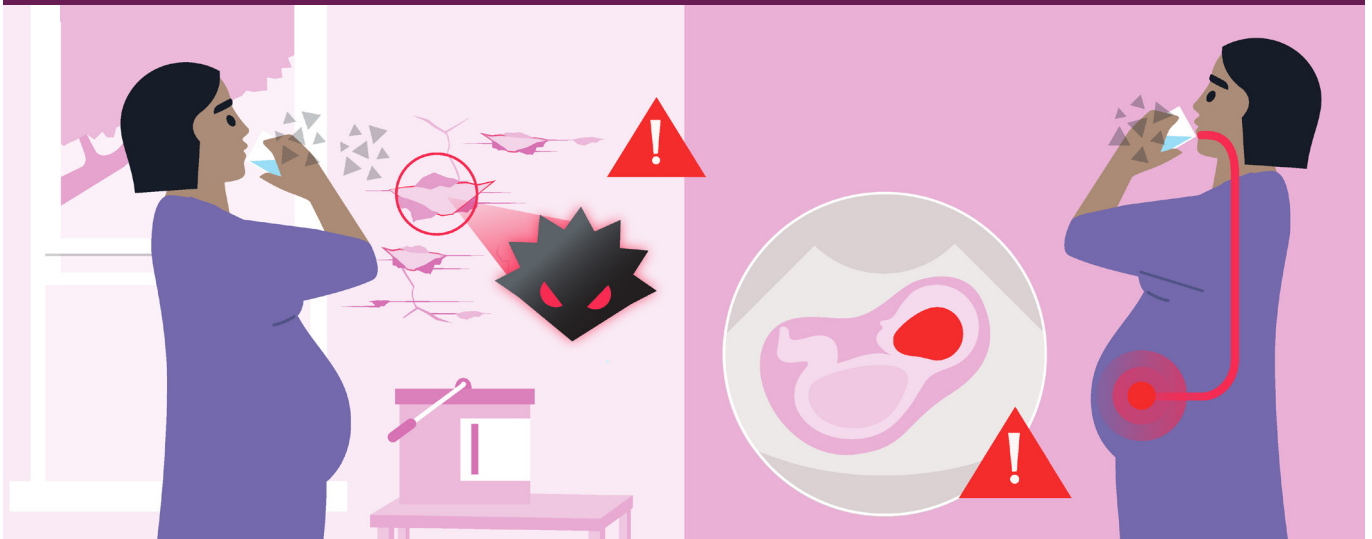
Integrated message

Invisible lead in dust, kohl, sindoor and coloured pottery crosses your placenta daily, silently damaging your baby's developing brain before birth. Right now, your baby is building millions of brain cells, the foundation for speaking, learning and achieving every dream you hold for them. You have the power to protect their brilliant mind. Starting today: eat lentils with tomatoes and drink milk daily to block lead absorption. Never use kohl or bright pottery. Leave shoes outside. Damp-mop floors weekly, never sweep. Ask about lead testing at your next prenatal visit. These simple steps safeguard your child's future.

Short version

Lead in dust/kohl/pottery crosses the placenta and damages your baby's brain. Protect their future: lentils and tomatoes, milk daily, no lead-based kohl, shoes outside, damp-mop.

Lead hides in plain sight



5.4 Toddler scenario

Parents and caregivers of toddlers are navigating the most dangerous developmental window for lead exposure. Children at this age constantly explore through touch and taste, putting hands and objects in their mouths hundreds of times daily while crawling on floors and playing close to the ground where lead dust settles. Their developing brains absorb lead

more readily than older children, and their natural behaviours create maximum exposure opportunities. Audience includes exhausted parents juggling multiple priorities who may not realize their child's normal exploration puts them at peak risk. Primary channels include maternal health clinics, community health worker visits and day care centres.

