

2025 LEEP Goals

Driving effective policies to eliminate lead poisoning across the globe

Paint Programs

Our overall goal is to make a significant step to eliminate new lead paint across areas representing 35% of births in LMICs.¹ We define a significant step as having met an additional key goal, as laid out in the following table:

Description of key goal	Status: end of 2024	Goal: end of 2025
Paint study conducted in collaboration with a government agency, where possible	20	30
Engage with 100% of manufacturers if there are <20 manufacturers, otherwise engage with manufacturers representing 80% of market share	12	24
If regulation is not already introduced, goals of a project to establish regulation are agreed with the lead government agency	16	20
Regulation has been drafted	7	11
Legally-binding regulation is in place	2	7
>50% of lead market share reports taking active steps towards reformulating	10	23
Goals of a project to establish enforcement are agreed with the relevant government agency	4	13
The government has warned >50% of lead market share about their failure to comply with the regulation	1	5
Repeat paint study shows > 50% reduction in lead paint market share since initial study	1	4
Repeat paint study shows > 80% reduction in lead paint market share since initial study	0	1
Repeat paint study shows 100% reduction	0	1

¹ This is a slightly different definition to last year, when we counted countries rather than areas. Our use of the term “areas” still usually means countries (for most programs); however, it refers to states in India. We’ve made this change to be more transparent: we don’t want to imply that our paint programs are covering the entire country of India when this would be inaccurate. For reference, we made a significant step in areas representing 27% of LMIC births in 2024. Also, we were working in countries representing 59% of births, which we hope to increase to about 70-75% in 2025.

Other Sources Goals

Overarching goals:

1. Conduct desk research and cost-effectiveness analyses in order to prioritize new sources of lead exposure on which to pilot programs.
2. Hire generalist researchers responsible for executing pilot programs and studies for each new source.

Source-specific key goals:

Source	Key goal	Target number of areas
Traditional eyeliners	Assess the scale of the problem of lead exposure via traditional eyeliners.	4
Traditional eyeliners	Pilot the effectiveness of different intervention components such as reformulation support, consumer awareness media campaign, technical assistance for regulation and enforcement.	2
Traditional eyeliners	Contract a public affair consultancy firm to develop a strategy to address the bottlenecks to regulation and reformulation.	1
Spices	Conduct lead content studies to identify markets affected by the addition of lead in spices.	3
Spices	Conduct lead content market analysis to identify the share of the market and supply chain stages affected by lead in spices.	2
Spices	Agree on the goals for an intervention plan with relevant local authorities.	2