



Implementing the Lead Public Education Provision of the Lead and Copper Rule: A Guide For Community Water Systems

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Objective and Organization

This guidance document explains the revised requirements for a lead Public Education (PE) program, describes a practical approach for successfully carrying out a PE program on lead in drinking water, and continues to serve as a tool to assist water suppliers with conducting a community-based, PE program on lead in drinking water. The approach described here is based on our NPDWRs for lead and copper, practical experience gained from implementing the PE requirements of the LCR, and principles of good risk communication.

The Environmental Protection Agency (EPA), first issued this guidance document in July 1992. Since that time, EPA published minor revisions to the National Primary Drinking Water Regulations (NPDWRs) for lead and copper on January 12, 2000 (65 FR 1950). On October 10, 2007, EPA published an additional set of short-term revisions and clarifications (72 FR 57782). These most recent changes to the Lead and Copper Rule (LCR) incorporate comments received from members of the National Drinking Water Advisory Committee (NDWAC) Work Group on Public Education (WGPE), water systems, and States. These groups have extensive experience implementing or overseeing public education (PE) programs. The new rule requirements make changes to the content of the messages provided to consumers, how the materials are delivered to consumers, and the timeframe in which materials must be delivered. The rule changes still require water systems to deliver PE materials after a lead action level exceedance. A summary of the revised PE requirements for community water systems (CWS) is provided in Tables 1, 1A, 2, and 3 in Section 1.

Under the authority of the Safe Drinking Water Act, EPA set the action level for lead in drinking water at 15 ppb. This means utilities must ensure that water from the customer's tap does not exceed this level in at least 90 percent of the homes sampled (i.e. 90th percentile level). If the 90th percentile level does exceed this limit, then the utility must take certain steps to correct the problem. One action a utility must take following a lead action level exceedance is to conduct public education (no public education is required if only the copper AL is exceeded).

For utilities seeking to quickly identify the basic public education requirements after a lead action level exceedance, we have developed a two page fact sheet summarizing requirements (Appendix E).

Many systems have already developed PE programs, but we believe that systems, both large and small, will find this document useful in understanding the modifications to the PE requirements resulting from the most recent LCR changes in helping them to develop more effective PE programs..

The guidance manual is divided into the following sections:

- ▶ **Introduction** provides a discussion of the health effects of lead, a brief history of the LCR regulations, and discusses the importance of conducting a thorough PE program that is grounded in strong risk communication principles.
- ▶ **Section I: PE Program Requirements** summarizes requirements that water suppliers must meet to comply with the Federal regulations and how the latest LCR rule changes have impacted these requirements.
- ▶ **Section II: Designing an Effective PE Program** suggests practical steps a water system can take to plan a PE program prior to an exceedance.

- ▶ **Section III: Implementing Your PE Program** discusses how a water system can implement their PE requirements in the event of an exceedance; details tips for preparing materials needed to effectively communicate with the public; and provides practical tips on working with the media and communicating directly with the public.

This document contains five appendices:

- ▶ **Appendix A: Frequently Asked Questions about Lead in Drinking Water**
- ▶ **Appendix B: PE Materials Templates**
- ▶ **Appendix C: Contacts/Additional Sources of Information**
- ▶ **Appendix D: Lead and Copper Rule Public Education Requirements—Federal Regulatory Language**
- ▶ **Appendix E: Lead and Copper CWS Public Education Fact Sheet**

Introduction

Reducing lead in the environment is an important public health issue. Lead, a metal found in natural deposits, is harmful to human health. The most common exposure to lead is swallowing or breathing in lead paint chips and dust. However, lead in drinking water can also be a source of lead exposure. Lead is used in some water service lines and household plumbing materials. Lead in water occurs through corrosion of plumbing products containing lead. Lead can cause serious health problems if too much enters your body from drinking water or other sources. It can cause damage to the brain and kidneys, and can interfere with the production of red blood cells that carry oxygen to all parts of your body. The greatest risk of lead exposure is to infants, young children, and pregnant women. Scientists have linked the effects of lead on the brain with lowered IQ in children. Adults with kidney problems and high blood pressure can be affected by low levels of lead more than healthy adults. Lead is stored in the bones and it can be released later in life. During pregnancy, the child receives lead from the mother's bones, which may affect brain development. EPA has taken a number of actions to limit our total exposure to lead, such as phasing out the use of lead in gasoline and banning lead based paint. As a result of EPA's actions and those of other government agencies, total exposure to lead is much lower today than in the late 1970s.

On June 7, 1991, EPA promulgated provisions to the maximum contaminant level goals (MCLGs) and NPDWRs for controlling lead and copper in drinking water (56 FR 26460). We modified this rule with four technical amendments that were published in the Federal Register on July 15, 1991 (56 FR 32113), June 29, 1992 (57 FR 28785), June 30, 1994 (59 FR 33860), and minor revisions to reduce the reporting burden were published on January 12, 2000 (65 FR 1950). Beginning in 2004, EPA conducted a national review of implementation of the Lead and Copper Rule (LCR) to determine if there was a national problem related to elevated lead levels in drinking water. Our review placed a focus on determining if the existing rule was being effectively implemented by states and local communities and on identifying where additional guidance or changes to the regulation were needed to improve implementation. During 2004, Congress held a number of oversight hearings to further investigate implementation of the LCR in the District of Columbia and the nation.

On October 10, 2007, EPA published the latest changes to the LCR. These revisions are intended to better ensure that at-risk populations receive information quickly and are able to act to reduce their exposure. It is EPA's belief that these changes will also help water systems to better comply with the PE requirements.

The LCR requires water suppliers to deliver water that is minimally corrosive, thereby reducing the likelihood that lead and copper will be introduced into the drinking water from the corrosion of lead and copper plumbing materials. In addition, it requires water suppliers to educate their customers about specific measures that can be used to reduce lead levels in home drinking water caused by lead in household plumbing materials — the primary source of lead in drinking water.

The LCR specifies that a water system must conduct a PE program on lead in drinking water if, during a monitoring period, more than 10 percent of the tap water samples collected in accordance with 40 CFR §141.86 of the regulations (i.e., the 90th percentile lead level) exceed the EPA "action level" of 15 parts per billion (ppb), or 0.015 milligrams of lead per liter of water (mg/L). Specific requirements regarding the content and delivery of PE materials are contained in §141.85 of the regulation. Section 1 of this guidance document details these requirements.

This guidance document presents practical steps and helpful tips for large and small systems to understand

their PE requirements under the LCR and to design and implement a community-based education program on lead and drinking water that reaches all segments of the population. This guidance document provides comprehensive information and includes required and suggested activities for conducting a successful PE effort. Water systems should pay particular attention to Section 1 for the specific PE requirements in the event of an exceedance. The key to reducing the health risks associated with lead in drinking water is communicating these risks with those who most need to hear this information and in the manner in which they are used to receiving information. A good PE program equals good risk communication.

Section 1

PE Requirements/Developing Your PE Program Plan

Conducting an effective Public Education (PE) program is essential if your system experiences a lead action level exceedance. The Lead and Copper Rule (LCR) requires specific actions in the event of an exceedance to inform the affected community about the risks associated with elevated lead levels (particularly to children and expectant or nursing mothers), to provide information on what the water system is doing to address lead in drinking water, and to advise the community on actions individuals can take to reduce their chance of exposure to elevated levels of lead in drinking water.

This section details the specific PE requirements under the LCR and presents basic steps in developing a PE Program Plan. Sections 2 and 3 go into a greater level of detail on each step in the Program Plan and strategies for implementing each step. Water systems, both large and small, should pay particular attention to the requirements outlined in Section 1 in order to meet your obligations under the LCR. (*Appendix D* of this document provides a copy of the Federal regulatory language described in this document.)

Summary of Program Requirements

This document provides guidance to you, the public water supplier, regarding the PE requirements of the LCR, as amended in 2007. Section 141.85 of the lead and copper rule regulations contain specific requirements regarding the content and delivery of your public education program. The tables below highlight the changes to the PE requirements contained in §141.85 and other public information requirements. Refer to pages 5-7 of this Section for complete program requirements.

Note: Water systems must submit all written public education materials to the state prior to delivery. The state may require the system to obtain approval of the content of written PE materials prior to delivery.

Table 1. Changes in the Public Education Requirements Resulting from the Lead and Copper Rule Short-term Revisions and Clarifications	
Revisions:	Applies to:
Content of Materials	
Must alter language of previous public education according to the new text.	All water systems
May use personalized language to discuss sources of lead and steps to reduce lead in drinking water (previously pre-written text was required. Systems are now able to develop own text within the guidelines that is applicable to local situation).	All water systems
Must include language explaining what happened and what is being done.	All water systems
Must include language providing contacts for more information.	All water systems
Must include language explaining how to get water tested and lead in plumbing components (low lead vs. lead free).	CWSS
Delivery of Public Education Materials	
Must deliver printed materials meeting the content requirements to all bill paying customers within 60 days after the end of the monitoring period in which the exceedance occurred.	CWSS

Table 1. Changes in the Public Education Requirements Resulting from the Lead and Copper Rule Short-term Revisions and Clarifications - (continued)	
Revisions:	Applies to:
Must, no less than quarterly, provide information on or in each water bill as long as the system exceeds the action level for lead after the end of the monitoring period in which the exceedance occurred.* The message on the water bill must include the following statement as written: “[Insert name of water system] found high levels of lead in drinking water in some homes. Lead can cause serious health problems. For more information please call [insert name of water system] or visit [insert your Web site here.]”	CWSs
Must continue to include information in water utility bill every billing cycle while still in exceedance of lead action level.	CWSs
Must make a good-faith effort within 60 days after the end of the monitoring period in which the exceedance occurred to contact customers most at risk by delivering materials to the contact list of organizations with an informational notice encouraging them to pass the information along.	CWSs
Must deliver materials that meet content requirements to local public health agency and directly contact the agencies within 60 days after the end of the monitoring period in which the exceedance occurred.	CWSs
Must post material to water system’s Web site within 60 days after the end of the monitoring period in which the exceedance occurred.	CWSs serving a population greater than 100,000
Must submit press release to newspaper, television, and radio stations within 60 days after the end of the monitoring period in which the exceedance occurred.	CWSs
Must repeat submission of press releases twice every 12 months while still in exceedance of lead action level.	CWSs
Must implement additional activities from one or more of the categories listed within 60 days after the end of the period in which the exceedance occurred (See Tables 2 and 3).	CWSs
May distribute notices to every household served by system in place of providing organizations with information to provide to their members.	CWSs serving 3,300 or fewer people (previously for CWSs serving between 501 and 3,300 people)
Must repeat delivering printed materials, good-faith efforts, and outreach activities every 12 months while still in exceedance of lead action level.	CWSs
May receive extension from State on 60 day requirement if needed for implementation purposed.	CWSs
End of the monitoring period is September 30 of the calendar year in which sampling occurs, or, if the State has established an alternate monitoring period, the last day of that period.	All water systems that are required to conduct monitoring annually or less frequently

*Note: The message or delivery mechanism can be modified in consultation with the state. Specifically, the state may allow a separate mailing of PE materials to customers if the water system cannot place information on the water bills.

Table 1A. Other Lead and Copper Rule Public Information Requirements	
Revisions:	Applies to:
Notification of Results – Reporting Requirements¹	
Must provide a consumer notice of lead tap water monitoring results to all persons served by sampling sites. ²	All water systems
Must provide consumer notice as soon as practical, but no later than 30 days after system learns of tap monitoring results.	All water systems
Must include the following information: results of lead tap water monitoring, an explanation of the health effects of lead, list steps consumers can take to reduce exposure to lead in drinking water, and contact information for the water utility. The notice must also provide the maximum contaminant level goal (MCLG) and the action level (AL) for lead and definitions for these two terms. ³	All water systems
Must be provided to all persons served at the site by mail or other methods. This includes those who do not receive a water bill.	All water systems
Consumer Confidence Report (CCR) Requirements⁴	
Every report must include the following lead-specific information: If present, elevated levels of lead can cause serious health problems, especially for pregnant women and young children. Lead in drinking water is primarily from materials and components associated with service lines and home plumbing. [NAME OF UTILITY] is responsible for providing high quality drinking water, but cannot control the variety of materials used in plumbing components. When your water has been sitting for several hours, you can minimize the potential for lead exposure by flushing your tap for 30 seconds to 2 minutes before using water for drinking or cooking. If you are concerned about lead in your water, you may wish to have your water tested. Information on lead in drinking water, testing methods, and steps you can take to minimize exposure is available from the Safe Drinking Water Hotline or at http://www.epa.gov/safewater/lead . ⁵	All CWSs
A system may write its own statement in consultation with the state.	All CWSs

¹See *Appendix C* for a template with language that meets the notification of results requirements.

²This must be done whether or not you have a lead action level exceedance.

³The MCLG is the level of a contaminant in drinking water below which there is no known or expected risk to health. MCLGs allow for a margin of safety. The action level (AL) is the concentration of a contaminant which, if exceeded, triggers treatment or other requirements which a water system must follow.

⁴This information must be included in the CCR whether or not the CWS has had a lead action level exceedance.

⁵For CWSs that have a lead action level exceedance, the new required language is in addition to what the system is required to report in the CCR.

I. Required Content of Public Education Materials

Your PE notices are **required** to begin with the following statement:

Important Information about Lead in Your Drinking Water

[Insert name of water system] found elevated levels of lead in drinking water in some homes/buildings. Lead can cause serious health problems, especially for pregnant women and young children. Please read this information closely to see what you can do to reduce lead in your drinking water.

In addition to this statement, your PE notices are required to include, and in the order presented, the **topics in bold** and the mandatory language noted in *italics*. Additional information under the topics must be addressed in your PE materials, however, the specific content and wording is flexible. (*Appendix B* contains a template for a PE notice with the required content as well as suggested EPA language. Additional information for developing statements may be found at EPA's Lead Web site at www.epa.gov/lead).

► **Health Effects of Lead**

Lead can cause serious health problems if too much enters your body from drinking water or other sources. It can cause damage to the brain and kidneys, and can interfere with the production of red blood cells that carry oxygen to all parts of your body. The greatest risk of lead exposure is to infants, young children, and pregnant women. Scientists have linked the effects of lead on the brain with lowered IQ in children. Adults with kidney problems and high blood pressure can be affected by low levels of lead more than healthy adults. Lead is stored in the bones and it can be released later in life. During pregnancy, the child receives lead from the mother's bones, which may affect brain development.

► **Sources of Lead**

- What is lead?
- Where does the lead in drinking water come from? Include information on home/building plumbing materials and service lines that may contain lead.
- What are other important sources of lead in addition to drinking water? (e.g., paint)

► **Steps you can take to reduce your exposure to lead in your water**

- You must include a recommendation on running water to flush out the lead.¹
- You must explain concerns with using hot water and specifically caution against the use of hot water for baby formula (because lead dissolves more easily in hot water).
- You must tell customers that boiling water does not reduce lead levels.
- You must discuss other options customers can take to reduce exposure to lead in drinking water, such as alternative sources or treatment of water.
- You must suggest that parents have their child's blood tested for lead.
- You must tell customers how to get their water tested.
- You must discuss lead in plumbing components and the difference between low lead and lead free.

¹ Consider conducting a study to determine the appropriate system specific flushing time. Consult with the state before designing or beginning a study. For example, a study may consist of collecting tap samples at different flushing time durations from a statistically significant number of taps. In addition, use a sample size that is different than the sample size used for the 90th percent calculation to avoid study samples from being included in the 90th percent calculation.

► **What happened? What is being done?**

- Why are there high levels of lead in my drinking water (if known)?
- What are you (the water system) doing to reduce the lead levels in homes in this area?
- Does your system have lead service lines? How can a consumer find out if their home has one? Is there a program to replace it? Are there any special incentives offered?
- Your system may also want to provide information on the history of lead levels in tap samples: have they declined substantially over time? Have they been low and risen recently? Is there a known reason for any change?

► **For more information**

Call us at [Insert Number] or (if applicable) visit our Web site at [Insert Web site Here]. For more information on reducing lead exposure around your home/building and the health effects of lead, visit EPA's Web site at www.epa.gov/lead, or contact your health care provider.

- We recommend you include the name of your system and the date that the information is being distributed, along with the state water system ID, somewhere on the notice.

II. Required Delivery Methods for Your Public Education Materials

Tables 2 and 3 provide a summary of the required PE activities and the timing of their implementation, depending on system size. (*Appendix B* contains templates for all of the types of required notices and the required content).

Requirement	Timing ¹
Deliver printed materials (pamphlets, brochures, posters) to all bill paying customers	Within 60 days after the end of the monitoring period in which the exceedance occurred and repeating once every 12 months
Deliver public education materials to the following facilities and organizations that are served by the system that are most likely to be visited regularly by pregnant women and children: ² <ol style="list-style-type: none"> 1. Local public health agencies³ 2. Public and private schools or school boards 3. Women Infants and Children (WIC) and Head Start programs 4. Public and private hospitals and medical clinics 5. Pediatricians 6. Family planning clinics 7. Local welfare agencies 	Within 60 days after the end of the monitoring period in which the exceedance occurred and repeating once every 12 months

Table 2. Required Methods of Delivery for Small (<3,300 customers) Community Water Systems (Continued)

Requirement	Timing ¹
<p>Make a good faith effort to locate the following organizations within the service area and deliver materials that meet the content requirements, along with an informational notice that encourages distribution to all potentially affected customers or users. The good faith effort to contact at-risk customers may include requesting a specific contact list of the organizations from the local public health agencies, even if the agencies are not located within the water system service area:⁴</p> <ol style="list-style-type: none"> 1. Licensed childcare centers 2. Public and private preschools 3. Obstetricians-Gynecologists and Midwives 	<p>Within 60 days after the end of the monitoring period in which the exceedance occurred and repeating once every 12 months</p>
<p>Provide information on or in each water bill (no less than quarterly or state can approve a separate mailing)^{5,6}</p>	<p>Each billing cycle for as long as the system exceeds the lead action level</p>
<p>Submit press release to newspaper, television, and radio stations⁷</p>	<p>Within 60 days after the end of the monitoring period in which the exceedance occurred and repeating once every 12 months</p>
<p>Implement additional Public Education activities⁸</p>	<p>Within 60 days after the end of the monitoring period in which the exceedance occurred and repeating once every 12 months</p>

¹ State can allow activities to extend beyond the 60-day requirement if needed for implementation purposes; however, this extension must be approved in writing in advance of the 60-day deadline.