Recognize message

Your curious toddler explores the world with tiny hands that touch everything – dusty surfaces, old painted walls, soil in the yard. Those same hands go straight into their mouth dozens of times each day. What you can't see: invisible lead poison coating their fingers like sticky dust. Every time they suck their thumb or eat with contaminated hands, lead enters their growing brain. The dust that settles lowest to the ground – where your child plays – carries the most poison.

| Short version | Rationale |
|---|---|
| Crawling hands collect invisible poison. Next stop: your toddler's mouth. | <p>Easy recall: 'Tiny hands that touch everything...straight into their mouth' creates an instantly recognizable image every parent of a toddler knows intimately – this behaviour happens constantly throughout the day.</p> <p>Concrete visualization: 'Lead poison coating fingers like sticky dust' transforms the abstract concept of contamination into something tangible parents can picture. The hand-to-mouth pathway is made explicit and physical rather than theoretical.</p> <p>Familiar danger: Connects to universal toddler behaviours – such as exploring, touching, mouthing – that parents already monitor, making lead exposure feel relevant to their daily reality rather than seeming like a distant threat.</p> |

Engage message

Watch your toddler learning new words every day, their eyes bright with discovery. This magical time when their brain grows faster than it ever will again is exactly when lead does the most damage. The same curiosity that helps them learn – touching, tasting, exploring – can steal their brilliance if lead is present. But you have power. Every single day you protect them now saves IQ points, preserves their gift for learning and protects their future grades. Your daily actions today determine whether they'll struggle in school or thrive.

| Short version | Rationale |
|--|--|
| Today's lead = tomorrow's failing grades. Shield your brilliant toddler now. | <p>Focus on individual children: 'Your toddler' and specific observable behaviours like 'learning new words every day' makes this about their specific child, not abstract statistics.</p> <p>Connect to existing values: Links directly to educational success and intelligence. 'Future grades' and 'struggle in school or thrive' tap into deep parental anxieties about their child's prospects.</p> <p>Create appropriate urgency: 'Brain grows faster than it ever will again' creates time-bound urgency without suggesting it's too late. 'Every single day' emphasizes cumulative protection, while 'your daily actions today' empowers rather than paralyzes.</p> |

Act message

Before your toddler plays each morning, check floors and surfaces for peeling paint chips – pick them up immediately with damp paper and throw away. At your doorway, always remove shoes before entering – create a ‘shoes live here’ spot that even toddlers understand. Don’t let your toddler eat with unwashed hands – even small snacks. Before every meal and snack, take your toddler to a water point. Wet hands, rub soap for 20 seconds (long enough to sing a short song with your child). During meals, serve iron-rich foods first (eggs, beans, fortified cereals) – these compete with lead absorption when eaten on an empty stomach. Cover any peeling or chipping paint with tape or contact paper, pressing edges firmly so small fingers can’t pick at them. Keep your toddler away from bare soil near roads or old buildings. Create a clean play area using a mat or sheet. While full remediation is needed, these simple barriers and routines can help reduce exposure to invisible contamination that could enter their body today.

| Short version | Rationale |
|--|--|
| <p>Simple practices, arrangements and routines in your household = daily protection against invisible contamination.</p> | <p>When-then-where structure: ‘Before every meal and snack, take your toddler to a water point’ creates a specific trigger moment that occurs multiple times daily. ‘At your doorway, always remove shoes’ anchors another action to a specific location every parent passes through.</p> <p>Clear, specific instructions: ‘Wet hands, rub soap for 20 seconds’ eliminates uncertainty about duration.</p> <p>Contrast what NOT to do: ‘Don’t let your toddler eat with unwashed hands – even small snacks’ tackles the real mistake of skipping handwashing for quick bites, which happens frequently with toddlers who graze throughout the day.</p> <p>Local reference: ‘Water point’ acknowledges that not all homes have indoor taps, common in target countries. ‘Sing a short song’ provides a culturally universal timing method that also makes handwashing enjoyable for resistant toddlers.</p> |

Integrated message

Toddlers’ hands explore floors, surfaces and soil – the very places invisible lead dust settles thickest. Dozens of times a day, those hands reach their mouths, carrying poison to a brain that is growing faster now than at any other age. From 1 to 3 years old, protection matters most for your child’s future success in school. Create a simple daily routine: before every meal and snack, wash their hands with soap for 20–30 seconds. Leave shoes at the door to keep dust outside. These two small steps protect your child’s growing brilliance.

Short version

Crawling collects lead. Hands carry it to mouth. Wash before eating, protect growing brains.

