



الجمعية العلمية الملكية  
Royal Scientific Society

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Ref: Reference

Date: 23 May 2021

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# Promoting Regulatory and Voluntary Action by Government and Industry to Phase Out Lead in Paint – Awareness Campaign

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**Prepared for:**

United Nation Environment Program (UN<sub>Environment</sub>)

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**Version no:**

1

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**Date of submission:**

23/05/2022

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# Introduction

Cleaner Production Unit Jordan (CPU) at Royal Scientific Society (RSS) has been selected to execute a pilot demonstration in the country on phasing out lead in paint in selected small and medium enterprises (SMEs), as part of the Output 1.1 of the Strategic Approach to International Chemicals Management (SAICM) Global Environment Facility (GEF) Project lead in paint component. In addition, CPU Jordan will also provide regional support regarding policy advice and advocacy in engaging their national network, to collaborate with the Output 1.2: implementation of lead paint laws.

As part of project activities, an Awareness Media Campaign was conducted to change the public consumption behaviour toward choosing paints that fulfils the allowable limits of Lead content, through raising awareness about the adverse health impacts of Lead.



# Target Audience

In the early stages of the awareness campaign, a stakeholder analysis was implemented in order to identify the most relevant stakeholders who are most relevant to paint selection behavior among local community in Jordan, in which their behaviors and activity will have direct effect on this issue.

The analysis process has identified the following stakeholders to be targeted by the awareness campaign activities:

- Youth (6-12 & 12-18)
- Young Families
- Housing & Painting Contractors
- House Owners
- Paint Retailers

Although the awareness campaign were designed in accordance with the unique nature of the targeted group, the selection of awareness materials to be adopted take into consideration making the developed materials available to general public to maximize the coverage and results of the campaign.

## Key Activities

The communication approach for this target audience was to develop, design and implement a sustainable media campaign that mainly designed to change targeted audience behavior, in order to consider paint options that contains acceptable levels of lead components when making a choice about paints to be used in households.

In accordance with the environmental nature of the project, sustainability was a main consideration while designing the media campaign, therefore RSS project team was eager to implement a media campaign with sustainable tools and products, as a results the produced media materials didn't includes any printed materials that will be turning into solid waste.

The produced media materials were reusable in nature even after the end of the project, as videos and posts shall be kept available online through project social media platform (Facebook).

### Media Agency Procurement

RSS project team gave the awareness media campaign a special attention and dedication as it will communicate the project key message to the mass population in Jordan. In order to achieve the best possible outcomes of this campaign, a specialized media agency was hired to join RSS project team, a joint team that combines environmental, technical and media knowledge in a will developed awareness materials.

### Awareness Tools Selection

Keeping in mind sustainability the selection of awareness materials, that to be adopted by the project was based on the nature of the targeted audiences and a result of several discussions between the media experts and RSS project team, in which the following tools were adopted:

- Short Message Service (SMS)



- Simple Facebook Games
- Animated Posts
- Creative infographic videos
- Static Posts

### Materials Produced

As mentioned earlier, it was important to merge the technical knowledge of project team was combined with the marketing expertise of the media agency, in which the project team was responsible for suggesting the core messages that to be reproduced as an awareness materials by the media agency, the result was producing the following materials:

- 6 SMSs
- 4 Facebook Static Posts
- 8 Infographic Videos (with voice over & with music)
- 3 Facebook games

Moreover, due to the importance of the media campaign and to achieve better outreach, the project decided to include Social Media Boosting & Advertisement in the campaign activities.

### Awareness Campaign Implementing

Over a period of two months starting on September 2<sup>nd</sup> 2022 until November 4<sup>th</sup> 2022, the media campaign awareness activities were carried out, in which a combination of developed materials were published according to a predeveloped media plan as shown in the table below.

Awareness Materials	September	October	November	Total Produced
Static Posts	2	2	0	4
Video (with voice over)	1	2	2	5
Video (with music)	1	2	0	3
Facebook Games	2	1	0	3
SMS	4	2	0	6
Online Coverage - Sharing Project Videos on Highly Visited Websites (Al-Ghad & Al- Wakeel) in Jordan	1	4	0	5