² To obtain a list of organizations in your area, contact your local public health agency. Additional informational resources of associations and licensing agencies of these organizations are listed in *Appendix C*.

³ Systems are required to contact their Local Public Health Agencies directly (either in person or by phone).

⁴ For further clarification of a good faith effort, systems should consult with their primacy agency.

⁵ State may allow a separate mailing if the water system cannot place information on the water bill.

⁶ Systems may add additional pages (e.g., public education brochure) to the Consumer Confidence Report if timing is appropriate. However, it may be rare that timing will coincide, given that the CCR must contain compliance data collected in the previous calendar year and the report must be provided to consumers no later than July 1 (i.e., the report issued by July 1, 2007 contains compliance data collected in calendar year 2006).

⁷ State may waive this requirement as long as the system distributes notices to every household served by the system.

⁸ See Table 4 for a listing of the additional required activities for small systems.

Table 3. Required Methods of Delivery for Large (>3,300 customers) Community Water Systems	
Requirement	Timing¹
Deliver printed materials (pamphlets, brochures, posters) to all bill paying customers	Within 60 days after the end of the monitoring period in which the exceedance occurred and repeating once every 12 months
Deliver public education materials to the following organizations that are located within your service area, along with a cover letter encouraging distribution to all potentially affected customers or users: ² <ol style="list-style-type: none"> 1. Local public health agencies³ 2. Public and private schools or school boards 3. Women Infants and Children (WIC) and Head Start programs 4. Public and private hospitals and medical clinics 5. Pediatricians 6. Family planning clinics 7. Local welfare agencies 	Within 60 days after the end of the monitoring period in which the exceedance occurred and repeating once every 12 months
Make a good faith effort to locate the following organizations within the service area and deliver materials that meet the content requirements, along with an informational notice that encourages distribution to all potentially affected customers or users. The good faith effort to contact at-risk customers may include requesting a specific contact list of the organizations from the local public health agencies, even if the agencies are not located within the water system service area: ⁴ <ol style="list-style-type: none"> 1. Licensed childcare centers 2. Public and private pre-schools 3. Obstetricians-Gynecologists and Midwives 	Within 60 days after the end of the monitoring period in which the exceedance occurred and repeating once every 12 months
Provide information on or in each water bill (no less than quarterly or state can approve a separate mailing) ^{5,6}	Each billing cycle for as long as the system exceeds the lead action level
Post material on the water system's Web site (for systems serving >100,000 individuals)	Within 60 days after the end of the monitoring period in which the exceedance occurred and repeating once every 12 months
Submit press release to newspaper, television, and radio stations	Within 60 days after the end of the monitoring period in which the exceedance occurred and repeating once every 12 months
Implement additional Public Education activities ⁷	Within 60 days after the end of the monitoring period in which the exceedance occurred and repeating once every 12 months

¹ State can allow activities to extend beyond the 60-day requirement if needed for implementation purposes; however, this extension must be approved in writing in advance of the 60-day deadline.

² To obtain a list of organizations in your area, contact your local public health agency. Additional informational resources of associations and licensing agencies of these organizations are listed in *Appendix C*.

³ Systems are required to contact their Local Public Health Agencies directly (either in person or by phone).

⁴ For further clarification of a good faith effort, systems should consult with their primacy agency.

⁵ State may allow a separate mailing if the water system cannot place information on the water bill. See *Appendix B* for the required water bill language.

⁶ Systems may add additional pages (e.g., public education brochure) to the Consumer Confidence Report if timing is appropriate. However, it may be rare that timing will coincide, given that the CCR must contain compliance data collected in the previous calendar year and the report must be provided to consumers no later than July 1 (i.e., the report issued by July 1, 2007 contains compliance data collected in calendar year 2006).

⁷ See Table 4 for a listing of the additional required activities for large systems.

In addition to the activities described previously that are required for all community water systems, there are requirements that affect water systems depending on their size. Small systems (serving <3,300 individuals) are required to conduct one (1) additional activity listed in Table 4. Large systems (serving >3,300 individuals) are required to conduct three (3) activities from one, two, or three of the general categories listed in Table 4. Systems should verify with their primary agency to ensure fulfillment of all requirements.

Table 4. Required Methods of Delivery for Community Water Systems to Choose From¹	
Categories	Example Activities
Public Service Announcements	Radio and Television PSAs
Paid Advertisements	Newspaper, transit, or movie theater ads
Display Information in Public Areas	Community and health centers Local sporting events Grocery stores Laundromat bulletin boards Libraries Faith-based organizations Community listservs Utility Web site (for small systems serving < 3,300) ² Post on local government Web sites
Email to Customers	
Public Meetings	Town hall meetings PTA meetings
Delivery to Every Household	Doorknob hangers, mailing to all consumers
Individual Contact with Customers (targeted contact)	Phone trees Calls to individual consumers/households Targeted mailings to at-risk populations
Provide Materials Directly to Multi-family Housing	Posters, flyers
Other Methods Approved by the State	

¹ Appendix B contains customizable templates for PE materials that may be used to meet these requirements.

² Large Systems must conduct this activity (see Table 3).

III. Consumer Confidence Report Required Information

In addition to the required PE activities above, all CWSs must include a statement about lead, health effects language, and ways to reduce exposure in every CCR released to the public. Flexibility is given to CWSs to write its own educational statement, but only in consultation with the Primacy Agency.

Please note, this new requirement applies to **all** CWSs irrespective of whether they have had a lead action level exceedance.

For CWSs that have a lead action level exceedance, the new required language (see below) is in addition to what a system is required to report in the CCR.

The following language meets this new CCR requirement:

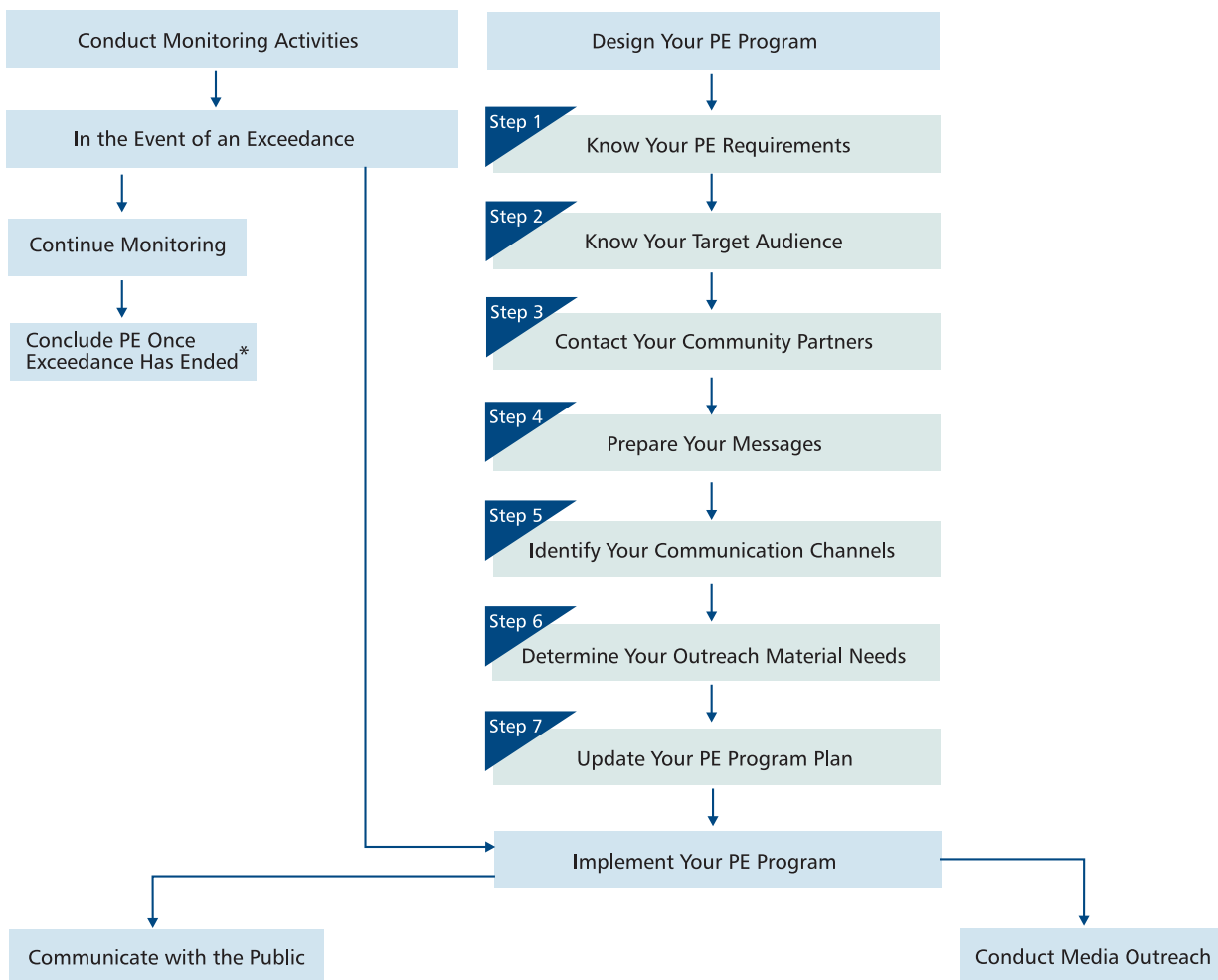
If present, elevated levels of lead can cause serious health problems, especially for pregnant women and young children. Lead in drinking water is primarily from materials and components associated with service lines and home plumbing. [Name of utility] is responsible for providing high quality drinking water, but cannot control the variety of materials used in plumbing components. When your water has been sitting for several hours, you can minimize the potential for lead exposure by flushing your tap for 30 seconds to 2 minutes before using water for drinking or cooking. If you are concerned about lead in your drinking water, you may wish to have your water tested. Information on lead in drinking water, testing methods, and steps you can take to minimize exposure is available from the Safe Drinking Water Hotline or at <http://www.epa.gov/safewater/lead>.

IV. Developing Your Public Education Program Plan

Meeting the requirements outlined above will require a good deal of effort on the part of a water system to implement the required activities, and within the required timeframe. The most effective way to implement these requirements is to develop a PE Program Plan in advance of an exceedance. This plan will help you determine what activities you will want to undertake during your routine monitoring and what you will need to do to implement your required PE activities in the event of an exceedance.

The flowchart below lists seven recommended steps for designing and implementing your PE Program Plan. Each step corresponds to a more detailed description included in Sections 2 and 3 of this guidance document. Page 26 includes a simple checklist of actions you may wish to conduct as you design and execute your PE Program Plan.

Public Education Flow Chart



*Note: A water system may discontinue delivery of public education materials when the system has met the lead action level during the most recent six month monitoring period.

▶ **Step 1: Know Your PE Requirements**

Refer to pages 8-12 of this Section to review the required content and delivery mechanisms for your PE program.

▶ **Step 2: Know Your Target Audience**

Knowing who is in your target audience is an important first step. This will help guide your efforts to craft messages and materials, develop effective partnerships, and determine how (and through whom) to deliver these message and materials for maximum impact. (See Pages 17-18 to learn more about identifying your target audiences).

▶ **Step 3: Contact Your Community Partners**

Once you know your requirements and who you will be contacting, develop partnerships with key members of your community who will help you distribute your messages and materials and who serve as an information source in your community (e.g. local health department). You should educate these partners about your PE requirements and PE program, ask them for advice on how to reach your target audiences, and let them know what assistance they can provide, such as quickly reaching the community and providing input in planning your PE program. **Please note that systems are required under the LCR to make direct contact with their local health departments.** (See Pages 18-21 to learn more about identifying and working with your community partners). *Appendix C* contains additional information for contacting local community partners.

▶ **Step 4: Prepare Your Messages**

After identifying your audience and resources and talking with your community partners, you should identify the messages and most effective activities and delivery methods to reach your audiences. Pages 8-10 provide specific information on the delivery methods you are required to conduct. Consider the education level of your audience and use the templates in *Appendix B* to customize your PE materials (and keep in mind the required content detailed on Pages 8-9). Preparing templates ahead of time will help make compliance within the standard timelines more feasible. (See Page 21 to learn more about preparing your messages).

▶ **Step 5: Identify Your Communication Channels**

Knowing what messages and delivery methods you will likely be targeting, you can contact the appropriate channels to prepare for implementation. This should include developing a list of media outlets and contacts for distributing press releases, documenting posting requirements for Web sites, and determining contact information for placing advertisements or submitting public service announcements. Work with the community partners you established in Step 3 to enlist their assistance in reaching high-risk groups, specific ethnic or cultural groups, or other target audiences. (See Pages 22-23 to learn more about communication channels). *Appendix C* contains additional information for identifying communication channels.

▶ **Step 6: Determine Your Outreach Material Needs**

Identify what materials you will need and what processes you will need to put in place to produce them quickly. You should determine how many copies of materials you will need, the costs for producing materials, the amount of time printers will need to produce materials, and contact information for printers, web designers, and others who will assist you in materials preparation. (See Pages 23-24 to learn more about planning your outreach material needs).

▶ **Step 7: Update Your PE Program Plan**

Periodically, you should review and update your PE Program Plan. This should include updating all contacts, talking with your community partners to confirm their willingness and ability to assist you in the event of an exceedance, and determining if any new methods or ideas for reaching your target audiences are available to you. All resources and prices associated with creating and producing your PE outreach materials should also be checked and updated.

Section 2

Designing an Effective Public Education Program

This section describes the recommended steps you should consider in planning your public education (PE) program. These steps can help you design your PE program to ensure that, should your system experience an action level exceedance, you will be ready to implement PE activities quickly and effectively. Your PE Program Plan should be part of your system's larger communications plan (i.e. incorporate with your public notifications, boiling water advisories, communication planning, etc.) While the PE requirements vary somewhat by system size, the steps and tips presented below are applicable to all water systems, large and small.

This section is organized around the following key steps:

- ▶ **Step 1: Know Your PE Requirements**
- ▶ **Step 2: Know Your Audience**
- ▶ **Step 3: Contact Your Community Partners**
- ▶ **Step 4: Prepare Your Messages**
- ▶ **Step 5: Identify Your Communication Channels**
- ▶ **Step 6: Determine Your Outreach Material Needs**
- ▶ **Step 7: Update Your PE Program Plan**

Creating an effective PE program requires careful planning and timely execution. Increasingly, the public expects service providers to share health risk information in a timely and effective way. Prompt and thorough communication allows the public to understand a health risk issue and take action to minimize their personal risk until the risk is resolved. Risk information should be clear, thoughtful, and should be delivered in a manner that meets the needs of all members of your community. Waiting until a lead action level exceedance has occurred to plan your program and materials creates an unnecessary burden on your system and may result in rushed and less effective communications with your community.

TIP: An effective PE Program equals effective risk communication

There are several guidelines for effective risk communication that should be considered when designing a PE campaign.

- ▶ Take the initiative in providing information to your community.
- ▶ Plan your efforts in advance and evaluate them upon completion.
- ▶ Listen to your community members and acknowledge their concerns.
- ▶ Be a reliable source of information. Provide honest, accurate, and comprehensive information.
- ▶ Partner with trusted sources in your community.
- ▶ Provide timely and accurate information to the media.
- ▶ Always speak with a consistent voice. Designate one point of contact that can respond to the public and the media.
- ▶ Make PE materials easy to read and understand for people with differing educational levels.

Step 1: Know Your PE Requirements

Section 1 of this guidance document outlined the required activities, content, and delivery mechanisms water systems must implement in the event of a lead action level exceedance. Water systems are required to communicate with their primacy agency when an exceedance is identified. As part of your planning, you should identify the contact at the primacy agency for consultations on PE requirements. Review pages 5-13 to understand your PE requirements and see *Appendix D* for the Federal regulatory language.

Step 2: Know Your Audience

Once you have reviewed your PE program requirements, the next step is to determine the audience(s) for your PE program activities.

Identifying your key audiences and their information needs is, perhaps, the most important step that you can take when planning your program. The size, location, and cultural composition of your audiences will have a direct effect on the design of your program — from the educational materials you use to how you distribute information. Effective risk communication requires that important messages reach those who need to hear them when they are ready to hear them and in a way they can understand. In some cases, effectiveness is determined by the person communicating the message (i.e., using health care providers to educate expectant mothers) while in other cases, effectiveness is determined by the way the information is presented (i.e. through direct mailings, mass media, etc.). Whatever the case, understanding your audience and their needs is essential for determining how and where to deliver information that educates, promotes desired behaviors and actions, and creates confidence in your system’s ability to deal with an exceedance.

TIP: Research your audience in advance to understand any unique requirements they may have.