Conclusion

Effective communication is a key component of preventing childhood lead exposure – especially SBC communication, because it bridges the gap between technical risk information and the daily decisions made. SBC turns abstract, invisible hazards into clear, doable, child-focused actions, helping families prioritize protection amid competing demands. It sits alongside, and should be integrated with, the broader communications toolkit: policy and advocacy communications (to shift systems and budgets), risk communication and community engagement (to inform and involve communities during routine programming and crises), strategic media and public information (to shape narratives and public awareness) and partner/stakeholder communications (to align actors and sustain momentum).

The scenarios presented in this guide show how the same principles adapt across diverse contexts and sources of exposure. Ultimately, behaviour change takes time, trust and consistent reinforcement. Every message that helps a caregiver recognize a

risk, feel motivated to protect, and take even one small protective step contributes to the collective goal of a lead-free future for every child. Through sustained, empathetic and evidence-based communication – aligned with policy advocacy, service delivery and environmental remediation – we can move from awareness to action, turning invisible threats into visible change.



The image shows the cover of a communication tool. At the top left, it says 'Toolkit to End Childhood Lead Poisoning' with a small icon. The UNICEF logo is at the top right. The main title is 'Clear communication to prevent and address childhood lead poisoning' with the date 'March 2022' below it. The central image shows three children holding up signs. At the bottom left, it says 'A MESSAGE FOR A LEAD-FREE FUTURE' with a small icon.

Tool 5
Clear communication to prevent and address childhood lead poisoning



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Annexes

Annex 1

Sample messages by REACH components

This annex provides sample messages organized by the RECOGNIZE, ENGAGE and ACT components of the REACH framework, as well as using the integrated messaging approach. These examples illustrate how to translate behavioural principles

into practical communication that resonates with families and communities. They are not meant to be used verbatim, but to inspire local adaptation and message development based on your specific audience, culture and communication channels.

REACH

Recognize

1. The invisible dust that steals intelligence

Lead dust is smaller than what your eye can see, 30 times thinner than a human hair. It floats invisibly in the air near battery recycling sites and clings to children's hands like invisible glue. When children touch their mouths, this invisible poison enters their brains, slowly stealing their ability to learn and concentrate.

2. Your yellow turmeric powder may hide a secret

That bright yellow colour you love in turmeric powder? Sometimes it comes from lead chromate, a poison added to make spices look more vibrant. You can't taste or smell it, but each pinch damages your child's developing brain. The powder that makes your curry golden might be making your child's future darker.

3. Beautiful pottery, hidden danger

Traditional pottery often contains lead in its glaze or colourful decorations. This can leach into food, especially when storing acidic items like tomatoes, tamarind or citrus. The invisible poison dissolves faster with heat and acid. Your grandmother's beautiful serving dish might be slowly poisoning your family meal after meal.

4. The soil that looks normal but isn't

Near battery recycling areas, the soil contains invisible lead particles. Children playing in this dirt get lead on their hands, under their nails, in their hair. It looks like regular earth, but it's contaminated with brain-damaging poison. When the wind blows, invisible lead dust enters homes through windows, settling on everything that families touch.

Recognize (continued)

5. Black kohl around eyes, invisible poison within

Traditional eye cosmetics like kohl or surma often contain dangerous levels of lead. You apply it to protect your child's eyes, but the invisible poison absorbs through delicate eye tissue into the bloodstream. What you meant as protection becomes a daily dose of brain damage that accumulates with each application.

6. Work clothes carry an invisible passenger home

If you work in construction, painting or battery recycling, lead dust rides home on your clothes, shoes and hair. It's completely invisible, but when you hug your children or sit on furniture, you spread this poison throughout your home. Your work boots leave invisible toxic footprints where your baby crawls.

7. The sweet candy with a bitter secret

Brightly coloured candies and snacks from unregulated sources may contain lead from powdered coatings, dyes or wrappers. Children can't see, taste or smell the poison, but it's there in the treats they love most. That handful of colourful sweets from the street vendor might contain enough lead to lower your child's IQ.

8. Water that looks clean but carries poison

Morning water from old pipes contains invisible dissolved lead, especially if it's been sitting overnight. You can't see it, smell it or taste it, but it's there in higher concentrations. The first water you use to make your baby's formula might have the highest lead levels of the entire day.

