



PURE EARTH

EVIDENCE-BASED SOLUTIONS to Global Lead Poisoning AT SCALE



Pure Earth prevents exposure to toxic pollutants and protects public health in low- and middle-income countries (LMICs), advancing healthier communities and more resilient economies.

About Pure Earth

Pure Earth is a global leader in improving public health and development outcomes by reducing exposure to lead and other toxic pollutants. We work closely with governments to embed evidence-based, sustainable solutions into public systems at the national scale. By translating data into action and pairing technical expertise with local partnerships, Pure Earth designs and delivers practical interventions that reduce pollution and poisoning risks, strengthen public response systems, and support long-term health and economic progress.

Our Mission

Pure Earth's mission is to protect human health and the environment in LMICs by preventing exposure to the most harmful toxic pollutants sustainably and at scale.

Our Vision

We envision a world where all, especially children, are able to live healthy lives and reach their full potential, free from exposure to toxic pollution.

Where We Work

Working out of **8 offices** across Asia, Africa, and Latin America, Pure Earth's global team of experts has completed projects in more than **50 LMICs**.



Our Approach

Pure Earth implements evidence-based solutions in collaboration with governments and trusted public health partners. Our five-phase approach draws on more than 25 years of experience protecting people from lead exposure in low- and middle-income countries, and is tailored to each local context, with phases that can overlap and be adapted to country-specific priorities.

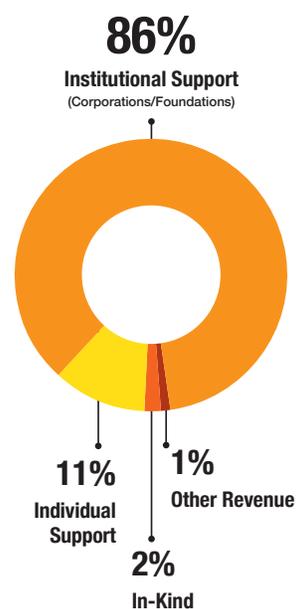
- 1 Reveal the Crisis:** Working with health agencies, implement nationally representative blood lead level (BLL) surveys to reveal the true prevalence, severity, and distribution of exposure.
- 2 Pinpoint Exposure Sources:** Conduct in-depth exposure source assessments to understand where lead is lurking. Everyday items including food, spices, paint, cookware, cosmetics, water, and soil are systematically tested in homes, markets, communities and at contaminated sites.
- 3 Reduce Exposure:** Armed with data, develop and implement national strategies to detect and prevent exposure, remove contaminated items and soil, strengthen product testing and supply chain monitoring, improve regulations, and build enforcement capacity.
- 4 Mobilize Collective Will:** Educate communities, policymakers, peer organizations, and funders on the health and socio-economic impacts of lead, and transparently share country-specific data, strategies, and results to generate the public and political will needed to reduce exposure.
- 5 Build Durable Systems:** Build systems for lasting government ownership of lead poisoning prevention.

Why Lead?

Lead exposure is a significant public health challenge in LMICs, where it disproportionately affects vulnerable populations, particularly children. In these regions, lead contamination is often linked to poorly regulated industrial activities, and the widespread use of lead in consumer goods such as foods, spices, cosmetics, toys, cookware and paints. Lead exposure is responsible for an estimated 3.5 million deaths each year. More than one billion children are believed to have elevated blood lead levels, damaging brain development, limiting learning and educational attainment, reducing earnings, and increasing the risk of lifelong illness and death. This has broad economic impacts, with lead poisoning estimated to have an economic cost of \$6 trillion annually. Stealing the potential of one child is a tragedy; doing it to a billion children sabotages the trajectory of entire nations and robs a generation of its intellectual capital.

We prioritize lead poisoning not only because its toll is immense, but also because it is solvable today, with the tools we already have. Preventing lead poisoning does not require new technologies or the reordering of global economies. It just requires our will to act. And the benefits are enormous. By preventing lead exposure, our work improves health, educational outcomes, and economic development. Children can reach their full cognitive and emotional potential, and societies are better equipped to solve the next set of challenges they face.

2024 SOURCES OF FUNDS



2024 UTILIZATION OF FUNDS