- ▶ What languages are spoken in your service area?
- ▶ Within each language community, what percentage of people is also proficient in English?
- ▶ Are there large numbers of people in your service area with low literacy levels?
- ▶ Are low-literacy groups “clustered” in certain zip codes or neighborhoods?
- ▶ What sources of information do these groups trust?

Below are some of the audience segments that you must reach out to when conducting your PE Program.

- ▶ **General public.** This includes everyone in your service area that may be affected by an action level exceedance.
- ▶ **High-risk Groups.** Those particularly vulnerable to lead in drinking water exposure include children 6 years of age and younger, infants, and pregnant women. Your PE program should target agencies and organizations that serve high-risk groups, deliver materials and messages that make the risks clear, and provide actionable recommendations for how to protect oneself and ones children from the risks of lead in drinking water.
- ▶ **Different Language Communities.** If significant proportions of the population in your community speak languages other than English, you must provide education materials on lead in drinking water in the appropriate language(s).
- ▶ **Low-literacy Audiences.** Some individuals in your community may possess limited reading skills. To reach these individuals, print materials must be written as simply and concisely as possible and should contain graphical representations of key messages and actions. Low-literacy groups are more likely to rely on non-print forms of communication, such as TV or radio Public Service Announcements (PSAs), to receive information about critical health topics.
- ▶ **Non-bill Paying Customers.** Some people who drink your system’s water may not receive a water bill (e.g., commuters working within the water system area, but living outside of it; residents in multi-unit dwellings who may not pay for water; restaurant owners who use the water for cooking, etc.) and your system needs to establish delivery mechanisms to reach these individuals.

Sources of information about your audiences:

U.S. Census Bureau

To find information on the languages spoken in your area, see the U.S. Census Bureau's Web site, <http://factfinder.census.gov>. The census database includes information about literacy levels, what languages besides English are spoken at home, and the level of English proficiency. (English proficiency is important, because if a group tends to speak a language at home, but is also able to read and understand English, a notification in a second language may not be necessary.) You should also be able to find out the number of people who speak each language.

Local Media

Your local media is a good source of information about your community. It is the media's job to know the community inside and out. Media outlets have an economic need to understand how to reach various segments of the audience and typically have a mission to serve the community. These two goals mean that they are likely to know the various audience segments in your community and have contacts with key leaders within the community who have strong relationships or access to a specific subgroup. Since you should establish relationships with your media anyway (Step 3), one way to create media allies is to recognize their knowledge and ask them for valuable information about your service population.

Community and Ethnic Group Leaders

Community and ethnic group leaders can help you understand the audience segments you serve and learn about the communication channels each segment uses and trusts. These grassroots groups have a high level of contact with target demographic groups and tend to be trusted by them. Establish and maintain working alliances with these grassroots organizations so that if you need to quickly disseminate a message about the drinking water in the future, you already have channels in place to reach your diverse audience. This can demonstrate your concern for the community they serve and establish a level of trust that will increase the likelihood that they will assist you when needed.

Cultural and ethnic interest groups, churches/ mosques/ synagogues, and multicultural centers are in touch with the needs and concerns of specific racial, religious, or ethnic groups, including people who may not speak or read English. Leaders of such groups may enjoy greater trust among their constituents than water system spokespeople.

Health Care Providers

Health care providers, hospital and nursing home directors, and social service providers are a first source of information for many people, especially vulnerable populations. Health professionals are likely to be asked questions when there is an issue related to the drinking water. Establishing relationships with these professionals in advance of an action level exceedance and providing them with information on your water system's plans when an exceedance occurs will help them educate their customers and allay their concerns. *Appendix C* contains more information on identifying these resources within your community.

TIP: As you explore the resources in your community and establish relationships with potential allies, remember to ask about the key local media that each audience segment looks to for information. For example, many communities have multiple non-English radio stations, cable access television shows, and local public radio stations that may appeal to your various audience segments.

Step 3: Contact Your Community Partners

Now that you understand your PE program requirements and know your audiences, you should assemble your communication or outreach team and establish community partnerships. You may already have a communications team or person(s) that can be utilized to implement the PE program. Water systems that seek assistance from a variety of community partners to inform PE efforts and to design PE programs are more successful at implementing effective PE campaigns than those that do not. A diverse team comprised of community members representing the public, private, and civic sectors can provide your water system with: access to a wide range of community resources; understanding of the community's audience segments and the best ways to reach them; and ready-made communication channels that you can access in the event of an exceedance.

These groups can make unique and important contributions to your PE program. Government officials lend credibility and authority and can draw attention to the program. Government agencies offer a variety of specialized services and technical expertise from mobilizing community resources and media involvement to providing expertise on the health effects of lead. Schools are one of the best conduits in any community for reaching parents of young children. Community service organizations can distribute information to high-risk targeted groups; civic groups can offer valuable volunteer assistance; and the private sector can underwrite program costs as well as distribute and explain information about lead in drinking water to high-risk targeted groups.

Form your planning team and meet with them regularly to help you take action on the remaining steps presented below.

In addition to the members of your communication or outreach team, consider creating partnerships with two important groups within your community: the public health community and the media. These groups are essential avenues for quickly reaching the public. Enlist their assistance in planning your PE program so that they will be ready to assist your efforts should you have an exceedance.

Partnering with the public health community

Collaborating with public health officials is crucial to developing an effective PE effort. Different parts of the health department,

Suggested PE Community Partners (see Appendix C for more information)

- ▶ City, county, and State government officials including representatives of the city, county, or municipal council; the mayor's, city administrator's, or county commissioner's office
- ▶ City or county government agencies including the public affairs, health, and environmental protection departments, and local agencies responsible for lead screening programs
- ▶ Representatives of the local public school system
- ▶ Representatives of public hospitals and/or clinics
- ▶ Representatives of community organizations that the LCR requires water systems to reach out to in the event of an exceedance (see Page 9 for a list of these organizations)
- ▶ Members of civic groups such as the Chamber of Commerce, neighborhood associations, and local chapters of community service organizations
- ▶ Private sector leaders such as child care centers, health care providers, health care facilities or clinics, and hospitals

TIP: Because of their interactions with your target audiences, local health professionals need to understand how a lead action level exceedance affects their constituents and patients. Public health officials may know the most effective channels for reaching your community's health providers. Discuss this in advance so that you are not trying to find every child and maternal health clinic, doctor, and nurse in your community at the same time that you are trying to solve an exceedance problem.

including maternal and child health, community health, environmental health, and other sections, can assist in developing your materials and conducting effective outreach. Local public health agencies often know how to reach specific segments of your target audience because they may have had to conduct a similarly targeted outreach campaign before. Connecting your PE campaign effort to the health department's lead poisoning prevention, water quality, and broader environmental programs, can seed the kind of holistic lead education program that communities require. Lead in drinking water is one possible source of exposure, but there are many other sources and the public needs to think about lead health risks from every source, not just what could be in the water.

Remember that the public health community is a much larger group than just the local government agencies. Local universities, community based organizations, health care providers and insurers, nurse practitioners, and many others create the network of care that surrounds your community. You should try to access as many of these organizations as you can to determine the most effective communication channels and outreach tactics for your PE campaign. The more allies you have, the better. *Appendix C* contains additional information for identifying community partners.

Chances are that public health officials who regularly work on lead issues already have lists of contacts of health care providers, schools, child care organizations, and social service providers with close ties to women, infants, and children in your community. Learn from what they already know. Explain your role in monitoring for and communicating about lead and educate health officials and others about how lead enters drinking water, how the water system monitors for it, and steps one can take to minimize lead exposure.

TIP: Be on the lookout for opportunities to help your local media learn about the services your system provides and to recruit them as allies in your PE efforts. One successful approach is to host an annual media day where you can offer tours, explain how your system operates, and explain your lead monitoring program. The more informed your local media is about your water system, the more accurate and positive they will be when covering an exceedance and conveying information to your public.

Develop a relationship and response plan with your local health department so that you have an agreed upon process for sharing information about lead in drinking water risks and communicating with the public. Consumers may call the health department for information about the health risks described in your PE materials; if you coordinate in advance, you can ensure that, regardless of who they call, your public hears consistent messages that will help them understand the risks and how to manage them. The latest LCR revisions require that water systems must have direct contact with public health officials in the event of an exceedance. Establishing and maintaining relationships with these individuals as you plan your program will make it easier to work with these individuals in the event of an exceedance.

Partnering with the media

Your local media (print, radio, and television) can be a powerful ally in planning and executing your PE program. More than any other communication channel, the media can rapidly reach a large number of people with educational messages. Although working with the media may be challenging at times, planning ahead will help you to quickly and effectively engage them should you have an exceedance. (See Section 3 for information on working with the media during an exceedance).

Designate one person on your staff to serve as a liaison to the media. Media outlets will need to know who they can speak to about an exceedance and any ramifications for the public. In the event of an exceedance, all media inquiries should be directed to the media spokesperson. This will ensure that messages coming

from your water system are consistent and contain accurate information. As part of your system’s community relations efforts, your spokesperson should meet regularly with local editors or station managers for both small and large media outlets. You should identify and meet with reporters or segment producers that deal with environment, health, and water issues to educate them about the water system, why and how you monitor the water quality, and what your program will do if a lead action level exceedance or other kind of violation occurs. The more information you can provide up front, the less likely the media will be to make errors in their coverage.

Ask your media contacts what kind of information about water quality issues they would find valuable in case of an exceedance and prepare draft materials for the media in advance. If you make it easy for the media to cover your story correctly, they are more likely to do so. If you base your draft media materials on input from the media themselves, when it is time to finalize your materials and distribute them as part of your PE campaign, the media is more likely to help you get your message out and to reinforce your messages.

Finally, as part of your planning for media engagement, identify individuals in your community (e.g. public health officials, scientists, experts from local universities, etc.) who can serve as experts for the media to contact. These individuals should be very familiar with issues related to lead in drinking water—preferably they are members of your team who you have educated thoroughly about your lead monitoring program and who know your commitment to safeguarding the public health, steps individual customers can take to protect against lead health risks, your PE campaign plan, and your plan for solving the problem.

Step 4: Prepare Your Messages

Now that you have identified your target audiences and determined what specific communication needs they might have, the next step is to prepare your PE messages. For drinking water-related issues, the public is most likely to be interested in:

- ▶ Health and safety implications. (Is my family’s health in danger?)
- ▶ Simple advice and guidance. (What should I do to stay safe?)
- ▶ Practical implications, such as potential service interruptions. (How will this affect my daily life?)

You do not have to wait for an exceedance to begin preparing your messages. The required PE language (as detailed in Section 1) considers the public’s risk communication needs, but your system will want to customize your communications to convey actions you are taking as a system to address the exceedance. Developing your key messages and identifying materials to distribute to the public (Step 5) will ensure that, should an exceedance occur, you will be ready to deliver materials that educate your public, empower people to take action to protect their health, and build trust between you and your community.

When you think about preparing messages, consider that doing so also allows you to train spokespersons, build Web pages, draft press releases, and create fact sheets, brochures, and other required materials before you ever have to deal with an exceedance. **Keep in mind that Section 1 contains information about the messages your PE materials are required to contain.**

Effective messages should:

- ▶ Be clear and concise.
- ▶ Be compelling, encourage action, and explain how to take action.
- ▶ Communicate the risks from all sources of lead with a particular emphasis on drinking water.
- ▶ Meet the communication needs of your entire community (See Step 2).

TIP: Effective risk communication requires that any member of the affected public should know who to contact for more information and how they can learn more about lead in drinking water and lead health risks.

Step 5: Identify Communication Channels to Get Your Message Out

The next step after determining what messages you will use in your PE Program is to identify what mechanisms you will use to get your messages out to your target audiences.

As part of your PE program, water systems that have lead action level exceedances are **required** to reach out to organizations that regularly interact with young children, infants, and pregnant women (See Section 1). This requirement is designed to help water systems find communication channels, or conduit organizations, through which they can distribute materials and educational messages to ensure that critical information reaches the most vulnerable populations as quickly as possible. You should assemble a list of organizations, contacts, and distribution plans to ensure that, when you need to implement your PE campaign, the pathways for sharing your information and reinforcing your messages are already in place.

Many of the organizations that may serve as communication channels should already be on your PE team. Those organizations that may play a role in the event of an exceedance and who are not on your team will need some specific information from you as you are establishing the relationship. Make sure all of the partners you expect to work with know:

- ▶ What to expect if an action level exceedance occurs.
- ▶ What to do with the materials that you provide them.
- ▶ How to reach the key person/s responsible for your drinking water PE program.

Tips for Planning Your Messages and Outreach

Identify Key Organizations. Identify those organizations in your community that meet the required and recommended list of organizations.

Assemble Your List and Be Ready for Action. At least once per year, update your list of target organizations. Include the name of a contact person at each school, hospital, clinic, child care provider, social service, or other organization through which you plan to distribute your PE materials. Make sure you have the address, phone number, email, and any contact information you need to quickly reach these organizations.

Assemble a spreadsheet or database to manage organizational contact information. In addition to managing the contact information for your conduit organizations and community partners, you may also want to include the name of the target population you expect that organization to help you reach. Having such a system can prove useful if you have an exceedance: you can use it to print mailing labels; organize a phone tree; and track your efforts to reach vulnerable populations, various language communities, and non-bill paying customers.

Learn from the Professionals and Recruit Advocates. Meet with your local health department officials and ask them about the most effective means of communicating to target populations in your community (see Step 3).

Educate and Learn from Your Advocates. Explain why lead is something you monitor, how you monitor, what you are required to do in the event an exceedance, how they can help you and why they should care to help you, what they can expect to receive from you in the event of an exceedance, and what you would like them to do. Ask them what they have found to be effective methods for sharing health risk information with your target audiences.

Remember: To reach vulnerable populations with information about lead, water systems are **required** to conduct targeted outreach to:

- ▶ Local public health agencies
- ▶ Public/private schools or school boards
- ▶ WIC/Head Start centers
- ▶ Public/private hospitals and clinics
- ▶ Pediatricians and pediatric nurse practitioners
- ▶ Family planning clinics
- ▶ Local welfare agencies

Water systems are required to make a good faith effort to contact targeted outreach to:

- ▶ Licensed childcare centers
- ▶ Public and private pre-schools
- ▶ Obstetricians-Gynecologists and Midwives

Appendix C contains additional information on how to locate these organizations

In addition to the organizations you are **required** to conduct outreach to, EPA strongly recommends that water systems also contact:

- ▶ Maternity programs/birthing classes
- ▶ Teen parent programs
- ▶ Parent teacher organizations
- ▶ Parent support organizations
- ▶ Women’s shelters
- ▶ Family/general practices and nurse practitioners
- ▶ Institutes of higher education
- ▶ Local non profit health groups

In addition to these organizations that have access to high-risk populations, EPA recommends reaching out to conduit organizations that can help you to reach non-bill paying and other target audiences including:

- ▶ Citizen’s assistance offices to request that they place your materials in their lobbies or waiting rooms;
- ▶ Health insurers who can include your messages in their regular communications to their provider network and members;
- ▶ Outlets that accept government payment for goods and services, such as supermarkets that take food stamps or WIC coupons;
- ▶ Low income/HUD housing where you can place posters; and
- ▶ Non-profit organizations, such as soup kitchens, religious organizations, and others, that provide services to people who may not receive a water bill.

You should also share key information and messages with all of your employees. Your system’s employees are all ambassadors for the system as they go about doing their work. Keeping them well informed is critical, as they will get questions and should be prepared to address issues from your customers.

It is ideal to establish relationships and mechanisms for sharing information with such conduit organizations before an action level exceedance occurs. By coordinating with these groups, you can establish a ready-to-go plan for communication, build understanding of why information about lead in drinking water is important and why young children, infants, and pregnant women need to know about lead in drinking water, and prepare staff at these organizations to discuss lead health risks.

Step 6: Determine Your Outreach Material Needs

The next step you should take in designing your PE program is determining what materials you will provide and how you will make them available. As you are identifying how best to reach your target audiences, keep in mind any production processes that will need to occur between the time you finalize your materials and the time they are ready for distribution.

- ▶ Identify approximately how many copies of brochure, pamphlets, and posters you will need to print for quick distribution. Be sure to make extra copies of all materials should you need to distribute several mailings during the exceedance.
- ▶ Determine if your system has the capability, to quickly generate these materials and in the needed quantities.
- ▶ Consider financial needs and resources of outreach activities, (i.e. buying space in the newspaper).

TIP: When considering the need for materials for multiple language audiences, plan ahead for translation help. If you can establish contacts with institutions and people who can translate notices into other languages, you can ask them to support your planning efforts by translating your draft materials. If possible, get all of the required messages translated in advance so if you have an exceedance, you can simply fill in the final information required to complete your notices and send them to print.

- ▶ Identify vendors in your community that can quickly reproduce the materials that you need and regularly check in with them to ensure that they can meet your needs.
- ▶ Negotiate an agreement with printers ahead of time so that you are not forced to negotiate your terms when you are under pressure to meet a deadline.
- ▶ Ask your community partners if they have the capability to assist you with preparation and production of materials.

TIP: When preparing your materials, keep in mind the variety of customers that you serve and their unique needs (Step 2). For example, your audience research will tell you if you have a large Hispanic population in your service area. You may learn from your partner organizations that many Hispanics in your community listen to specific radio stations, watch certain television programs, read particular periodicals, and convene at specific locations.

Assemble additional materials you may want to distribute with your PE materials, such as fact sheets and other supporting materials on the health effects of lead. These materials are available at no-cost from EPA's Safe Drinking Water Hotline at 1(800) 426-4791 or EPA's Web site at <http://www.epa.gov/safewater/lead/index.html>. In the event of an action level exceedance, you will already have the explanatory materials your consumers may ask for after receiving your notices. EPA's materials are updated periodically, so check the Web site regularly to make sure that you have the most recent versions. The Hotline also can provide phone numbers for state laboratory certification offices where consumers can get a list of labs certified to conduct lead testing.

