

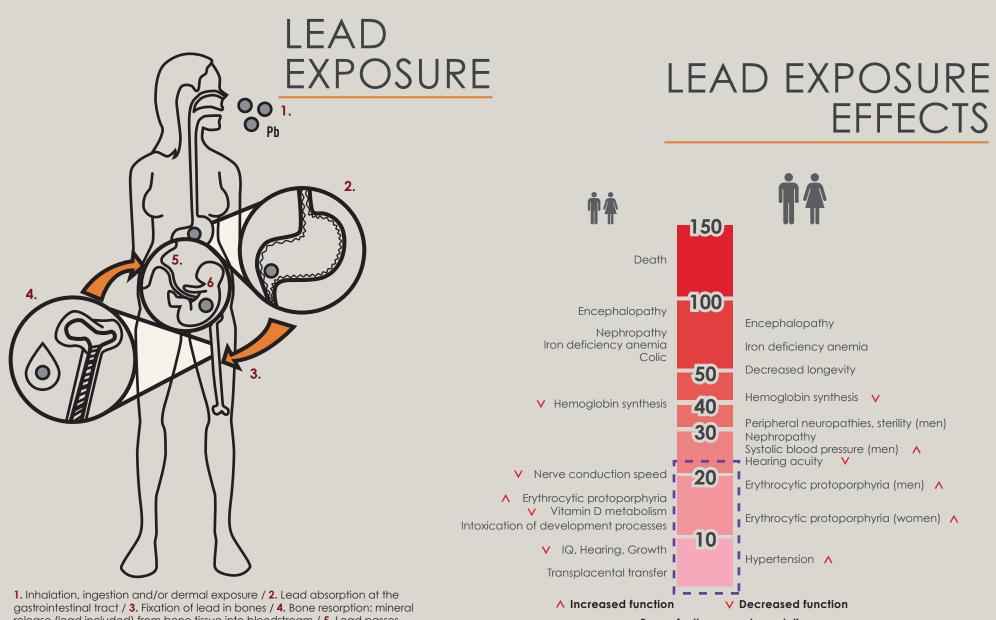


STRATEGY

CHRONOLOGY



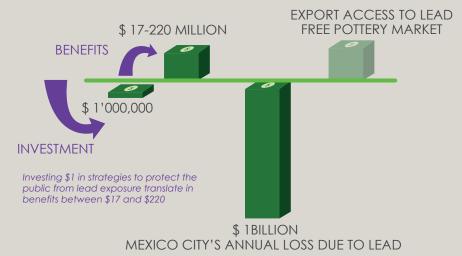
4,000 b.C. - First traces of pottery in Mexico / 1500 - Introduction of use of lead based glazes / 1878 - First academy article on negative effects of lead in pottery / 1991 - Mexican Government through FONART starts lead free pottery program / 1997 - Leaded gas phaseout in Mexico / 2013 - "Barro Aprobado" Strategy



through the placenta / 6. Lead reaches the fetus

– – Range for the general population

LEAD & ECONOMY





8.6 μ g/dl = -6 IQ points

AFFECTED POPULATION

- ŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎ ŢŎŎŶŶŨŶŶŶŶŶŶŶŶŶŶŶŶŶŶŶŶŶŶŶŶŶŶŶŶŶŶŶŶ
- = 1,000 people

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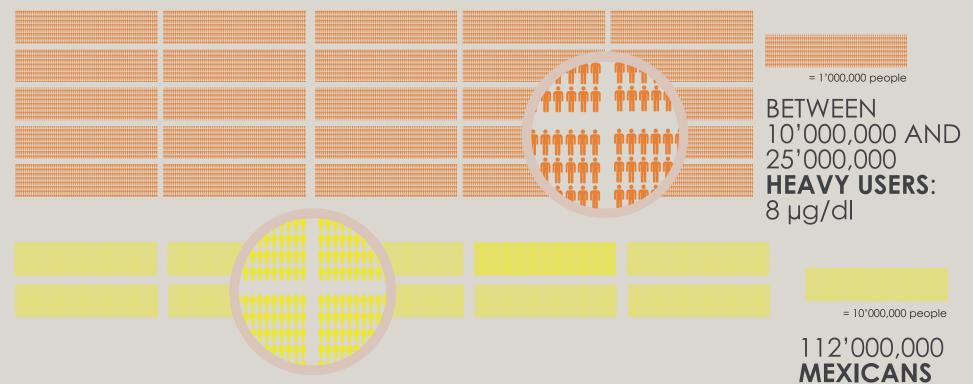
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- probable potters
- Ã probable potters' relatives
- potters in FONART's census
 - relatives of potters in FONART's census
- lead free potters
- lead free potters' relatives

50,000 - 250,000 **POTTERS AND RELATIVES:** 26 µg/dl

EXPOSED



LEGAL FRAMEWORK