9. The renovation dust cloud you can't see

When old paint is scraped or sanded during home repairs, it creates invisible lead dust clouds that float through your entire home, settling everywhere. These particles are so tiny they stay airborne for hours. Long after the visible dust settles, invisible lead particles continue contaminating every surface your family touches.

Engage

1. Your child's brilliant mind is their greatest treasure

Every time you protect your child from lead, you're safeguarding their ability to excel in school, solve problems and achieve their dreams. Your daughter who loves mathematics, your son who asks endless questions – their curious minds are gifts worth protecting. Small daily actions preserve the brightness that makes your child special.

2. The student you're raising today, the leader they'll become tomorrow

You sacrifice daily to pay school fees because you believe in your child's future. But lead silently undermines every investment you make in their education. When you prevent lead exposure, you protect their ability to concentrate in class, remember lessons and compete for opportunities. Your protective actions today determine whether they'll lead their generation tomorrow.

3. Your family's honour lives in your children's success

In our community, a family's reputation grows when children excel. Lead exposure silently steals this honour by damaging children's ability to learn and succeed. When neighbours see your children struggling in school despite your support, they don't see lead poisoning; they see family failure. Protecting against lead preserves your family's good name for generations.

4. The dreams in your child's heart depend on their healthy brain

Your daughter dreams of becoming a nurse. Your son wants to start a business. These ambitions require sharp minds and steady concentration, abilities that lead permanently destroys. Every protective action you take keeps their dreams alive. Don't let invisible poison steal the future your child imagines when they close their eyes at night.

5. Your prayers for their future need your actions today

You pray daily for your children's success and well-being. But while you ask for divine protection, lead silently enters their bodies through unwashed hands and contaminated food. God has given you the knowledge and power to shield them. Your protective actions are answered prayers – combining faith with works to secure their blessed future.

6. The child who makes you proud could lose everything to lead

Remember when your child first counted to 10? When they wrote their name? These precious milestones of growth can be reversed by lead exposure. The child who fills you with pride when they help younger siblings, who neighbours praise for their respect – lead threatens to change them into someone you won't recognize, struggling with aggression and learning difficulties.

Engage (continued)

7. Economic security starts with protected minds

You work hard hoping your children will have easier lives, that education will lift them from poverty. But lead-damaged children often can't complete schooling or hold steady jobs. The cycle of poverty continues not from lack of effort, but from poisoned potential. Protecting your children from lead is investing in your family's economic future.

8. Your child's teacher sees what you don't yet

Teachers notice when bright children gradually fall behind – unable to focus, forgetting yesterday's lessons, becoming frustrated and disruptive. By the time these changes are obvious, permanent damage has occurred. But you have the power to prevent this heartbreak. Simple protective actions ensure your child remains the eager learner their teacher loves to teach.

9. The community's future depends on today's children

Our children will become the doctors, teachers and leaders our community needs. But lead exposure is stealing an entire generation's potential, creating a future of limited opportunities and unfulfilled promises. When you protect your child, you protect our collective tomorrow. Your individual actions contribute to a stronger, smarter, more prosperous community for everyone.

Act

1. The right way to clean: Wet, wipe, wash

Never dry sweep or dust – this spreads lead into the air your family breathes. Instead, use a damp cloth dark enough to see but not dripping. Wipe surfaces in one direction, folding the cloth to a clean side with each pass. Rinse the cloth in a bucket, not under running water. Eight out of 10 families in your area already use this method daily.

2. Morning water safety: Count to 60

Never use the first water of the morning for drinking or cooking, because it contains the most lead. Instead, run water for 60 seconds before taking water for cooking and drinking. Use that first water for cleaning or watering plants. Families who switched to this method report it only adds two minutes to morning routines.

3. Create a shoe-free zone using what you have

Place a mat or old cloth at your door. Work boots stay outside, home slippers stay inside. No special rack needed, a cardboard box or plastic basin works perfectly. Keep a dedicated cloth nearby to wipe children's feet. Most households in industrial areas now follow this simple rule.

4. The tape solution for peeling paint

Can't afford to repaint immediately? Cover peeling paint with tape or paper using flour-water paste. Press edges firmly so children can't pick at them. Replace every two weeks or when edges lift. This temporary fix costs almost nothing but can block lead dust. Many families maintain this while saving for proper repairs.