Step 7: Update Your PE Program Plan

During the course of your monitoring activities (and if there is no exceedance), you should update your PE Program Plan periodically. Contact all of your community partners (if you have not done so on a regular basis) and determine if you have correct contact information. Update any material templates you have created (with any new information on corrosion control or other activities undertaken by your water system to control lead in drinking water). Contact all of the printers and vendors that you will use to produce your materials in the event of an exceedance. Update your local public health agencies and providers about your lead program and any activities you are taking to reduce lead and monitor drinking water supplies. Finally, contact your local media to update them on your efforts and to address any questions they may have about your systems' monitoring or corrosion control activities.

By keeping your plan updated and maintaining regular contact with your community partners and the media, you will ensure that, should you have an exceedance, you will have all of the mechanisms in place to quickly and effectively respond with your PE program.

Section 3

Implementing Your Public Education Program

A lead action level exceedance triggers the Lead and Copper Rule (LCR) requirements for Public Education (PE) and establishes a timeline for performing required activities. In most cases, your PE activities must be implemented within 60 days of the action level exceedance. See Section 1 to review the specific requirements for PE if you have an exceedance.

Section 2 of this guidance document outlined the suggested steps you should take to design your PE program, prior to an exceedance. In this section, key activities for implementing your PE program are presented. These activities include:

- ▶ **Produce Your PE Materials**
- ▶ **Distribute Your PE Materials**
- ▶ **Conduct Media Outreach**
- ▶ **Communicate Directly with the Public**
- ▶ **Conclude Your PE Activities (at the End of the Exceedance)**

TIP: It is important to remember that education programs can only be effective when they are administered over time. Competing demands for people’s attention—information overload—can be a significant impediment to understanding. Therefore, you should meet the initial PE requirements as soon as possible and pace your additional PE activities over several months to ensure that your public has multiple opportunities to receive your messages.

The checklist below provides the key activities your program will need to take in order to effectively implement the PE requirements and reach your key audiences. Refer to *Appendix B* for a checklist you can tear out and use as you complete your activities.

Checklist for Implementing Your PE Program

- ✓ Notify your primacy agency of an action level exceedance triggering your PE program.
- ✓ Notify your system's decision maker (owner or president) of the exceedance.
- ✓ Review your PE requirements (Section 1) and the timeline for delivering PE materials (see Tables 2 or 3 on Pages 8 or 9).
- ✓ Notify your communication or outreach team of the exceedance and enlist their assistance in implementing your plan.
- ✓ Inform all of your employees about your activities so that they can respond to customer questions or issues.
- ✓ Implement your phone tree and contact your conduit organizations to let them know that an exceedance has occurred and that you will be sending them materials for distribution.
- ✓ Update your PE material templates with information on the exceedance, actions you are taking to address it, and any other relevant information.
- ✓ Work with translators to finalize materials for multiple language audiences.
- ✓ Prepare mailing labels for conduit organizations and other dissemination mechanisms.
- ✓ Duplicate your pamphlets, flyers, posters, or other printed materials and prepare to deliver them to your conduit organizations.
- ✓ Meet with representatives from your local health agency (in person or by phone) to alert them to the exceedance and provide them with materials they can distribute to the public.
- ✓ Send a press release to your local media outlets (print, TV, and radio).
- ✓ Reach out to your established media contacts and work with them to distribute your key messages.
- ✓ Coordinate with your spokesperson/spokespeople to conduct media interviews.
- ✓ Document your PE activities and report back to your primacy agency on completion of activities as required.
- ✓ Update your system's Web site (if applicable) to include PE materials and key messages for the public.
- ✓ Schedule and conduct public meetings as needed.
- ✓ Continue to conduct your monitoring activities as required.
- ✓ Notify the public when the action level exceedance has ended.

Produce Your PE Materials

A critical first step in implementing your PE program in the event of an exceedance is to produce the materials you have determined in your planning that you will need to distribute to your target audiences. The following information will help you finalize your materials in accordance with the LCR requirements and prepare them for quick delivery to your conduit organizations and your community.

Printed Materials

See Section 1 for a reminder of the LCR requirements for content for PE materials.

Appendix B provides template pamphlets with the mandatory language systems must provide to their customers. Note that electronic fill in the blank versions of these materials are available on the internet at www.epa.gov/safewater/lcrmr/compliancehelp.html for systems to update and customize the documents with their system-specific information.

Press Releases or Media Notices

Water systems are required to provide two press releases per year for the duration of the exceedance. (See Section 1).

Your press releases should be brief informational notices that are ready to be distributed to local press representatives. Always include the name and phone number of an informed contact so that media representatives can obtain more information and cover the issue more fully than presented in a news release. (A sample press release template is provided in *Appendix B*). When conducting your planning, ask your media contacts what would make a press release stand out to them and what they are most likely to publish so that you can plan ahead to secure media coverage in the event of an exceedance.

Tips for Creating PE Materials That Work

- ▶ **Place the most important information first.** Most readers only read the top half of printed materials and focus on large text such as headings and bolded text. The most important information, especially instructions to protect consumers' health, should be placed on the top half of the notice in large print. Smaller type is appropriate for less critical elements.
- ▶ **Limit wordiness.** A question and answer or heading and subheading format is easy to read and guides readers to the information that is likely to concern them. Risk communication studies have shown that when dealing with potential health risks, people become emotional and have difficulty processing information. The best way to help the public understand your messages is to communicate a limited number of messages and to strive for consistency of messaging across all communications media. If people hear your few, simple messages over and over again, they are more likely to accurately estimate their risks and to take the right steps to manage them.
- ▶ **Use graphics,** such as photographs or drawings, to illustrate your messages. Wherever possible, provide an image that describes the actions the public should take to protect themselves from potential health risks.
- ▶ **Highlight the name of your system,** especially where people in your area are served by more than one water system. You may also want to prepare a map showing the area you serve, especially if it extends beyond city limits. You may want to print materials on your system's letterhead which, coupled with the material's title, will help people recognize that it is important.

Material Templates

Appendix B contains templates for a variety of public education materials that your system can use to support your efforts. These templates include:

- ▶ Water Bill Insert Statement
- ▶ Brochure
- ▶ Poster
- ▶ Press Release
- ▶ Print Advertisement
- ▶ Listserv or Web site Announcement
- ▶ Public Service Announcement (text for a radio or television PSA)
- ▶ Consumer Notice of Tap Water Results

Additional Materials

Table 5 contains a list of suggested materials that may be useful in conducting additional PE outreach activities.

Fact sheets - Provide basic, objective, detailed information on an issue or topic. Fact sheets can provide information about the problem, recommended consumer actions, health risks, actions being taken, and treatment goals. Fact sheets should be easily understood by the broadest spectrum of audiences.

Tip sheets and brochures – Outline specific actions residents should take. They should be clear, concise, and present the action steps in a simplified manner.

Talking points – Give water system representatives and expert spokespeople tips on communicating about the exceedance and the treatment process. The talking points highlight key messages that should be delivered to the target audience in a clear and effective manner.

Charts and illustrations – Visuals can help to convey complex messages that may be difficult to understand or to communicate textually. Examples include: the incidence of elevated lead levels in homes with and without lead service lines, and the relative numbers of homes in each category; and a “source to tap” representation of how water gets from the source to customers’ taps.

Fliers – If you plan to host public meetings, fliers can be used to publicize upcoming meetings and other events. They should be translated into the most common languages spoken among the target audience.

Technical/medical materials – Doctors, nurses, clinic workers, and other health care professionals may prefer technical information about the potential health effects of lead in drinking water.

Deliver Your PE Materials

Once you have produced your PE materials, the next step is to deliver them through the various conduit organizations and communications channels that you identified in your program design (See Section 2, Step 6).

Table 5. Suggestions for Materials in Various Communications Venues

Materials	Communication Routes
Fact sheets	<ul style="list-style-type: none"> ▶ Insert in media press kits ▶ Include in conduit organization mailings ▶ Hand out at public meetings
Tip sheets	<ul style="list-style-type: none"> ▶ Include in conduit organization mailings ▶ Hand out at public meetings
Talking points	<ul style="list-style-type: none"> ▶ Use for press events ▶ Use at public meeting presentations ▶ Provide to utility telephone receptionists or others taking calls from the public
Press releases	<ul style="list-style-type: none"> ▶ Issue in advance of press events and public meetings
Charts and illustrations	<ul style="list-style-type: none"> ▶ Provide as graphics to television stations and print media ▶ Display and distribute as handouts at public meetings ▶ Use in briefing slides or display as posters for press events and public meetings
Fliers	<ul style="list-style-type: none"> ▶ Distribute in advance of public meetings
Public service materials	<ul style="list-style-type: none"> ▶ Distribute PSAs to radio and television stations and print media ▶ Include in conduit organizations mailings ▶ Distribute at public meetings
Technical/ medical materials	<ul style="list-style-type: none"> ▶ Distribute to community leaders and health care professionals

Bill Inserts

Many CWSs periodically enclose special information notices or inserts in their customers' water bills. If you already provide this service, you may choose to dedicate a particular notice to the topic of lead in drinking water. Bill inserts are relatively inexpensive to produce — especially if you already have a regular notice service. If you do not currently provide such a service, you can use the notice provided in *Appendix B*.

TIP: Remember that people who live in apartment complexes or other housing units where the water bill is paid by a landlord or a supervisor will not be on your mailing list. The landlord or supervisor for such buildings should be mailed extra bill inserts for distribution to residents.

Local Newspapers

CWSs must deliver information two times in a 12 month period to editorial departments of the major daily and weekly newspapers circulated throughout the community. Newspapers are always in search of newsworthy items and will often publish feature articles based on a news release or coverage of a press conference. You should use all major daily and weekly newspapers to get your message delivered.

Radio and Television Stations

Radio and television stations are a prime source of information for most people. Radio and television news programs often feature brief spots based on a press release or coverage of a press conference. The stations also broadcast brief PSAs as a community service. In addition, they feature news briefs, special interest features, and talk shows on local issues of interest. Large CWSs should promote radio

TIP: Under the LCR, small systems (serving 3,300 or fewer people) are no longer required to deliver PSAs. Check with your State Primacy Agency to be sure that you are exempt from this requirement.

and television coverage of lead in drinking water issues as an effective way to get the message delivered to a mass audience at no cost.

Public Service Announcements

Section 141.85(b) of the regulation specifies the minimum content of the public education language to be broadcast to customers. A PSA can be broadcast on either radio or television. A PSA is very brief (e.g., 20 seconds) and can provide far-reaching, low-cost publicity for your program. A pre-taped or written announcement can be provided to radio stations; the text for a video spot or an actual videotaped message can be provided to television stations.

The regulations encourage CWSs to submit PSAs to five radio or television stations with the largest audiences in the community. These announcements must be repeated every six months for as long as the system continues to exceed the lead action level.

Conduct Media Outreach

To help disseminate your PE messages, call on your established media contacts who already understand your mission to inform and protect the public. When you pitch messages to newspapers, TV, or radio outlets, clearly explain what information you are trying to communicate and why. Explain to the media in clear and open terms what you are required to do to communicate about an action level exceedance and make it easy for them to identify the most important information, including information that led to detection of the action level exceedance, the populations most at risk from elevated lead levels in drinking water and potential health effects, actions consumers can take to reduce their risks, and actions your water system is taking to address the problem. The easier you make it for the media to accurately cover your story, the more likely you are to get the results you want.

TIP: Whenever possible, visit your media contacts in person to request coverage.

When you send press releases or notices to radio and TV stations and newspapers, write “PRESS RELEASE FOR DRINKING WATER NOTICE” at the top of the notice to emphasize its importance and ensure that it will be printed or aired in a timely manner.

TIP: In addition to sending the required press releases or notifications, consider:

- ▶ Offering a spokesperson to be interviewed on the air. Ideally, you have identified and prepped spokespeople to understand your program and how to deal with the pressures associated with an interview, so that they will seem calm (and not evasive or defensive).
- ▶ Writing a draft story or an op-ed for the newspaper and providing a completed draft to an editor.
- ▶ Providing radio and television programs with talking points, sources for impartial information (such as links to the EPA or CDC Web-based information on lead), contacts at the health department, and suggestions of people they can interview for a story.
- ▶ Providing statistics, charts, graphics (photographs, video footage, drawings, maps) along with your text to make it easy for different types of media to broadcast your story.

Don't be upset if a media story isn't exactly as you would want it, but politely tell a reporter if a significant piece of information is wrong or missing so that they can get the correct information out to the public.

If a newspaper will not publish a story or press release, you may want to consider buying space to print the notice in its entirety, though it is not required. You should buy an advertisement as close to the front of the paper as possible and make it large enough that people will easily see it. Your initial planning should have determined if this may be a concern and if you should budget for purchasing advertisement space.

Communicate Directly with the Public

Effective PE campaigns can minimize the chances of overreaction to an action level exceedance and can help focus your community's attention on the source of a problem. A robust PE campaign that explains what an exceedance means and the specific steps you are taking to address the issue can be an excellent public relations tool. Such a campaign will help to create a partnership between you and your customers that demonstrates your commitment to providing safe water and reduces the prevalence of the "us versus them" mentality.

Quickly distributing the required and recommended materials to all your target populations will help reduce the chance that people will become alarmed and overreact to information about an exceedance. If you have planned your distribution of materials through communication channels and partners effectively and established close relationships with conduits, your materials should reach your community promptly and educate them about the issue.

Public Meetings

In addition to distributing messages and materials to your community, public meetings are an effective avenue for directly communicating with your audiences about the exceedance and your activities to address it. Well advertised public meetings provide a forum where the public can ask questions and meet individuals responsible for addressing the lead issue. Many public meeting formats and styles are available. A few options are described below.

Speakers' forums feature formal presentations by a speaker or group of speakers, with questions taken during or after their presentations. This format ensures that the message is specific and that everyone receives the same message, and offers the greatest control over the content, flow, and outcome of the event. However, it allows limited interaction with the audience, with the exception of a brief question and answer period, and therefore restricts the amount of public feedback received.

In **round table discussions**, the public is given an opportunity to present their opinion or ask questions in a facilitated discussion. This format can be a facilitated open dialogue among all participants, or small group discussions between members of the public with facilitators or experts moderating the conversations. Like testimony, round table discussions can offer a great deal of interaction and opinion sharing, and are a good way to gauge public opinion. Likewise, planners have little control over the content. All participants may not receive the same message, especially where multiple conversations take place simultaneously.

Open houses are a one-on-one information exchange format, where experts sit at tables or booths and the public is invited to talk to them, share their concerns, and ask questions. Written materials can be available for the public to take with them. In this informal format, the public can "digest" what they want, either a brief, direct answer to a question or detailed information. All participants do not receive the same message (i.e., what they learn depends on what they ask). While there is no way to anticipate the content of topics

Tips for Working with the Media

- ▶ Be truthful and up-front about local water quality issues and the exceedance.
- ▶ Don't be defensive when answering questions.
- ▶ Answer questions as well as you can, but don't be afraid to say that you need to check on something if there is a question you can't answer (and once you find the information, quickly report back on what you've found).
- ▶ Keep in mind that reporters are not familiar with State or Federal requirements for safe drinking water - avoid technical jargon!
- ▶ Provide additional sources of information (for instance, referrals to State contacts, local experts, or EPA fact sheets).
- ▶ Be sensitive to the fact that reporters may be working on tight deadlines.
- ▶ Provide a list of the elements that the media must address to adequately inform the public about potential risks and how to manage them.

raised, this approach offers more control than other open fora because the exchange is one-on-one, not across a large group.

Availability sessions combine structured speakers fora and open houses. Prior to formal presentations, speakers are available to talk to people and answer questions. The structured presentations offer an opportunity to disseminate the message as planned. The one-on-one interaction supplements the formal information exchange by giving citizens an opportunity to ask questions or speak to an involved party about their concerns. This dialog also can help the speakers anticipate questions or concerns that may be raised in front of reporters and a large audience.

Conclude Your PE Activities at the End of the Exceedance

Your public education program is required to provide ongoing messages until the action level exceedance has ended. This continued education effort will keep your public informed about any continuing issues related to lead in drinking water and keep them abreast of progress your system is making toward resolving the problem. Once the issue has been resolved, continue to provide the public information about lead in drinking water. Your Consumer Confidence Reports will provide you an opportunity to provide ongoing education to your customers about the importance of addressing lead in drinking water and your program's monitoring and education activities. (See Section 1 for required language for use in CCRs.)

After the exceedance has ended, conducting follow-up testing can help to ensure that the messages in your materials were received as intended and that all target audiences understood your materials. The results of such an analysis can help mold future efforts and guide you on areas where you may want to refine your planning.

Media surveys can assess how well the information was reported by television and radio stations and the press. Media coverage can be monitored by reviewing the Web sites of local media outlets, or purchasing the services of media surveillance firms. Relevant information includes the frequency of stories, the media through which they were reported, and the content of the stories (e.g., whether the most important facts were covered or if any erroneous information was reported).

Considerations for Public Meetings

Meeting planning is an involved process that requires many detailed steps.

