

Cleaning Up One Community At A Time
Brings Us Closer To A

PURE EARTH

In Bangladesh, Pure Earth is actively working since 2020; expanding capacity, building partnerships, and carrying out foundational research, mainly on the lead sources (367 products were analyzed in four districts, toxic site assessments (300+ toxic sites were identified and assessed), and implementing lead remediation programs (03 remediation projects were implemented in three districts, lead remediation resulted in a 35% decline in children's blood lead levels).



PURE EARTH'S 5-PHASE SOLUTION

✔ HEALTH SURVEILLANCE

Conduct baseline BLL (blood lead level) testing and analysis to understand prevalence, severity and location of exposure.

✔ SOURCE ANALYSES

Conduct a series of source analyses to determine the most significant sources of lead exposure.

✔ SOURCE-SPECIFIC INTERVENTIONS

Design and implement interventions to reduce the use and/or release of lead in products and industrial processes.

✔ COMMUNICATIONS

Disseminate findings to inform and build support with governments and funders for action. Raise awareness through community education.

✔ COUNTRY-LED IMPLEMENTATION STRATEGY

Support the implementation of strategies and programmatic approaches within Ministry operations.

OUR VISION

A world where all, especially children, are able to live healthy lives and reach their full potential, free from exposure to toxic pollution. Pure Earth partners with governments, communities and industry leaders to identify and implement solutions that stop toxic lead exposures, protect health, and restore environments.



Watch The Mirzapur Lead Remediation video



Analyzing Sources of Lead

Raising Awareness in the Community

Building Capacity



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