Act (continued)

5. Smart food storage: The three 'never' rules

Never store foods in traditional glazed or painted pottery that might have lead paint; never cook foods in these containers; and never use hot liquids in decorated ceramic cups. Instead, use glass, stainless steel or food-safe plastic. Women's groups report these switches required no extra spending, just smart choices.

6. The after-work protection ritual

If you work in construction or recycling: Change clothes after work before entering your home, placing work clothes in a bag. Wash hands, face, hair and exposed skin at an outside tap or bucket. Keep work shoes in a covered box outside. This three-minute routine prevents carrying poison to your children. Workers report it becomes automatic after one week.

7. Safe soil play: The clean zone method

If soil might be contaminated create a clean play area using a tarp, old sheet or mat. Secure edges with stones. Give children a bucket of clean sand or dirt to play with on this surface. After play, fold the covering inward to contain any dust. Mothers share that children actually prefer their 'special play space'.

8. Emergency response when renovation happens

If you must stay during paint removal: Seal the workroom with plastic sheets and tape. Move children to furthest room. Cover all furniture with plastic or old sheets. Wet-mop twice daily during work. After completion, wet-clean everything three times before allowing children back. Families who followed these exact steps had less lead dust in their homes.

Integrated

1. The battery recycling threat to your child's future

The soil near battery recycling looks normal but contains invisible lead poison that clings to children's hands and feet. This poison silently steals your child's ability to learn, threatening the education you sacrifice to provide. Create a clean play zone using an old sheet, wash children's hands with soap after outdoor play and leave shoes at the door – three simple actions that preserve their bright future.

2. Yellow spice powder: Beautiful colour, hidden danger

That extra-bright yellow turmeric may contain lead chromate – a poison added to enhance colour that you cannot taste or smell. Each pinch in your family's daily meals slowly damages your children's developing brains, stealing their natural intelligence. Buy duller-coloured powder from trusted sources; this simple switch protects the academic dreams you hold for them.

3. Traditional pottery's secret that affects generations

Certain ceramic dishes may contain lead that leaches into food, especially with heat and acidic ingredients like tomatoes or tamarind. Your grandmother's beautiful serving bowls might be poisoning the grandchildren she adores, damaging their ability to carry on family traditions. Use these ceramics only for decoration, serve food in glass or stainless steel and never store acidic foods in glazed pottery, so that you can honour your heritage while protecting its future.

4. Work dust that follows you home

If you work in construction or painting, invisible lead dust rides home on your clothes, spreading to everything your family touches. You work hard to provide but unknowingly bring home poison that damages your children's minds and futures. Change clothes before entering your home, wash hands and face outside, keep work shoes in a covered box by the door. This three-minute routine ensures your hard work builds their future, not destroys it.

5. The morning water mistake

The first water of the morning from taps contains the highest levels of invisible dissolved lead after sitting in pipes overnight. Using this water for your baby's formula or a shared pot of tea slowly poisons your family's most vulnerable members, affecting their development forever. Run water for 60 seconds each morning before cooking or drinking, and use that first water for cleaning instead. This simple habit protects the growing minds you cherish.

6. Painted walls: The invisible dust storm

Old peeling paint releases invisible lead dust that floats through your home, settling on surfaces where children play and eat. Every chip that falls carries enough poison to lower your child's IQ, undermining their chance to escape poverty through education. Cover peeling spots with tape and paper, and wet-wipe surfaces twice weekly – these free actions safeguard their academic potential.

Integrated (continued)

7. Children's candy: Sweet treats, bitter consequences

Brightly coloured sweets from street vendors often contain lead in their dyes and wrappers, poison that can't be seen, tasted or smelled. That handful of treats meant to bring joy could permanently damage your child's ability to concentrate and learn. Buy snacks from regulated shops, choose less colourful options, teach children to wash hands after handling wrapped candies – small changes that protect their developing minds.

8. Kohl around eyes, lead in blood

Traditional eye cosmetics contain dangerous lead levels that absorb through delicate eye tissue into your child's bloodstream. Applied with love for protection and beauty, these cosmetics instead steal your child's mental sharpness and school performance. Use lead-free alternatives from pharmacies and/or apply only for special occasions, not daily, so that you can preserve tradition while protecting futures.