- ▶ Public meetings should be held as soon as possible following an exceedance. The availability of newsworthy information generates public interest and increases the likelihood of a high turnout at meetings. Proper spacing of the meetings over time is important to keep the media and public interested in the issue.
- ▶ Scheduling of public meetings should take into consideration other events that could pose conflicts, such as the school calendar (e.g., start of school, vacations), other community meetings, holidays, or other events of importance to the target audience.
- ▶ Meeting site selection should be based on attracting the greatest variety of interested audience segments. Meetings should be geographically distributed throughout the community. Selecting locations that are convenient to large numbers of people in certain groups can increase interest and boost media coverage geared to those groups.
- ▶ Proper publicity is a crucial planning step for each public event, because a high turnout is needed to ensure the widest distribution of the message. A few outreach considerations for public meetings are:
 - Where target populations are clustered in a few apartment communities, meeting notices should be posted on bulletin boards, in hallways, laundry rooms, and other public areas; placed as advertisements or articles in community newsletters; or be advertised through mailings to each apartment.
 - Local elected officials should be invited, and receive "courtesy calls" in advance of any public advertising.
 - Translators should be provided at meetings held in areas with significant non-English speaking populations. Provide sign-language interpreters for the hearing impaired.

Polling citizens can directly gauge their opinion of the outreach by determining citizens' awareness of the exceedance, how they perceived the information, where they received the information, and if they were satisfied with and could understand it. The telephone is the most common polling avenue, however, phone polls should be undertaken and interpreted with caution, as the subjects of a phone survey may not include low income residents with no telephone (door-to-door surveys are an option in these areas). Pollsters should be able to speak all of the languages represented in the service area. Your conduit organizations should be surveyed as well.

Conclusion

The steps outlined in this guidance document and the tips provided are designed to provide you with all of the background you need to design and implement an effective PE program. Following the guidance provided will allow you to reach out to all members of your community, including those that are the most vulnerable to adverse health effects from lead exposure, with messages and delivery methods that meet your community's diverse communication needs. The partnerships you create with your local media, public health community, and other key partners can serve as important ties for all of your work, regardless of whether your system experiences an exceedance. Most importantly, the guidance provided in this document establishes an effective framework for communicating with your public about the many issues your water system addresses.

Appendix A

Frequently Asked Questions

Lead in Drinking Water – Frequently Asked Questions*

Why is there lead in my drinking water?

Lead is not usually found in water that comes from wells or water treatment plants. More commonly lead can enter drinking water when the water comes in contact with plumbing materials such as lead pipes or lead solder, or when it comes in contact with faucets, valves, and other components made of brass (brass may have lead in it). This interaction is referred to as corrosion.

Even though your public water supplier may deliver water that meets all federal and state standards for lead, you may end up with elevated lead levels in your drinking water because of the plumbing in your home.

What is the water system doing about it?

Our water system is working to educate the public about steps for reducing exposure to lead in drinking water and the health risks associated with exposure to lead. In addition, our water system is conducting a number of activities aimed at reducing high lead levels and possible exposures. For example [insert information on your system's corrosion control program; lead service line replacement efforts; and/or other activities you are undertaking to reduce lead in drinking water in your community.]

What can I do to make my water safer?

Flush your pipes before drinking, and only use cold water for cooking and drinking. The more time water has been sitting in your home's pipes, the more lead it may contain. Anytime the water in a particular faucet has not been used for six hours or longer, "flush" your cold-water pipes by running the water until it becomes as cold as it will get. This could take as little as five to thirty seconds if there has been recent heavy water use such as showering or toilet flushing. Otherwise, it could take two minutes or longer. Your water utility will inform you if longer flushing times are needed to respond to local conditions. Please note that flushing may not be effective in high-rise buildings.

Use only water from the cold-water tap for drinking, cooking, and especially for making baby formula. Hot water is likely to contain higher levels of lead.

You may also consider using a lead reducing filter tested and certified by an independent third party for such ability per the standards set by NSF International.

TIP: If you are considering replacing lead containing plumbing fixtures, keep in mind that plumbing fixtures labeled lead-free may have up to 8% lead. However, plumbing fixtures labeled National Sanitation Foundation (NSF) certified may only have up to 2% lead.

What will lead do to me or my family?

Lead is a toxic metal that is harmful to human health when it is ingested or inhaled. The greatest risk is to infants, young children, and pregnant women. Small amounts slow down normal mental development in growing children and alter the development of other organs and systems. The effects of lead on the brain are associated with lowered IQ in children. Adults with kidney problems and high blood pressure are more likely to be affected by low levels of lead than the general population. Lead is stored in the bones allowing it to be released even after exposure stops. The presence in bone increases the concern for exposure at all points of the life cycle.

* **Note:** These questions and answers are provided to water systems to help address the types of questions that may arise from customers during implementation of a PE Program. This information or the language above should not be used as a substitute for the mandatory content required under the LCR, as outlined in Section 1.

EPA estimates that 10 to 20 percent of human exposure to lead may come from lead in drinking water. Infants who consume mostly formula prepared with tap water can receive 40 to 60 percent of their exposure to lead from drinking water.

Does boiling water remove lead?

No, boiling water does not remove lead. Boiling water can concentrate lead levels and increase the amount of lead in water.

If I boil water for making formula, will it increase or remove lead?

Boiling water will concentrate lead levels, which can increase the amount of lead in the water. Always flush your faucet and use water from the cold water tap when making formula.

Why can't I use hot water from the tap for drinking, cooking, or making baby formula?

Hot water dissolves lead more quickly than cold water and is therefore more likely to contain greater amounts of lead. Never use water from the hot water tap for drinking, cooking, or making baby formula.

Will my filter remove lead?

Some faucet and pitcher filters can remove lead from drinking water. If you use a filter, be sure to get one that is tested and certified by an independent third party per the standards developed by NSF International. Be sure to maintain and replace a filter device in accordance with the manufacturer's instructions to protect water quality.

My neighbors got their water tested and found lead. Is my water safe/are my test results accurate?

Each home should be tested separately for lead. Lead usually gets into drinking water through contact with plumbing materials such as lead pipes or lead solder, or faucets, valves, and fixtures made of brass (brass contains some lead). Since each home has different plumbing pipes and materials, test results are likely to be different for each home.

Can I get my water tested for lead?

Yes. EPA recommends testing your water for lead by a certified laboratory; lists are available from your state or local drinking water authority. Testing costs between \$20 and \$100. Since you cannot see, taste, or smell lead dissolved in water, testing is the only sure way of telling whether there are elevated levels of lead in your drinking water. You should be particularly suspicious if your home has lead pipes (lead is a dull gray metal that is soft enough to be easily scratched with a house key), if you see signs of corrosion (frequent leaks, rust-colored water, stained dishes or laundry), or if your non-plastic plumbing is less than five years old. Your water supplier may have useful information, including whether the service connector used in your home or area is made of lead. Testing is especially important in high-rise buildings where flushing may not be effective.

What do you mean when you say the Action Level has been exceeded?

The action level for lead has been set at 15 parts per billion (ppb) because EPA believes, given present technology and resources, this is the lowest level to which small and medium-size water systems can be reasonably required to control this contaminant should it occur in drinking water at their customers home taps. Our water system is required to notify the public when our test results show levels of lead above the 15 ppb action level in >10% of samples collected.

Is there anything else I can do beyond flushing my tap or buying bottled water?

Replacing pipes and fixtures containing lead with lead-free pipes and fixtures is the best way to ensure your water will not contain lead. In addition, be sure to clean all water outlet screens regularly to remove small sediments that may contain lead.

Where can I get more information on lead?

For more information, visit www.epa.gov/lead or call EPA's Safe Drinking Water Hotline at 1-800-426-4791. Your state or local public health department will also be able to provide information about lead.

Appendix B

Public Education Material Templates*

- ▶ Checklist for Implementing Your PE Program
- ▶ General Public Education Notice
- ▶ ListServ/Email Announcement
- ▶ Web site Announcement
- ▶ Public Service Announcement
- ▶ Water Bill Statement/Insert
- ▶ Press Release
- ▶ Brochure
- ▶ Poster
- ▶ Consumer Notice of Tap Water Results

*Customizable versions of these templates are available for download at: <http://www.epa.gov/safewater/lcrrm/compliancehelp.html>

Checklist for Implementing Your PE Program

- Notify your primacy agency of an action level exceedance triggering your PE program.
- Notify your system's decision maker/s of the exceedance.
- Review your PE requirements (Section 1) and the timeline for delivering PE materials (see Tables 2 or 3 on Pages 8 or 9).
- Notify your communication or outreach team of the exceedance and enlist their assistance in implementing your plan.
- Inform all of your employees about your activities so that they can respond to customer questions or issues.
- Implement your phone tree and contact your conduit organizations to let them know that an exceedance has occurred and that you will be sending them materials for distribution.
- Update your PE material templates with information on the exceedance, actions you are taking to address it, and any other relevant information.
- Work with translators to finalize materials for multiple language audiences.
- Prepare mailing labels for conduit organizations and other dissemination mechanisms.
- Duplicate your pamphlets, flyers, posters, or other printed materials and prepare to deliver them to your conduit organizations.
- Meet with representatives from your local health agency (in person or by phone) to alert them to the exceedance and provide them with materials they can distribute to the public.
- Send a press release to your local media outlets (print, TV, and radio).
- Reach out to your established media contacts and work with them to distribute your key messages.
- Coordinate with your spokesperson/spokespeople to conduct media interviews.
- Document your PE activities and report back to your primacy agency on completion of activities as required.
- Update your system's Web site (if required) to include PE materials and key messages for the public.
- Schedule and conduct public meetings as needed.
- Continue to conduct your monitoring activities as required.
- Notify the public when the action level exceedance has ended.

¹Customizable versions of these templates are available for download at: <http://www.epa.gov/safewater/lcrmt/compliancehelp.html>

Spanish language templates are under development

General Public Education Notice Template

The following language meets the revised PE requirements under the 2007 short-term revisions and clarifications to the Lead and Copper Rule (LCR). **Your notice must include the topic areas in bold below.** Anything in italics under each topic area is required language and cannot be changed while anything in regular text must be covered, but you may use either the suggested language or your own words to cover the subject.

Your notice must begin with the following opening statement (though you have the option to include a title of the pamphlet or brochure of your choosing):

IMPORTANT INFORMATION ABOUT LEAD IN YOUR DRINKING WATER

[Insert name of water system] found elevated levels of lead in drinking water in some homes/buildings. Lead can cause serious health problems, especially for pregnant women and children 6 years and younger. Please read this notice closely to see what you can do to reduce lead in your drinking water.

This notice is brought to you by [insert the name of your water system]. State Water System ID# [insert your water system's ID number] Date [Insert the date distributed]

Health Effects of Lead

Lead can cause serious health problems if too much enters your body from drinking water or other sources. It can cause damage to the brain and kidneys, and can interfere with the production of red blood cells that carry oxygen to all parts of your body. The greatest risk of lead exposure is to infants, young children, and pregnant women. Scientists have linked the effects of lead on the brain with lowered IQ in children. Adults with kidney problems and high blood pressure can be affected by low levels of lead more than healthy adults. Lead is stored in the bones and it can be released later in life. During pregnancy, the child receives lead from the mother's bones, which may affect brain development.

Sources of Lead

Lead is a common metal found in the environment. Drinking water is one possible source of lead exposure. The main sources of lead exposure are lead-based paint and lead-contaminated dust or soil, and some plumbing materials. In addition, lead can be found in certain types of pottery, pewter, brass fixtures, food, and cosmetics. Other sources include exposure in the work place and exposure from certain hobbies (lead can be carried on clothing or shoes).

New brass faucets, fittings, and valves, including those advertised as “lead-free,” may contribute lead to drinking water. The law currently allows end-use brass fixtures, such as faucets, with up to 8 percent lead to be labeled as “lead free.” However, plumbing fixtures labeled National Sanitation Foundation (NSF) certified may only have up to 2 percent lead. Consumers should be aware of this when choosing fixtures and take appropriate precautions.

[Insert utility specific information describing your community's source water – e.g. “The source of water from XX Reservoir does not contain lead” or “Community X does not have any lead in its source water or water mains in the street.”] When water is in contact with pipes [or service lines] or plumbing that contains lead for several hours, the lead may enter drinking water. Homes built before 1986 are more likely to have plumbing containing lead. New homes may also have lead; even “lead-free” plumbing may contain some lead.

EPA estimates that 10 to 20 percent of a person's potential exposure to lead may come from drinking water. Infants who consume mostly formula mixed with lead-containing water can receive 40 to 60 percent of their exposure to lead from drinking water.

Don't forget about other sources of lead such as lead paint, lead dust, and lead in soil. Wash your children's hands and toys often as they can come into contact with dirt and dust containing lead.

¹Customizable versions of these templates are available for download at: <http://www.epa.gov/safewater/lcrrmt/compliancehelp.html>

Steps You Can Take To Reduce Your Exposure To Lead In Your Water

1. **Run your water to flush out lead.** Run water for 15-30 seconds [or insert a different flushing time if your system has representative data indicating a different flushing time would better reduce lead exposure in your community and if the State Primacy Agency approves the wording] or until it becomes cold or reaches a steady temperature before using it for drinking or cooking, if it hasn't been used for several hours. This flushes lead-containing water from the pipes.
2. **Use cold water for cooking and preparing baby formula.** Do not cook with or drink water from the hot water tap; lead dissolves more easily into hot water. Do not use water from the hot water tap to make baby formula.
3. **Do not boil water to remove lead.** Boiling water will not reduce lead.
4. **Look for alternative sources or treatment of water.** You may want to consider purchasing bottled water or a water filter. Read the package to be sure the filter is approved to reduce lead or contact NSF International at 800-NSF-8010 or www.nsf.org for information on performance standards for water filters. Be sure to maintain and replace a filter device in accordance with the manufacturer's instructions to protect water quality.
5. **Test your water for lead.** Call us at [insert phone number for your water system] to find out how to get your water tested for lead. [Include information on your water system's testing program. For example, do you provide free testing? Are there labs in your area that are certified to do lead in water testing?]
6. **Get your child tested.** Contact your local health department or healthcare provider to find out how you can get your child tested for lead if you are concerned about exposure.
7. **Identify if your plumbing fixtures contain lead.** New brass faucets, fittings, and valves, including those advertised as "lead-free," may contribute lead to drinking water. The law currently allows end-use brass fixtures, such as faucets, with up to 8% lead to be labeled as "lead free." Visit the National Sanitation Foundation Web site at www.nsf.org to learn more about lead-containing plumbing fixtures.

What Happened? What is Being Done?

[Insert information about how and when the exceedance was discovered in your community and provide information on the source(s) of lead in the drinking water, if known.]

[Insert information about what your system is doing to reduce lead levels in homes in your community.]

[Insert information about lead service lines in your community, how a consumer can find out if they have a lead service line, what your water system is doing to replace lead service lines, etc.]

[Insert information about the history of lead levels in tap water samples in your community. For example, have they declined substantially over time? Have they been low and risen recently? Is there a known reason for any lead level changes?]

For More Information

Call us at [Insert Number] or (if applicable) visit our Web site at [insert Web site Here]. For more information on reducing lead exposure around your home/building and the health effects of lead, visit EPA's Web site at www.epa.gov/lead or contact your health care provider.

[We recommend you include the name of your system and the date that the information is being distributed, along with the state water system ID, somewhere on the notice.]

ListServ/Email Announcement Template

Many communities, neighborhood councils, and conduit organizations serving specific audiences in your community maintain listservs or electronic bulletin boards where information important to the community can be posted. The following language meets the revised PE requirements under the 2007 short-term revisions and clarifications to the Lead and Copper Rule (LCR). **Your announcement must include the topic areas in bold below.** Anything in italics under each topic area is required language and cannot be changed while anything in regular text must be covered, but you may use either the suggested language or your own words to cover the subject.

IMPORTANT INFORMATION ABOUT LEAD IN YOUR DRINKING WATER

[Insert name of water system] found elevated levels of lead in drinking water in some homes/buildings. Lead can cause serious health problems, especially for pregnant women and children 6 years and younger. Please read this notice closely to see what you can do to reduce lead in your drinking water.

This notice is brought to you by [insert the name of your water system]. State Water System ID# [insert your water system's ID number] Date [Insert the date distributed]

Health Effects of Lead

Lead can cause serious health problems if too much enters your body from drinking water or other sources. It can cause damage to the brain and kidneys, and can interfere with the production of red blood cells that carry oxygen to all parts of your body. The greatest risk of lead exposure is to infants, young children, and pregnant women. Scientists have linked the effects of lead on the brain with lowered IQ in children. Adults with kidney problems and high blood pressure can be affected by low levels of lead more than healthy adults. Lead is stored in the bones and it can be released later in life. During pregnancy, the child receives lead from the mother's bones, which may affect brain development.

Sources of Lead

Lead is a common metal found in the environment. Drinking water is one possible source of lead exposure. The main sources of lead exposure are lead-based paint and lead-contaminated dust or soil, and some plumbing materials. In addition, lead can be found in certain types of pottery, pewter, brass fixtures, food, and cosmetics. Other sources include exposure in the work place and exposure from certain hobbies (lead can be carried on clothing or shoes).

New brass faucets, fittings, and valves, including those advertised as “lead-free,” may contribute lead to drinking water. The law currently allows end-use brass fixtures, such as faucets, with up to 8 percent lead to be labeled as “lead free.” However, plumbing fixtures labeled National Sanitation Foundation (NSF) certified may only have up to 2 percent lead. Consumers should be aware of this when choosing fixtures and take appropriate precautions.

[Insert utility specific information describing your community's source water – e.g. “The source of water from XX Reservoir does not contain lead” or “Community X does not have any lead in its source water or water mains in the street.”] When water is in contact with pipes [or service lines], and plumbing containing lead for several hours, the lead may enter drinking water. Homes built before 1986 are more likely to have plumbing containing lead. New homes may also have lead; even “lead-free” plumbing may contain some lead.