The links for the shared materials are illustrated in the table below

Post Type	Link	Date
<b>Facebook Page</b>		
Static post	<a href="https://web.facebook.com/leadpaintcampaign/photos/a.131743641580158/556809125740272/">https://web.facebook.com/leadpaintcampaign/photos/a.131743641580158/556809125740272/</a>	September 2, 2021
Facebook game	<a href="https://web.facebook.com/leadpaintcampaign/photos/a.131743641580158/560034318751086/">https://web.facebook.com/leadpaintcampaign/photos/a.131743641580158/560034318751086/</a>	September 7, 2021
Video with music	<a href="https://web.facebook.com/leadpaintcampaign/videos/245242904041676">https://web.facebook.com/leadpaintcampaign/videos/245242904041676</a>	September 14, 2021
Video with voice over	<a href="https://web.facebook.com/leadpaintcampaign/videos/256082203080469">https://web.facebook.com/leadpaintcampaign/videos/256082203080469</a>	September 20, 2021
Static post	<a href="https://web.facebook.com/leadpaintcampaign/photos/a.131743641580158/570193654401819">https://web.facebook.com/leadpaintcampaign/photos/a.131743641580158/570193654401819</a>	September 23, 2021
Facebook game	<a href="https://web.facebook.com/leadpaintcampaign/photos/a.131743641580158/574721807282337">https://web.facebook.com/leadpaintcampaign/photos/a.131743641580158/574721807282337</a>	September 30, 2021
Video with music	<a href="https://web.facebook.com/leadpaintcampaign/videos/706085453608220">https://web.facebook.com/leadpaintcampaign/videos/706085453608220</a>	October 3, 2021
Cover Photo	<a href="https://web.facebook.com/leadpaintcampaign/photos/a.109099070511282/577697890318062">https://web.facebook.com/leadpaintcampaign/photos/a.109099070511282/577697890318062</a>	October 5, 2021
Video with voice over	<a href="https://web.facebook.com/leadpaintcampaign/videos/941244786461222">https://web.facebook.com/leadpaintcampaign/videos/941244786461222</a>	October 10, 2021
Facebook game	<a href="https://web.facebook.com/leadpaintcampaign/photos/a.131743641580158/585633906191127/">https://web.facebook.com/leadpaintcampaign/photos/a.131743641580158/585633906191127/</a>	October 17, 2021
Static post	<a href="https://web.facebook.com/leadpaintcampaign/photos/a.131743641580158/587417502679434/">https://web.facebook.com/leadpaintcampaign/photos/a.131743641580158/587417502679434/</a>	October 20, 2021
Video with music	<a href="https://web.facebook.com/leadpaintcampaign/videos/604005687712519">https://web.facebook.com/leadpaintcampaign/videos/604005687712519</a>	October 24, 2021
Video with voice over	<a href="https://web.facebook.com/leadpaintcampaign/videos/670143330623040">https://web.facebook.com/leadpaintcampaign/videos/670143330623040</a>	October 28, 2021
Video with voice over	<a href="https://web.facebook.com/leadpaintcampaign/videos/410395850797279">https://web.facebook.com/leadpaintcampaign/videos/410395850797279</a>	November 02, 2021
Video with voice over	<a href="https://web.facebook.com/leadpaintcampaign/videos/320406739432343">https://web.facebook.com/leadpaintcampaign/videos/320406739432343</a>	November 02, 2021
<b>Online Coverage</b>		
Al Ghad - Portal	<a href="https://alghad.com/?p=1062458">https://alghad.com/?p=1062458</a>	September 22, 2021
Al Ghad - Facebook Page	<a href="https://www.facebook.com/127340213944646/posts/6686339844711284/?sfnsn=mo">https://www.facebook.com/127340213944646/posts/6686339844711284/?sfnsn=mo</a>	September 22, 2021
Al Wakeel - Portal	<a href="https://s.alwakeelnews.com/528676">https://s.alwakeelnews.com/528676</a>	September 22, 2021