9. The surfaces where poison collects

Some surfaces accumulate the highest levels of invisible lead dust in your home, especially near busy roads or old buildings. Your curious toddler who loves looking outside touches these surfaces dozens of times daily, then puts fingers in their mouth, slowly poisoning their brilliant potential. Wipe dusty surfaces with damp cloth every three days and place furniture to block access – simple routines that guard their natural intelligence.

10. Renovation dust: The hidden price of home improvement

Sanding or scraping during repairs creates invisible lead dust clouds that contaminate your entire home for months. Your effort to create a better living space could permanently damage your children's ability to succeed in school and life. In addition to wet-cleaning all surfaces three times after completion, seal work areas with plastic and keep children away during work, or stay elsewhere during renovation – temporary inconvenience prevents permanent damage.

Annex 2: Example of a full campaign: Lead-Safe Futures

Campaign narrative and strategy

The core insight

Lead is invisible, but its damage isn't. Based on our research, caregivers struggle to protect against something they cannot see until it's too late, when the damage appears in their child's struggles at school. We need to make the invisible visible through a powerful, consistent metaphor.

The central motif: Building blocks and gaps

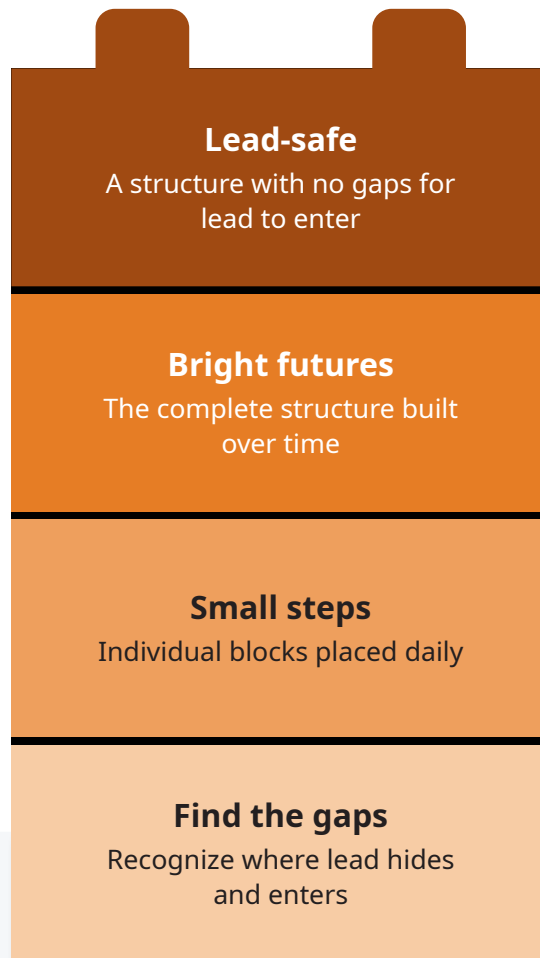
Every child's future is built block by block, through learning, growth and development. But lead creates invisible gaps in this construction, causing the entire structure to weaken. Parents must first 'find the gaps' where lead enters, then 'fill them with blocks' of protective action. Each protective behaviour (e.g., wet-wiping, shoe removal) is thus a building block that seals a specific gap where lead threatens their child's developing potential.



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Strategic approach: Progressive disclosure through building

Following the REACH framework's progression from recognition to action:



The building block motif works because:

- Parents understand building their child's future (universal aspiration)
- Gaps make invisible lead visible and specific
- Blocks make abstract protection tangible and countable
- Gaps in blocks visualize vulnerability to invisible lead
- Progress is visible as the structure grows stronger
- Children's toy blocks are familiar, non-threatening and associated with learning

Voice and positioning

We're not health experts lecturing. We're fellow builders sharing blueprints that work. The campaign positions every parent as capable of building protection, they just need to know which blocks to place.

Message assets/copy examples and guide

Hero message architecture:

'Find the gaps. Fill with blocks. Build bright futures'.

Copy formula: Gaps + building + solution

Short form (SMS/social):



Medium form (poster/flyer):

Every parent is building something

You're building your child's future, block by block, day by day. Their first words. First steps. First day of school. Each moment adds a block to who they'll become.