EPA estimates that 10 to 20 percent of a person's potential exposure to lead may come from drinking water. Infants who consume mostly formula mixed with lead-containing water can receive 40 to 60 percent of their exposure to lead from drinking water.

¹Customizable versions of these templates are available for download at: <http://www.epa.gov/safewater/lcrmr/compliancehelp.html>

Don't forget about other sources of lead such as lead paint, lead dust, and lead in soil. Wash your children's hands and toys often as they can come into contact with dirt and dust containing lead.

Steps you can take to reduce your exposure to lead in your water

- ▶ **Run your water to flush out lead.** Run water for 15-30 seconds [or insert a different flushing time if your system has representative data indicating a different flushing time would better reduce lead exposure in your community and if the State Primacy Agency approves the wording] or until it becomes cold or reaches a steady temperature before using it for drinking or cooking, if it hasn't been used for several hours. This flushes lead-containing water from the pipes.
- ▶ **Use cold water for cooking and preparing baby formula.** Do not cook with or drink water from the hot water tap; lead dissolves more easily into hot water. Do not use water from the hot water tap to make baby formula.
- ▶ **Do not boil water to remove lead.** Boiling water will not reduce lead.
- ▶ **Look for alternative sources or treatment of water.** You may want to consider purchasing bottled water or a water filter. Read the package to be sure the filter is approved to reduce lead or contact NSF International at 800-NSF-8010 or www.nsf.org for information on performance standards for water filters. Be sure to maintain and replace a filter device in accordance with the manufacturer's instructions to protect water quality.
- ▶ **Test your water for lead.** Call us at [insert phone number for your water system] to find out how to get your water tested for lead if you are concerned about exposure.
- ▶ **Get your child tested.** Contact your local health department or healthcare provider to find out how you can get your child tested for lead if you are concerned about exposure.
- ▶ **Identify if your plumbing fixtures contain lead.** New brass faucets, fittings, and valves, including those advertised as "lead-free," may contribute lead to drinking water. The law currently allows end-use brass fixtures, such as faucets, with up to 8% lead to be labeled as "lead free." However, plumbing fixtures labeled National Sanitation Foundation (NSF) certified may only have up to 2% lead. Consumers should be aware of this when choosing fixtures and take appropriate precautions.

What Happened? What is Being Done?

[Insert information about how and when the exceedance was discovered in your community and provide information on the source(s) of lead in the drinking water, if known.]

[Insert information about what your system is doing to reduce lead levels in homes in your community.]

[Insert information about lead service lines in your community, how a consumer can find out if they have a lead service line, what your water system is doing to replace lead service lines, etc.]

[Insert information about the history of lead levels in tap water samples in your community. For example, have they declined substantially over time? Have they been low and risen recently? Is there a known reason for any lead level changes?]

For More Information

Call us at [Insert Number] or (if applicable) visit our Web site at [insert Web site Here]. For more information on reducing lead exposure around your home/building and the health effects of lead, visit EPA's Web site at www.epa.gov/lead or contact your health care provider.

[We recommend you include the name of your system and the date that the information is being distributed, along with the state water system ID, somewhere on the notice.]

Customizable versions of these templates are available for download at: <http://www.epa.gov/safewater/lcrmr/compliancehelp.html>

Web Site Announcement Template

Large community water systems (serving greater than 100,000 people) are **required** to provide a Public Education notice on their Web site. The following language can serve as an announcement on the Web site, but to meet the revised PE requirements under the 2007 short-term revisions and clarifications to the Lead and Copper Rule (LCR), large CWSs should include a link to their General Public Education Notice, which includes all of the required language. Refer to page X of this Appendix for the General Public Education Notice template.

IMPORTANT INFORMATION ABOUT LEAD IN YOUR DRINKING WATER

[Insert name of your water system] found elevated levels of lead in drinking water in some homes/buildings in our community. Lead can cause serious health problems, especially for pregnant women and children 6 years and younger. Please read the following notice [insert link to Public Education Notice] closely to see what you can do to reduce lead in your drinking water and to learn what [Insert name of your water system] is doing to address this problem.

Call us at [insert your water system phone number] for more information Date [Insert the date posted]

[Provide your system's General Public Education Notice here or link to it within your Web site.]

Public Service Announcement Template

The latest revisions to the LCR do not require water systems to produce Public Service Announcements. However, Public Service Announcements are one of the additional activities that large and small water systems can produce to meet the additional PE requirements (see Table 3). Although you should include the following information, which is consistent with the PE requirements under the 2007 short-term revisions and clarifications to the Lead and Copper Rule (LCR), the media outlets may opt to not include all of the information. Note: Mandatory language which must be included as written is in italics.

IMPORTANT INFORMATION ABOUT LEAD IN YOUR DRINKING WATER

[Insert name of water system] found elevated levels of lead in drinking water in some homes/buildings in our community. Lead can cause serious health problems, especially for pregnant women and children 6 years and younger.

Lead is a common metal found in the environment. Drinking water is one possible source of lead exposure. The main sources of lead exposure are lead-based paint and lead-contaminated dust or soil.

The following are some of the steps you can take to reduce your exposure to lead in your water including:

- ▶ **Run your water for 15 – 30 seconds to flush out lead.** [Or insert a different flushing time if your system has representative data indicating a different flushing time would better reduce lead exposure in your community and if the Primacy Agency approves the wording]
- ▶ **Use cold water for cooking and preparing baby formula.**
- ▶ **Do not boil water to remove lead.**

Call [insert name of your water system] at [insert number] or (if applicable) visit our Web site at [insert Web site Here] to find out how to get your water tested for lead or for more information. For more information on reducing lead exposure around your home/building and the health effects of lead, visit EPA's Web site at www.epa.gov/lead or contact your health care provider.

This notice is brought to you by [insert the name of your water system]. State Water System ID# [insert your water system's ID number] Date [Insert the date distributed]

¹Customizable versions of these templates are available for download at: <http://www.epa.gov/safewater/lcrmr/compliancehelp.html>

Press Release Template

The revisions to the LCR PE **require** systems to provide two press releases per year during a lead action level exceedance. For small systems, if no media outlets are available that serve the population served by the system, the Primacy Agency can waive this requirement. The following template contains information that is consistent with the LCR requirements. Providing local information, quotes from a local water system and/or public health official, and information about actions your system is taking to address the exceedance can help the media to accurately convey information about the exceedance and your system's action steps. Please note, media outlets may choose not to include all of the information that you provide in your Press Release. Note: Mandatory language which must be included as written is in italics.

PRESS RELEASE DRINKING WATER NOTICE

IMPORTANT INFORMATION ABOUT LEAD IN [INSERT NAME OF YOUR COMMUNITY] DRINKING WATER

Recent drinking water quality monitoring conducted by *[insert name of water system/community]* has found elevated levels of lead in drinking water in some homes/buildings in [insert name of community or area served by your water system]. Although the primary sources of lead exposure are lead-based paint and lead-contaminated dust or soil, the U.S. Environmental Protection Agency estimates that 10 to 20 percent of a person's potential exposure to lead may come from drinking water.

[Insert name of community] is concerned about the health of their residents because lead can cause serious health problems if too much enters your body from drinking water or other sources, especially for pregnant women and children 6 years and younger. It can cause damage to the brain and kidneys, and can interfere with the production of red blood cells that carry oxygen to all parts of your body. Scientists have linked the effects of lead on the brain with lowered IQ in children. Adults with kidney problems and high blood pressure can be affected by low levels of lead more than healthy adults. Lead is stored in the bones and it can be released later in life. During pregnancy, the child receives lead from the mother's bones, which may affect brain development.

[Insert information about what happened and what is being done? You may wish to include information about the exceedance and the history of lead levels in tap water samples in your community. For example, have they declined substantially over time? Have they been low and risen recently? Is there a known reason for any lead level changes? Explain the steps being taken to reduce lead levels, such as corrosion control treatment and/or lead service line replacement.]

There are steps you can take to reduce your exposure to lead in your water:

- ▶ **Run your water to flush out lead.** Run water for 15-30 seconds or until it becomes cold or reaches a steady temperature before using it for drinking or cooking, if it hasn't been used for several hours. This flushes lead-containing water from the pipes.
- ▶ **Use cold water for cooking and preparing baby formula.**
- ▶ **Do not boil water to remove lead.** Boiling water will not reduce lead.
- ▶ **Look for alternative drinking water sources or treatment of water.** You may want to consider purchasing bottled water or a water filter.
- ▶ **Test your water for lead.** Call us at [insert phone number for your water system] to find out how to get your water tested for lead.
- ▶ **Get your child tested.** Contact your local health department or healthcare provider to find out how you can get your child tested for lead if you are concerned about exposure.
- ▶ **Identify if your plumbing fixtures contain lead.**

¹Customizable versions of these templates are available for download at: <http://www.epa.gov/safewater/lcrmr/compliancehelp.html>

There are several action that [insert name of water system of community] are taking to address this lead in drinking water concern. [Insert a quote from a water system official letting the public know what actions the system is taking to address the lead action level exceedance or insert a list of action steps.]

Call [insert name of your water system] at [insert number] or (if applicable) visit [insert name of your water system] Web site at [insert Web site Here] to find out how to get your water tested for lead or for more information on steps [insert name of your water system] is taking to address the lead action level exceedance. For more information on reducing lead exposure around your home/building and the health effects of lead, visit EPA's Web site at www.epa.gov/lead or contact your health care provider.

[We recommend you include the name of your system and the date that the information is being distributed, along with the state water system ID, somewhere on the notice.]

Water Bill Language/Insert Template

The following paragraph includes language that meets the LCR PE requirements and must be included in water bill notification in the event of a lead action level exceedance. Please note, the following statement may be placed directly on the water bill itself or included as an insert.

IMPORTANT INFORMATION ABOUT LEAD IN YOUR DRINKING WATER

[Insert name of your water system] found high levels of lead in drinking water in some homes. Lead can cause serious health problems. For more information, please call [insert name and phone number of water system] or visit [insert your Web site].

*Customizable versions of these templates are available for download at: <http://www.epa.gov/safewater/lcrmr/compliancehelp.html>

Public Education Brochure

replace a filter device in accordance with the manufacturer's instructions to protect water quality.

5. Test your water for lead. Call us at [insert phone number for your water system] to find out how to get your water tested for lead. [Include information on your water system's testing program. For example, do you provide free testing? Are there labs in your area that are certified to do lead in water testing?]



6. Get your child tested. Contact your local health department or healthcare provider to find out how you can get your child tested for lead, if you are concerned about exposure.

7. Identify if your plumbing fixtures contain lead. New brass faucets, fittings, and valves, including those advertised as "lead-free," may contribute lead to drinking water. The law currently allows end-use brass fixtures, such as faucets, with up to 8% lead to be labeled as "lead free." However, plumbing fixtures labeled National Sanitation Foundation (NSF) certified may only have up to 2% lead. Consumers should be aware of this when choosing fixtures and take appropriate precautions.

WHAT HAPPENED? WHAT IS BEING DONE?

[Insert information about how and when the exceedance was discovered in your community and provide information on the source(s) of lead in the drinking water, if known.]

[Insert information about what your system is doing to reduce lead levels in homes in your community.]

[Insert information about lead service lines in your community, how a consumer can find out if they have a lead service line, what your water system is doing to replace lead service lines, etc.]

[Insert information about the history of lead levels in tap water samples in your community. For example, have they declined substantially over time? Have they been low and risen recently? Is there a known reason for any lead level changes?]

FOR MORE INFORMATION

Call us at [Insert Number] or (if applicable) visit our Web site at [insert Web site Here]. For more information on reducing lead exposure around your home/building and the health effects of lead, visit EPA's Web site at www.epa.gov/lead, or contact your health care provider.

[We recommend you include the name of your system and the date that the information is being distributed, along with the state water system ID, somewhere on the notice.]

Lead in Drinking Water





[You may add your logo here.]

The United States Environmental Protection Agency (EPA) and [insert name of water supplier here] are concerned about lead in your drinking water. Although most homes have very low levels of lead in their drinking water, some homes in the community have lead levels above the EPA action level of 15 parts per billion (ppb), or 0.015 milligrams of lead per liter of water (mg/L). Under Federal law we are required to have a program in place to minimize lead in your drinking water by [insert date when corrosion control will be completed for your system].

This program includes:

1. Corrosion control treatment (treating the water to make it less likely that lead will dissolve into the water);
2. Source water treatment (removing any lead that is in the water at the time it leaves our treatment facility); and
3. A public education program.

We are also required to replace the portion of each lead service line that we own if the line contributes lead concentrations of more than 15 ppb after we have completed the comprehensive treatment program. If you have any questions about how we are carrying out the requirements of the lead regulation please give us a call at [insert water system's phone number here].

This brochure also explains the simple steps you can take to protect yourself by reducing your exposure to lead in drinking water.

Important Information about Lead in Your Drinking Water

[Insert name of water system] found elevated levels of lead in drinking water in some homes/buildings. Lead can cause serious health problems, especially for pregnant women and young children. Please read this information closely to see what you can do to reduce lead in your drinking water.

HEALTH EFFECTS OF LEAD

Lead can cause serious health problems if too much enters your body from drinking water or other sources. It can cause damage to the brain and kidneys, and can interfere with the production of red blood cells that carry oxygen to all parts of your body. The greatest risk of lead exposure is to infants, young children, and pregnant women. Scientists have linked the effects of lead on the brain with lowered IQ in children. Adults with kidney problems and high blood pressure can be affected by low levels of lead more than healthy adults. Lead is stored in the bones and it can be released later in life. During pregnancy, the child receives lead from the mother's bones, which may affect brain development.

SOURCES OF LEAD

Lead is a common metal found in the environment. Drinking water is one possible source of lead exposure. The main sources of lead exposure are lead-based paint and lead-contaminated dust or soil, and some plumbing materials. In addition, lead can be found in certain types of pottery, pewter, brass fixtures, food, and cosmetics. Other sources include exposure in the work place and exposure from


certain hobbies (lead can be carried on clothing or shoes).


New brass faucets, fittings, and valves, including those advertised as "lead-free," may contribute lead to drinking water. The law currently allows end-use brass fixtures, such as faucets, with up to 8 percent lead to be labeled as "lead free." However, plumbing fixtures labeled National Sanitation Foundation (NSF) certified may only have up to 2 percent lead. Consumers should be aware of this when choosing fixtures and take appropriate precautions.

[CWS – Insert utility specific information describing your community's source water – e.g. "The source of water from XX Reservoir does not contain lead" or "Community X does not have any lead in its source water or water mains in the street."] When water is in contact with pipes [or service lines], and plumbing containing lead for several hours, the lead may enter drinking water. Homes built before 1986 are more likely to have plumbing containing lead. New homes may also have lead; even "lead-free" plumbing may contain some lead.


EPA estimates that 10 to 20 percent of a person's potential exposure to lead may come from drinking water. Infants who consume mostly formula mixed with lead-containing water can receive 40 to 60 percent of their exposure to lead from drinking water. Don't forget about other sources of lead such as lead paint, lead dust, and lead in soil. Wash your children's hands and toys often as they can come into contact with dirt and dust containing lead.

STEPS YOU CAN TAKE TO REDUCE YOUR EXPOSURE TO LEAD IN YOUR WATER

1. **Run your water to flush out lead.** Run water for 15-30 seconds [or insert a different flushing time if your system has representative data indicating a different flushing time would better reduce lead exposure in your community and if the State Primacy Agency approves the wording] or until it becomes cold or reaches a steady temperature before using it for drinking or cooking, if it hasn't been used for several hours. This flushes lead-containing water from the pipes.
 

2. **Use cold water for cooking and preparing baby formula.** Do not cook with or drink water from the hot water tap; lead dissolves more easily into hot water. Do not use water from the hot water tap to make baby formula.
 

3. **Do not boil water to remove lead.** Boiling water will not reduce lead.

4. **Look for alternative sources or treatment of water.** You may want to consider purchasing bottled water or a water filter. Read the package to be sure the filter is approved to reduce lead or contact NSF International at 800-NSF-8010 or www.nsf.org for information on performance standards for water filters. Be sure to maintain and
 

Public Education Poster

Important Information about Lead in Your Drinking Water

[Insert name of water system] found elevated levels of lead in drinking water in some homes/buildings. Lead can cause serious health problems, especially for pregnant women and young children. Please read this information closely to see what you can do to reduce lead in your drinking water.

Health Effects of Lead

Lead can cause serious health problems if too much enters your body from drinking water or other sources. It can cause damage to the brain and kidneys, and can interfere with the production of red blood cells that carry oxygen to all parts of your body. The greatest risk of lead exposure is to infants, young children, and pregnant women. Scientists have linked the effects of lead on the brain with lowered IQ in children. Adults with kidney problems and high blood pressure can be affected by low levels of lead more than healthy adults. Lead is stored in the bones and it can be released later in life. During pregnancy, the child receives lead from the mother's bones, which may affect brain development.

Sources of Lead

Lead is a common metal found in the environment. Drinking water is one possible source of lead exposure. The main sources of lead exposure are lead-based paint and lead-contaminated dust or soil, and some plumbing materials. In addition, lead can be found in certain types of pottery, pewter, brass fixtures, food, and cosmetics. Other sources include exposure in the work place and exposure from certain hobbies (lead can be carried on clothing or shoes).

New brass faucets, fittings, and valves, including those advertised as "lead-free," may contribute lead to drinking water. The law currently allows end-use brass fixtures, such as faucets, with up to 8 percent lead to be labeled as "lead free." However, plumbing fixtures labeled National Sanitation Foundation (NSF) certified may only have up to 2 percent lead. Consumers should be aware of this when choosing fixtures and take appropriate precautions.