Post Type	Link	Date
Al Wakeel - Facebook Page	<a href="https://www.facebook.com/MohammadAlwakeelshow/videos/1555738648105230/">https://www.facebook.com/MohammadAlwakeelshow/videos/1555738648105230/</a>	September 22, 2021
Al Ghad - Portal	<a href="https://alghad.com/?p=1069817">https://alghad.com/?p=1069817</a>	October 10, 2021
Al Ghad - Facebook Page	<a href="https://www.facebook.com/alghadnewspaper/videos/411771360519611/">https://www.facebook.com/alghadnewspaper/videos/411771360519611/</a>	October 10, 2021
Al Wakeel - Portal	<a href="https://s.alwakeelnews.com/531650">https://s.alwakeelnews.com/531650</a>	October 10, 2021
Al Wakeel - Facebook Page	<a href="https://business.facebook.com/MohammadAlwakeelshow/videos/336206264599670/">https://business.facebook.com/MohammadAlwakeelshow/videos/336206264599670/</a>	October 10, 2021
Al Ghad - Portal	<a href="https://alghad.com/?p=1075991">https://alghad.com/?p=1075991</a>	October 25, 2021
Al Ghad - Facebook Page	<a href="https://fb.watch/8SfOYcRmL0/">https://fb.watch/8SfOYcRmL0/</a>	October 25, 2021
Al Wakeel - Portal	<a href="https://s.alwakeelnews.com/534348">https://s.alwakeelnews.com/534348</a>	October 25, 2021
Al Wakeel - Facebook Page	<a href="https://www.facebook.com/watch/?v=303416838013881b">https://www.facebook.com/watch/?v=303416838013881b</a>	October 25, 2021
Al Ghad - Portal	<a href="https://alghad.com/?p=1077054">https://alghad.com/?p=1077054</a>	October 26, 2021
Al Ghad - Facebook Page	<a href="https://fb.watch/8UVoKoi7vN/">https://fb.watch/8UVoKoi7vN/</a>	October 26, 2021
Al Wakeel - Portal	<a href="https://s.alwakeelnews.com/534645">https://s.alwakeelnews.com/534645</a>	October 26, 2021
Al Wakeel - Facebook Page	<a href="https://www.facebook.com/watch/?v=590699758801928">https://www.facebook.com/watch/?v=590699758801928</a>	October 26, 2021
Al Ghad - Portal	<a href="https://alghad.com/?p=1077437">https://alghad.com/?p=1077437</a>	October 28, 2021
Al Ghad - Facebook Page	<a href="https://www.facebook.com/alghadnewspaper/videos/409161300618203">https://www.facebook.com/alghadnewspaper/videos/409161300618203</a>	October 28, 2021
Al Wakeel - Portal	<a href="https://s.alwakeelnews.com/534866">https://s.alwakeelnews.com/534866</a>	October 28, 2021
Al Wakeel - Facebook Page	<a href="https://www.facebook.com/MohammadAlwakeelshow/videos/403696601301392">https://www.facebook.com/MohammadAlwakeelshow/videos/403696601301392</a>	October 28, 2021

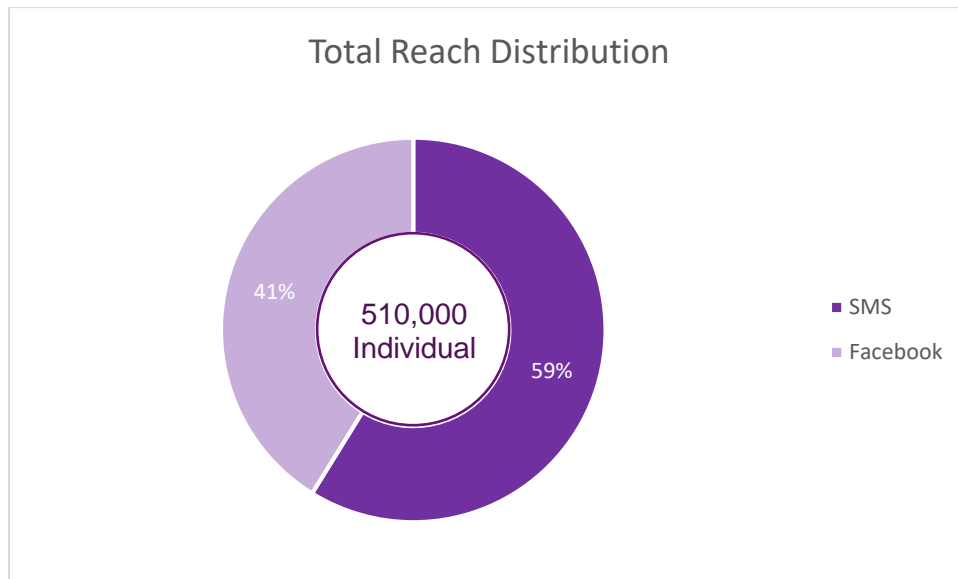
## Achievements

Social Media has proven that it is more effective in the new marketing trends, as it currently considered being the best tool to connect with your target audience and interact with them.

Therefore, the developed media plan considered social media as the main tools that to be used in the media campaign, in which Facebook platform was selected as being the highly used social media platform in Jordan. The results of the conducted awareness campaign was outstanding in which the project messages shared



through Facebook have reached more than 210,000 Individual with more than 22,000 engagements ((Reactions, Shares and Comments), and 300,000 individual was reached through SMS.



It is important to highlight that the above mentioned results reflects the outreach from only Facebook platform and SMS, while the outreach results from the Online Coverage (Sharing on Al-Ghad & Al-Wakeel Websites) was not available.