But first, find the gaps where lead gets in:

Gap 1

Check painted walls and doors. See peeling, chipping or flaking paint? That dust could contain lead that children touch and taste.

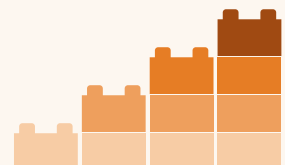
Gap 2

Notice where your child plays. Bare soil near roads or old buildings? That earth may hold decades of lead.

Gap 3

Empty stomach in the morning? An empty belly absorbs more lead. Hungry bodies grab onto any metal, including poison.

You can't see these gaps forming. Not until Grade 2, when they can't focus. Grade 3, when reading is harder than it should be. Grade 5, when dreams start slipping away.



The gaps are preventable. You just need the right blocks

Block 1

Cover and contain – Tape over peeling paint until you can seal it properly. A simple barrier between poison and tiny hands.

Block 2

Shoes stay outside – Work boots, street shoes: they carry contamination. Create a shoe-free home.

Block 3

Full belly first – Iron and calcium compete with lead. When children eat eggs, beans or greens first, their bodies choose nutrition over poison.

Three blocks. Placed daily. No gaps for lead to enter.

In [neighbourhood], 8 out of 10 families now build with these blocks. Their children's structures stand strong. Test scores prove it. Focus improves. Futures brighten.

Find gaps. Place blocks. Every block protects.



Visual + text integration examples



WhatsApp

Found your gaps? Here are your blocks. Which will you place today?



Community board poster

Same neighbourhood. Different futures. The difference? Parents who find all gaps and place all blocks daily.

Messaging rules

- 1 Always start with gap detection:** Help parents find before they fix
- 2 Make gaps visible:** Lead doesn't just harm, it creates specific gaps in ability
- 3 Connect gaps to blocks:** Each gap has a corresponding block solution
- 4 Frame as building/construction:** Use words like 'build', 'gaps', 'foundation', 'structure'
- 5 Blocks are specific actions:** Never vague, each block has a clear action
- 6 Progress is visible:** 'You found 3 gaps and placed 15 blocks this week'
- 7 Social proof through building:** 'Your neighbours are building too'

Annex 3 Global SBC lead materials

Global SBC communication assets to help end childhood lead poisoning have been developed for local use, adaptation and translation. These materials – including counselling cards, leaflets, posters and brochures – highlight the dangers of childhood lead poisoning and are intended for distribution during community engagement activities with caregivers. Feedback on the materials can be shared with sbc@unicef.org and ceh@unicef.org.

LEAD STOPS HERE.

WHAT YOU CANNOT SEE, YOU CAN STILL STOP.

FIVE SMALL HABITS. FIVE PLACES TO DRAW THE LINE.

- At the door:**
 - Take outside shoes off when you come in. Shoes feel sticky clean.
 - Do not walk through the home or shoes from the street. The dust comes in with you.
- At the sink, before every meal:**
 - Wash your hands with soap. Rubbing strongly, the time of one short song.
 - Do not let your child eat until hands feel clean and brushed the feet.
- On the floor, after cooking:**
 - Wet-wipe where your child plays. Damp one direction.
 - Do not dry-sweep. A broom fits the dust into the air your child breathes.
- At the morning kettle:**
 - Run the cold tap for 30 seconds before filling the kettle. Use only cold water for drinking and cooking.
 - Do not start the day with the first water from the pipe. Lead settles in pipes overnight.
 - Do not sand, scrape, or burn old paint. The dust released floats heavily for hours.
- On any peeling paint:**
 - Cover it with strong tape or contact paper. Please the edges down.
 - Do not pick up your child until you have washed.

Every habit you start today is part of your child's future.

Watch video: Ask your health worker about a blood lead test for your child.

LEAD STOPS HERE.

THE BRAINS GROWING TODAY ARE THE MINDS SHAPING TOMORROW.

THREE MINUTES. FOUR STEPS. THEN HUG.

- At the door:**
 - Step: Take work shoes off. Leave them in a covered box outside.
 - Do not walk through the home or work boots, even for a quick errand.
- At the outdoor tap:**
 - Wash hands, face, and arms with soap. Scrub under the nails for 30 seconds.
 - Do not pick up your child until you have washed.
- At the doorway, change clothes:**
 - Put work clothes straight into a separate bag or bucket.
 - Do not shake work clothes out inside. Changing releases lead dust on every room.
- At the laundry:**
 - Wash work clothes alone, many times. Rubber with heavy clothes.
 - Do not let your child sit on clothes.