[CWS-Insert utility specific information describing your community's source water - e.g. "The source of water from XX Reservoir does not contain lead" or "Community X does not have any lead in its source water or water mains in the street."] When water is in contact with pipes [or service lines], and plumbing containing lead for several hours, the lead may enter drinking water. Homes built before 1986 are more likely to have plumbing containing lead. New homes may also have lead; even "lead-free" plumbing may contain some lead.

EPA estimates that 10 to 20 percent of a person's potential exposure to lead may come from drinking water. Infants who consume mostly formula mixed with lead-containing water can receive 40 to 60 percent of their exposure to lead from drinking water. Don't forget about other sources of lead such as lead paint, lead dust, and lead in soil. Wash your children's hands and toys often as they

can come into contact with dirt and dust containing lead.

Steps You Can Take to Reduce Exposure to Lead in Water

1. Run your water to flush out lead. Run water for 15-30 seconds [or insert a different flushing time if your system has representative data indicating a different flushing time would better reduce lead exposure in your community and if the State Primary Agency approves the



wording] or until it becomes cold or reaches a steady temperature before using it for drinking or cooking, if it hasn't been used for several hours. This flushes lead-containing water from the pipes.



2. Use cold water for cooking and preparing baby formula. Do not cook with or drink water from the hot water tap; lead dissolves more easily into hot water. Do not use water from the hot water tap to make baby formula.



3. Do not boil water to remove lead. Boiling water will not reduce lead.

4. Look for alternative sources or treatment of water. You may want to consider purchasing bottled water or a water filter. Read the package to be sure the filter is approved to reduce lead or contact NSF International at 800-NSF-8010 or www.nsf.org for information on performance standards for water filters. Be sure to maintain and replace a filter device in accordance with the manufacturer's instructions to protect water quality.

5. Test your water for lead. Call us at [insert phone number for your water system] to find out how to get your water tested for lead. [Include information on your water system's testing program. For example, do you provide free testing? Are there labs in your area that are certified to do lead in water testing?]



6. Get your child tested. Contact your local health department or healthcare provider to find out how you can get your child tested for lead, if you are concerned about exposure.

7. Identify if your plumbing fixtures contain lead. New brass faucets, fittings, and valves, including those advertised as "lead-free," may contribute lead to drinking water. The law currently allows end-use brass fixtures, such as faucets, with up to 8% lead to be labeled as "lead free." However, plumbing fixtures

labeled National Sanitation Foundation (NSF) certified may only have up to 2% lead. Consumers should be aware of this when choosing fixtures and take appropriate precautions.

What happened? What is being done?

[Insert information about how and when the exceedance was discovered in your community and provide information on the source(s) of lead in the drinking water, if known.]

[Insert information about what your system is doing to reduce lead levels in homes in your community.]

[Insert information about lead service lines in your community, how a consumer can find out if they have a lead service line, what your water system is doing to replace lead service lines, etc.]

[Insert information about the history of lead levels in tap water samples in your community. For example, have they declined substantially over time? Have they been low and risen recently? Is there a known reason for any lead level changes?]

For More Information

Call us at [Insert Number] or (if applicable) visit our Web site at [insert Web site Here]. For more information on reducing lead exposure around your home/building and the health effects of lead, visit EPA's Web site at www.epa.gov/lead, or contact your health care provider.

[We recommend you include the name of your system and the date that the information is being distributed, along with the state water system ID, somewhere on the notice.]

Consumer Notice of Tap Water Results Template for Community Water Systems

[Information in italics is required/mandatory language and cannot be changed]

[Select the appropriate number from the 4 possible options]

Dear (Consumer's Name),

[Insert name of your water system] appreciates your participation in the lead tap monitoring program. A lead level of *[insert data from the laboratory analysis of the sample collected-make sure the value is in ppb]* was reported for the sample collected on *[date]* at your location, *[insert address of customer]*.

1. We are happy to report that your result as well, as the 90th percentile value for our water system, is below the lead action level of 15 parts per billion.

What Does This Mean?

Under the authority of the Safe Drinking Water Act, EPA set the action level for lead in drinking water at 15 ppb. This means utilities must ensure that water from the customer's tap does not exceed this level in at least 90 percent of the homes sampled (90th percentile value). The action level is *the concentration of a contaminant which, if exceeded, triggers treatment or other requirements which a water system must follow*. If water from the tap does exceed this limit, then the utility must take certain steps to correct the problem. Because lead may pose serious health risks, the EPA set a Maximum Contaminant Level Goal (MCLG) of zero for lead. The MCLG is *the level of a contaminant in drinking water below which there is no known or expected risk to health*. MCLGs allow for a margin of safety.

What Are The Health Effects of Lead?

Lead can cause serious health problems if too much enters your body from drinking water or other sources. It can cause damage to the brain and kidneys, and can interfere with the production of red blood cells that carry oxygen to all parts of your body. The greatest risk of lead exposure is to infants, young children, and pregnant women. Scientists have linked the effects of lead on the brain with lowered IQ in children. Adults with kidney problems and high blood pressure can be affected by low levels of lead more than healthy adults. Lead is stored in the bones, and it can be released later in life. During pregnancy, the child receives lead from the mother's bones, which may affect brain development.

What Are The Sources of Lead?

The primary sources of lead exposure for most children are deteriorating lead-based paint, lead-contaminated dust, and lead-contaminated residential soil. Exposure to lead is a significant health concern, especially for young children and infants whose growing bodies tend to absorb more lead than the average adult. Although your home's drinking water lead levels were below the action level, if you are concerned about lead exposure, parents should ask their health care providers about testing children for high levels of lead in the blood.

What Can I Do To Reduce Exposure to Lead in Drinking Water?

- ▶ ***Run your water to flush out lead.*** If water hasn't been used for several hours, run water for 15-30 seconds [or insert a different flushing time if your system has representative data indicating a different

¹Customizable versions of these templates are available for download at: <http://www.epa.gov/safewater/lcrmr/compliancehelp.html>

flushing time would better reduce lead exposure in your community and if the State approves the wording] or until it becomes cold or reaches a steady temperature before using it for drinking or cooking,. This flushes lead-containing water from the pipes.

- ▶ *Use cold water for cooking and preparing baby formula.*
- ▶ *Do not boil water to remove lead.*
- ▶ *Look for alternative sources or treatment of water.*
- ▶ *Test your water for lead.*
- ▶ *Identify if your plumbing fixtures contain lead.*

For More Information

Call us at *[insert your water system's phone number]*. For more information on reducing lead exposure around your home and the health effects of lead, visit EPA's Web site at www.epa.gov/lead, call the National Lead Information Center at 800-424-LEAD, or contact your health care provider.

Consumer Notice of Tap Water Results Template for Community Water Systems

[Information in italics is required/mandatory language and cannot be changed]

[Select the appropriate number from the 4 possible options]

Dear (Consumer's Name),

[Insert name of your water system] appreciates your participation in the lead tap monitoring program. A lead level of *[insert data from the laboratory analysis of the sample collected-make sure the value is in pbb]* was reported for the sample collected on *[date]* at your location, *[insert address of customer]*.

2. We are happy to report that your result was below the lead action level of 15 parts per billion. However, the 90th percentile value for our system was above the lead action level.

What Does This Mean?

Under the authority of the Safe Drinking Water Act, EPA set the action level for lead in drinking water at 15 ppb. This means utilities must ensure that water from the customer's tap does not exceed this level in at least 90 percent of the homes sampled (90th percentile value). The action level is *the concentration of a contaminant which, if exceeded, triggers treatment or other requirements which a water system must follow*. If water from the tap does exceed this limit, then the utility must take certain steps to correct the problem. Because lead may pose serious health risks, the EPA set a Maximum Contaminant Level Goal (MCLG) of zero for lead. The MCLG is *the level of a contaminant in drinking water below which there is no known or expected risk to health*. MCLGs allow for a margin of safety.

We are taking a number of steps to correct the problem. We will begin sampling for lead every 6 months so we can closely monitor the lead levels in our water system. Your continued participation and support in our lead tap monitoring program is very important. In addition, we will initiate a Public Education campaign to ensure our customers know about the action level exceedance, understand the health effects of lead, the sources of lead and actions they can take to reduce exposure to lead in drinking water. We will also monitor our source water, initiate controls to reduce the corrosivity of our water (corrosive water can cause lead to leach from plumbing materials that contain lead) and initiate lead service line replacement.

What Are The Health Effects of Lead?

Lead can cause serious health problems if too much enters your body from drinking water or other sources. It can cause damage to the brain and kidneys, and can interfere with the production of red blood cells that carry oxygen to all parts of your body. The greatest risk of lead exposure is to infants, young children, and pregnant women. Scientists have linked the effects of lead on the brain with lowered IQ in children. Adults with kidney problems and high blood pressure can be affected by low levels of lead more than healthy adults. Lead is stored in the bones, and it can be released later in life. During pregnancy, the child receives lead from the mother's bones, which may affect brain development.

What Are The Sources of Lead?

The primary sources of lead exposure for most children are deteriorating lead-based paint, lead-contaminated dust, and lead-contaminated residential soil. Exposure to lead is a significant health concern, especially for young children and infants whose growing bodies tend to absorb more lead than the average adult.

Although your home's drinking water lead levels were below the action level, if you are concerned about lead exposure, parents should ask their health care providers about testing children for high levels of lead in the blood. Lead is rarely found in source water, but enters tap water through corrosion of plumbing materials. Homes built before 1986 are more likely to have lead pipes, fixtures and solder.

What Can I Do To Reduce Exposure to Lead in Drinking Water?

- ▶ ***Run your water to flush out lead.*** Run water for 15-30 seconds [or insert a different flushing time if your system has representative data indicating a different flushing time would better reduce lead exposure in your community and if the State approves the wording] or until it becomes cold or reaches a steady temperature before using it for drinking or cooking, if it hasn't been used for several hours. This flushes lead-containing water from the pipes.
- ▶ ***Use cold water for cooking and preparing baby formula.***
- ▶ ***Do not boil water to remove lead.***
- ▶ ***Look for alternative sources or treatment of water.***
- ▶ ***Test your water for lead.***
- ▶ ***Identify if your plumbing fixtures contain lead.***

For More Information

Call us at [insert your water system's phone number]. For more information on reducing lead exposure around your home and the health effects of lead, visit EPA's Web site at www.epa.gov/lead, call the National Lead Information Center at 800-424-LEAD, or contact your health care provider.

Consumer Notice of Tap Water Results Template for Community Water Systems

[Information in italics is required/mandatory language and cannot be changed]

[Select the appropriate number from the 4 possible options]

Dear (Consumer's Name),

[Insert name of your water system] appreciates your participation in the lead tap monitoring program. A lead level of *[insert data from the laboratory analysis of the sample collected-make sure the value is in pbb]* was reported for the sample collected on *[date]* at your location, *[insert address of customer]*.

3. Your result is greater than the lead action level of 15 parts per billion. However, the 90th percentile value for our water system was below the lead action level.

What Does This Mean?

Under the authority of the Safe Drinking Water Act, EPA set the action level for lead in drinking water at 15 ppb. This means utilities must ensure that water from the customer's tap does not exceed this level in at least 90 percent of the homes sampled (90th percentile value). The action level is *the concentration of a contaminant which, if exceeded, triggers treatment or other requirements which a water system must follow*. If water from the tap does exceed this limit, then the utility must take certain steps to correct the problem. Because lead may pose serious health risks, the EPA set a Maximum Contaminant Level Goal (MCLG) of zero for lead. The MCLG is *the level of a contaminant in drinking water below which there is no known or expected risk to health*. MCLGs allow for a margin of safety.

Your lead level may be due to conditions unique to your home, such as the presence of lead solder or brass faucets, fittings and valves that may contain lead. Our system works to keep the corrosivity of our water as low as possible (corrosive water can cause lead to leach from plumbing materials that contain lead) and there are actions you can take to reduce exposure. We strongly urge you to take the steps below to reduce your exposure to lead in drinking water.

What Are The Health Effects of Lead?

Lead can cause serious health problems if too much enters your body from drinking water or other sources. It can cause damage to the brain and kidneys, and can interfere with the production of red blood cells that carry oxygen to all parts of your body. The greatest risk of lead exposure is to infants, young children, and pregnant women. Scientists have linked the effects of lead on the brain with lowered IQ in children. Adults with kidney problems and high blood pressure can be affected by low levels of lead more than healthy adults. Lead is stored in the bones, and it can be released later in life. During pregnancy, the child receives lead from the mother's bones, which may affect brain development. If you are concerned about lead exposure, you may want to ask your health care provider about testing children to determine levels of lead in their blood.

What Are The Sources of Lead?

Although most lead exposure occurs when people eat paint chips and inhale dust, or from contaminated soil, EPA estimates that 10 to 20 percent of human exposure to lead may come from lead in drinking water. Lead is rarely found in source water, but enters tap water through corrosion of plumbing materials. Homes built before 1986 are more likely to have lead pipes, fixtures and solder. However, new homes are also at risk: even legally "lead-free" plumbing may contain up to 8 percent lead. The most common problem is with brass or chrome-plated brass faucets and fixtures which can leach significant amounts of lead into the water, especially hot water.

What Can I Do To Reduce Exposure to Lead in Drinking Water?

- ▶ **Run your water to flush out lead.** If water hasn't been used for several hours, run water for 15-30 seconds [or insert a different flushing time if your system has representative data indicating a different flushing time would better reduce lead exposure in your community and if the State approves the wording] or until it becomes cold or reaches a steady temperature before using it for drinking or cooking. This flushes lead-containing water from the pipes.
- ▶ **Use cold water for cooking and preparing baby formula.** Do not cook with or drink water from the hot water tap; lead dissolves more easily into hot water. Do not use water from the hot water tap to make baby formula.
- ▶ **Do not boil water to remove lead.** Boiling water will not reduce lead.
- ▶ **Look for alternative sources or treatment of water.** You may want to consider purchasing bottled water or a water filter. Read the package to be sure the filter is approved to reduce lead or contact NSF International at 800-NSF-8010 or www.nsf.org for information on performance standards for water filters.
- ▶ **Test your water for lead.** Call us at [insert phone number for your water system] to find out how to get your water tested for lead. [Include information on your water system's testing program. For example, do you provide free testing? Are there labs in your area that are certified to do lead in water testing?]

For More Information

Call us at [insert your water system's phone number]. For more information on reducing lead exposure around your home and the health effects of lead, visit EPA's Web site at www.epa.gov/lead, call the National Lead Information Center at 800-424-LEAD, or contact your health care provider.

Consumer Notice of Tap Water Results Template for Community Water Systems

[Information in italics is required/mandatory language and cannot be changed]

[Select the appropriate number from the 4 possible options]

Dear (Consumer's Name),

[Insert name of your water system] appreciates your participation in the lead tap monitoring program. A lead level of *[insert data from the laboratory analysis of the sample collected-make sure the value is in pbb]* was reported for the sample collected on *[date]* at your location, *[insert address of customer]*.

4. Your result is greater than the lead action level and the 90th percentile value for our water system is also greater than the lead action level of 15 parts per billion.

What Does This Mean?

Under the authority of the Safe Drinking Water Act, EPA set the action level for lead in drinking water at 15 ppb. This means utilities must ensure that water from the customer's tap does not exceed this level in at least 90 percent of the homes sampled (90th percentile result). The action level is *the concentration of a contaminant which, if exceeded, triggers treatment or other requirements which a water system must follow*. If water from the tap does exceed this limit, then the utility must take certain steps to correct the problem. Because lead may pose serious health risks, the EPA set a Maximum Contaminant Level Goal (MCLG) of zero for lead. The MCLG is *the level of a contaminant in drinking water below which there is no known or expected risk to health*. MCLGs allow for a margin of safety.

We are taking a number of steps to correct the problem. We will begin sampling for lead every 6 months so we can closely monitor the lead levels in our water system. Your continued participation and support in our lead tap monitoring program is very important. In addition, we will initiate a Public Education campaign to ensure our customers know about the action level exceedance, understand the health effects of lead, the sources of lead and actions they can take to reduce exposure to leads in drinking water. We will also monitor our source water, initiate controls to reduce the corrosivity of our water (corrosive water can cause lead to leach from plumbing materials that contain lead) and initiate lead service line replacement.

Although we are taking action to reduce lead levels, your elevated lead level may also be due to conditions unique to your home, such as the presence of lead solder or brass faucets, fittings and valves that may contain lead. Our system works to keep the corrosivity of our water as low as possible (corrosive water can cause lead to leach from plumbing materials that contain lead) and there are actions you can take to reduce exposure. We strongly urge you to take the steps below to reduce your exposure to lead in drinking water.

What Are The Health Effects of Lead?

Lead can cause serious health problems if too much enters your body from drinking water or other sources. It can cause damage to the brain and kidneys, and can interfere with the production of red blood cells that carry oxygen to all parts of your body. The greatest risk of lead exposure is to infants, young children, and pregnant women. Scientists have linked the effects of lead on the brain with lowered IQ in children. Adults with kidney problems and high blood pressure can be affected by low levels of lead more than healthy adults. Lead is stored in the bones, and it can be released later in life. During pregnancy, the child receives lead from the mother's bones, which may affect brain development. If you are concerned about lead exposure, you may want to ask your health care provider about testing children to determine levels of lead in their blood.

What Are The Sources of Lead?

Although most lead exposure occurs when people eat paint chips and inhale dust, or from contaminated soil, EPA estimates that 10 to 20 percent of human exposure to lead may come from lead in drinking water. Lead is rarely found in source water, but enters tap water through corrosion of plumbing materials. Homes built before 1986 are more likely to have lead pipes, fixtures and solder. However, new homes are also at risk: even legally “lead-free” plumbing may contain up to 8 percent lead. The most common problem is with brass or chrome-plated brass faucets and fixtures which can leach significant amounts of lead into the water, especially hot water.