Every habit you start today is part of your child's future.

Watch video: Ask your health worker about a blood lead test for your child.

LEAD STOPS HERE.

WHAT YOU CANNOT SEE, YOU CAN STILL STOP.

FOUR SMALL CHOICES AT THE STALL.

- For cookware:**
 - Choose plain stainless steel, glass, or ceramic for daily cooking. Never reuse or painted pottery for decoration.
 - Do not use or cook acidic foods in enamel, brass, or unglazed pottery. Acid pulls lead from the glaze into the food.
- For spices:**
 - Buy whole roots and seeds when you can. Grind them at home.
 - Do not buy spice powder that looks unusually bright. The colour can come from added lead.
- For toys:**
 - Choose plain wood, glass, cloth, or items with a recognized safety mark.
 - Do not give your child costume-type or metal jewelry to chew, suck, or swallow on.
 - Do not apply traditional medicines as a child's face. They are to adult use and have lead for special occasions only.
- For cosmetics and traditional remedies:**
 - Choose products with a clear ingredient label from a regulated source.
 - Do not apply traditional medicines as a child's face. They are to adult use and have lead for special occasions only.

Every habit you start today is part of your child's future.

Watch video: Ask your health worker about a blood lead test for your child.

LEAD STOPS HERE.

WHAT YOU CANNOT SEE, YOU CAN STILL STOP.

WHERE LEAD LIVES IN AND AROUND THE HOME.

Lead is dust. You cannot see it, smell it, or taste it. It comes in on shoes from the road and worksite. It hides in old peeling paint, where small fingers can pick at it. It sits in pipes overnight, then runs out with the first water of the morning. Outside, it is in soil near busy roads, worksites, and old buildings. Wind and feet carry it inside.

Your child meets lead every day.

WHAT YOU ARE PROTECTING.

Right now, your child's brain is growing faster than at any other time in their life. Every word they learn, every step they take, every story they tell is built on the brain you are protecting today. Every wash, every wipe, every meal is part of that future. Every lead-safe habit keeps that future on track.

FIVE SMALL HABITS. FIVE PLACES TO DRAW THE LINE.

- At the door:**
 - Take outside shoes off when you come in. Indoor feet stay clean.
 - Do not walk through the home in shoes from the street. The dust comes in with you.
- At the sink, before every meal:**
 - Wash your child's hands with soap. Thirty seconds, the time of one short song.
 - Do not let your child eat with hands that have just touched the floor.
- On the floor, after cooking:**
 - Wet-wipe where your child plays. Damp-cloth, one direction.
 - Do not dry-sweep. A broom fits the dust into the air your child breathes.
- At the morning kettle:**
 - Run the cold tap for 30 seconds before filling the kettle. Use only cold water for drinking and cooking.
 - Do not start the day with the first water from the pipe. Lead settles in pipes overnight.
- On any peeling paint:**
 - Cover it with strong tape or contact paper. Press the edges down.
 - Do not sand, scrape, or burn old paint. The dust released floats invisibly for hours.

LEAD STOPS HERE. HOME CHECKLIST.

Stick this on the kitchen wall. Tick once a day for one week. By the end, it will feel automatic.

| | Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Outside shoes are at the door. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Hands washed before every meal. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Floor wet-wiped where the child plays. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Morning tap flushed before the kettle. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Remove lead exposure at home like cover peeling paint. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Small steady habits. Strong minds. More and more families are doing this. Every habit you start today is part of your child's future.

Watch video: Ask your health worker about a blood lead test for your child.

The materials can be downloaded here

<https://www.sbcguidance.org/do/sbc-message-guide-preventing-childhood-lead-poisoning>





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for every child,

Whoever she is.

Wherever he lives.

Every child deserves a childhood.

A future.

A fair chance.

That's why UNICEF is there.

For each and every child.

Working day in and day out.

In more than 190 countries and territories.

Reaching the hardest to reach.

The furthest from help.

The most excluded.

It's why we stay to the end.

And never give up.

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