What Can I Do To Reduce Exposure to Lead in Drinking Water?

- ▶ **Run your water to flush out lead.** If water hasn’t been used for several hours, run water for 15-30 seconds [or insert a different flushing time if your system has representative data indicating a different flushing time would better reduce lead exposure in your community and if the State approves the wording] or until it becomes cold or reaches a steady temperature before using it for drinking or cooking. This flushes lead-containing water from the pipes.
- ▶ **Use cold water for cooking and preparing baby formula.** Do not cook with or drink water from the hot water tap; lead dissolves more easily into hot water. Do not use water from the hot water tap to make baby formula.
- ▶ **Do not boil water to remove lead.** Boiling water will not reduce lead.
- ▶ Look for alternative sources or treatment of water. You may want to consider purchasing bottled water or a water filter. Read the package to be sure the filter is approved to reduce lead or contact NSF International at 800-NSF-8010 or www.nsf.org for information on performance standards for water filters.
- ▶ **Test your water for lead.** Call us at *[insert phone number for your water system]* to find out how to get your water tested for lead. *[Include information on your water system’s testing program. For example, do you provide free testing? Are there labs in your area that are certified to do lead in water testing?]*
- ▶ **Identify if your plumbing fixtures contain lead.** New brass faucets, fittings, and valves, including those advertised as “lead-free,” may contribute lead to drinking water. The law currently allows end-use brass fixtures, such as faucets, with up to 8% lead to be labeled as “lead free.” Consumers should be aware of this when choosing fixtures and take appropriate precautions.

For More Information

Call us at *[insert your water system’s phone number]*. For more information on reducing lead exposure around your home and the health effects of lead, visit EPA’s Web site at www.epa.gov/lead, call the National Lead Information Center at 800-424-LEAD, or contact your health care provider.

Appendix C

Contacts and Additional Resources

Federal Informational Sources

- ▶ EPA's Web site on Lead: www.epa.gov/lead
- ▶ EPA's Web site on Lead in Drinking Water: www.epa.gov/safewater/lead
- ▶ EPA's Web site on Reducing Lead in Drinking Water in Schools and Day Care Centers: www.epa.gov/safewater/schools.
- ▶ Centers for Disease Control and Prevention's Web site on Lead: www.cdc.gov/lead
- ▶ National Lead Information Center Hotline: (800) 424-LEAD
- ▶ EPA's Safe Drinking Water Hotline: (800) 426-4791

State Drinking Water Informational Sources

Alabama

Alabama Department of Environmental Management, Water Supply Branch
Phone: (334) 271-7700
Web site: www.adem.state.al.us/WaterDivision/Drinking/DWMainInfo.htm

Alaska

Alaska Department of Environmental Conservation, Division of Environmental Health, Drinking Water and Wastewater Program
Phone: (907) 269-7647
Web site: www.dec.state.ak.us/eh/dw/

Arizona

Arizona Department of Environmental Quality, Drinking Water Section
Phone: (602) 771-2300
Toll-free Phone: (800) 234-5677
Web site: www.azdeq.gov/environ/water/dw/index.html

Arkansas

Arkansas Department of Health and Human Services, Division of Engineering
Phone: (501) 661-2623
Web site: <http://www.healtharkansas.com/eng/index.html>

California

California Department of Health Services, Division of Drinking Water and Environmental Management
Phone: (916) 449-5600
Web site: www.dhs.ca.gov/ps/ddwem/srf/needs_survey/default.htm

Colorado

Colorado Department of Public Health and Environment, Water Quality Control Division
Phone: (303) 692-3500
Web site: www.cdph.state.co.us/wq/index.html

Connecticut

Connecticut Department of Public Health, Water Supplies Section
Phone: (860) 509-7333
Web site: www.dph.state.ct.us/BRS/Water/DWD.htm

Delaware

Delaware Health and Social Services, Division of Public Health, Environmental Evaluation Branch, Office of Drinking Water
Phone: (302) 741-8630
Web site: www.dhss.delaware.gov/dhss/dph/hsp/odw.html

Florida

Florida Department of Environmental Protection,
Drinking Water Section
Phone: (850) 245-8336
Web site: www.dep.state.fl.us/water/drinkingwater/index.htm

Georgia

Georgia Department of Natural Resources,
Environmental Protection Division,
Water Resource Branch
Phone: (404) 675-6232
Web site: www.gadnr.org/epd/Documents/wpb.html

Hawaii

Hawaii Department of Health, Environmental
Management Division
Phone: (808) 586-4258
Web site: www.hawaii.gov/health/environmental/water/sdwb/index.html

Idaho

Idaho Department of Environmental Quality,
Division of Environmental Quality, Drinking Water
Program Phone: (208) 373-0291
Web site: www.deq.idaho.gov/water/prog_issues/drinking_water/overview.cfm

Illinois

Illinois EPA, Division of Public Water Supplies
Phone: (217) 785-8653
Web site: www.epa.state.il.us/water/

Indiana

Indiana Department of Environmental
Management, Office of Water Management,
Drinking Water Branch
Phone: (317) 232-8670
Web site: www.in.gov/idem/compliance/water/drinkingwater/compeval/index.html

Iowa

Iowa Department of Natural Resources,
Water Supply Program
Phone: (515) 725-0282
Web site: www.iowadnr.com/water/drinking/index.html

Kansas

Kansas Department of Health and Environment,
Bureau of Water, Public Water Supply Section
Phone: (785) 296-5500
Web site: www.kdheks.gov/pws/

Kentucky

Kentucky Department of Environmental Protection,
Division of Water, Water Supply Branch
Phone: (502) 564-3410 ext. 552
Web site: www.water.ky.gov/dw/

Louisiana

Louisiana Department of Health and Hospitals,
Office of Public Health, Center for Environmental
and Health Services, Safe Drinking Water Program
Phone: (225) 342-9500
Web site: www.dhh.louisiana.gov/offices/?ID=238

Maine

Maine Department of Human Services,
Drinking Water Services
Phone: (207) 287-2070
Web site: www.maine.gov/dhhs/eng/water/

Maryland

Maryland Department of the Environment,
Water Supply Program
Phone: (410) 537-3702
Web site: www.mde.state.md.us/Programs/WaterPrograms/Water_Supply/index.asp

Massachusetts

Massachusetts Department of Environment, Drinking
Water Program
Phone: 617-292-5770
Web site: www.mass.gov/dep/water/drinking.htm

Michigan

Michigan Department of Environmental Quality,
Drinking Water and Radiological Protection
Division
Phone: (517) 335-4176
Web site: www.michigan.gov/deq/0,1607,7-135-3313_3675---,00.html

Minnesota

Minnesota Department of Health, Drinking Water
Protection Section
Phone: (651) 201-4700
Web site: www.health.state.mn.us/divs/eh/water/index.html

Mississippi

Mississippi State Department of Health,
Division of Water Supply
Phone: (601) 576-7518
Web site: www.msdh.state.ms.us/msdhsite/_static/44,0,76.html

Missouri

Missouri Department of Natural Resources,
Division of Environmental Quality,
Public Drinking Water Program
Phone: (800) 361-4827
Website: www.dnr.mo.gov/env/wpp/index.html

Montana

Montana Department of Environmental Quality,
Public Water Supply Section
Phone: (406) 444-4400
Web site: www.deq.state.mt.us/wqinfo/pws/index.asp

Nebraska

Nebraska Department of Health and Human
Services, Environmental Health Services Section,
Public Water Supply Program
Phone: (402) 471-2306
Web site: www.hhs.state.ne.us/enh/pwsindex.htm

Nevada

Nevada Bureau of Health Protection Services,
Division of Environmental Protection,
Bureau of Safe Drinking Water
Phone: (775) 687-9520
Web site: <http://ndep.nv.gov/bsdw/index.htm>

New Hampshire

New Hampshire Department of Environmental
Services, Land Resource Management Division
Phone: (603) 271-3503
Web site: www.des.state.nh.us/dwspp

New Jersey

New Jersey Department of Environmental
Protection, Division of Water Supply,
Bureau of Safe Drinking Water
Phone: (609)292-5550
Web site: www.state.nj.us/dep/watersupply/

New Mexico

New Mexico Environmental Department,
Drinking Water Bureau
Phone: (877) 654-8720 (Toll-free)
Web site: www.nmenv.state.nm.us/dwb/dwbtop.html

New York

New York Department of Health,
Bureau of Public Water Supply Protection
Phone: (800) 458-1158
Web site: <http://newyorkhealth.gov/nysdoh/water/main.htm>

North Carolina

North Carolina Department of the Environment
and Natural Resources, Public Water Supply Section
Phone: (919) 733-2321
Web site: www.deh.enr.state.nc.us/pws/index.htm

North Dakota

North Dakota Department of Health,
Drinking Water Program
Phone: (701) 328-5211
Web site: www.health.state.nd.us/MF/dw.html

Ohio

Ohio EPA, Division of Drinking and Ground Waters
Phone: (614) 644-2752
Web site: www.epa.state.oh.us/ddagw/

Oklahoma

Oklahoma Department of Environmental Quality, Water Quality Division
Phone: (405) 702-8100
Web site: www.deq.state.ok.us/WQDNew/

Oregon

Oregon Department of Human Services, Health Division, Drinking Water Program
Phone: (971) 673-0405
Web site: www.oregon.gov/DHS/ph/dwp/

Pennsylvania

Pennsylvania Department of Environmental Protection, Bureau of Water Supply and Wastewater Management
Phone: (717) 787-9637
Web site: www.depweb.state.pa.us/watersupply/cwp/view.asp?a=1251&Q=448745&watersupplyNav=|30131|

Puerto Rico

Puerto Rico Department of Health, Water Supply Supervision Program
Phone: (787) 767 – 8181
Web site: www.salud.gov.pr/Pages/default.aspx

Rhode Island

Rhode Island Department of Health, Office of Drinking Water Quality
Phone: (401) 222-6867
Web site: www.health.state.ri.us/environment/dwq/index.php

South Carolina

South Carolina Department of Health and Environmental Control, Bureau of Water
Phone: (803) 734-5300
Web site: www.scdhec.net/water/html/dwater.html

South Dakota

South Dakota Department of Environment and Natural Resources
Phone: (605) 773-3754
Web site: www.state.sd.us/DENR/des/drinking/dwprg.htm

Tennessee

Tennessee Department of Environment and Conservation, Division of Water Supply
Phone: (615) 532-0191
Web site: www.state.tn.us/environment/dws/

Texas

Texas Commission on Environmental Quality, Water Supply Division
Phone: (512) 239-4671
Web site: www.tceq.state.tx.us/nav/util_water/

Utah

Utah Department of Environmental Quality, Division of Drinking Water
Phone: (801) 536-4200
Web site: www.drinkingwater.utah.gov/

Vermont

Vermont Department of Environmental Conservation, Water Supply Division
Phone: 802-241-3400
Toll-free: 800-823-6500
Website: www.vermontdrinkingwater.org/

Virginia

Virginia Department of Health, Office of Drinking Water
Phone: (804) 786-5566
Web site: www.vdh.virginia.gov/DrinkingWater/Consumer/

Washington, DC

DC Department of Health, Environmental Health Administration, Water Quality Division
Phone: (202) 535-2190
Web site: http://doh.dc.gov/doh/cwp/view,a,1374,Q,586624,dohNav_GID,1811,.asp

- ▶ EPA Web site on Lead in DC Drinking Water: <http://www.epa.gov/dclead/>

Washington

Washington Department of Health,
Division of Drinking Water
Phone: (360) 236-3100
Web site: www.doh.wa.gov/ehp/dw/

West Virginia

West Virginia Department of Health and Human
Services, Environmental Engineering Division
Phone: (304)558-6715
Web site: www.wvdhhr.org/oehs/eed/

Wisconsin

Wisconsin Department of Natural Resources,
Bureau of Drinking Water and Groundwater
Phone: (608) 266-2621
Web site: www.dnr.state.wi.us/org/water/dwg/

Wyoming

Wyoming Department of Environmental Quality,
Water Quality Division
Phone: (307) 777-7781
Web site: <http://wdh.state.wy.us/PHSD/lead/index.html>

Resources to Locate Organizations in Your Service Area

For a list of organizations in your service area, water systems should consult with their local public health agency first, as they may have lists of the following organizations in your area. However, the Web sites below have directories where you can input your location to find surrounding organizations.

- ▶ Local Public Health Agencies
Contact your state or local county government
National Association of County and City Health Officials, Local Public Health Agency Index
<http://lhadirectory.naccho.org/phdir/>
- ▶ Public and Private Schools or School Boards
US Department of Education, Institute for Education Sciences, National Center for Education Statistics
<http://nces.ed.gov/globallocator/>
- ▶ Women, Infants, and Children (WIC) and Head Start programs
US Department of Agriculture, Food and Nutrition Service, WIC State Agency Contacts
www.fns.usda.gov/wic/Contacts/ContactsMenu.HTM
US Department of Health and Human Services, Head Start Locator
<http://eclkc.ohs.acf.hhs.gov/hslc/HeadStartOffices>
- ▶ Public and Private Hospitals and Medical clinics
Contact your local health agency
- ▶ Pediatricians
American Academy of Pediatrics Referral Service www.aap.org/referral/
American Board of Pediatrics www.abp.org/ABPWebSite/
- ▶ Family Planning Clinics
Contact your local health agency
- ▶ Local Welfare Agencies
Contact your local health agency
- ▶ Licensed childcare centers
National Child Care Association www.nccanet.org/search_members.asp
- ▶ Public and private preschools
US Department of Education, Institute for Education Sciences, National Center for Education Statistics
<http://nces.ed.gov/globallocator/>
- ▶ Obstetricians-Gynecologists and Midwives
American College of Obstetricians and Gynecologists, Physician Lookup
www.acog.org/member-lookup/
American College of Nurse-Midwives www.midwife.org/find.cfm

Publications

Regulatory Publications

Environmental Protection Agency, 40 CFR 141 and 142 – Drinking Water Regulations; Maximum Contaminant Level Goals and National Primary Drinking Water Regulations for Lead and Copper; Final Rule (72 FR 57782, October 10,2007). This Federal Register Notice and further information is available at <http://www.epa.gov/safewater/lcrmr/index.html>.

Guidance Documents

- “Lead and Copper Rule: A Quick Reference Guide for Schools and Child Care Facilities that are Regulated Under the Safe Drinking Water Act.” US Environmental Protection Agency, Office of Water, Washington, DC. October 2005, EPA 816-F-05-030. This document is available at <http://www.epa.gov/safewater/schools/>.
- “Lead and Copper Rule: A Quick Reference Guide.” US Environmental Protection Agency, Office of Water, Washington, DC. March 2004, EPA 816-F-04-009. This document is available at <http://www.epa.gov/safewater/lcrmr/>.
- “Lead in Drinking Water Regulation: Public Education Guidance.” US Environmental Protection Agency, Office of Water, Washington, DC. June 2002, EPA 816-R-02-010. This document is available at <http://www.epa.gov/safewater/lcrmr/>.
- “Lead and Copper Monitoring and Reporting Guidance for Public Water Systems.” US Environmental Protection Agency, Office of Water, Washington, DC. February 2002, EPA 816-R-02-009. This document is available at <http://www.epa.gov/safewater/lcrmr/>.
- “How to Determine Compliance with Optimal Water Quality Parameters as Revised by the Lead and Copper Rule Minor Revisions.” US Environmental Protection Agency, Office of Water, Washington, DC. February 2001, EPA 815-R-99-019. This document is available at <http://www.epa.gov/safewater/lcrmr/>.
- “Lead and Copper Rule: Summary of Revisions.” US Environmental Protection Agency, Office of Drinking Water, Washington, DC. April 2000, EPA-815-R-99-020. This document is available at <http://www.epa.gov/safewater/lcrmr/>.
- ### **Public Information and Fact Sheets**
- “Water Health Series: Filtration Facts.” US Environmental Protection Agency, Office of Water, Washington, DC. September 2005, 816-K-05-002. This document is available at <http://www.epa.gov/safewater/>.
- “Is There Lead in my Drinking Water?” US Environmental Protection Agency, Office of Water, Washington, DC. February 2005, EPA 816-F-05-001. This document is available in English and Spanish at <http://www.epa.gov/safewater/lead/leadfactsheet.html>.
- “Controlling Lead in Drinking Water for Schools and Day Care Facilities: A Summary of State Programs.” US Environmental Protection Agency, Office of Water, Washington, DC. July 2004, EPA-810-R-04-001. This document is available at <http://www.epa.gov/safewater/lcrmr/>.

“Tap Into Prevention: Drinking Water Information for Health Care Providers.” US Environmental Protection Agency, Office of Water, Washington, DC. August 2004, EPA 816-C-04-001. This video is available in DVD and VHS format at <http://www.epa.gov/safewater/healthcare/index.html>.

“Water on Tap: What you Need to Know.” US Environmental Protection Agency, Office of Water, Washington, DC. October 2003, EPA 816-K-03-007. This document is available in English, Spanish and Chinese at <http://www.epa.gov/safewater/wot/index.html>.

“Is There Lead in the Drinking Water?: You Can Reduce the Risk of Lead Exposure from Drinking Water in Educational Facilities” US Environmental Protection Agency, Office of Water, Washington DC. April 2002, 903-F01-002. This document is available at <http://www.epa.gov/safewater/lead/>.

“Drinking Water from Household Wells.” US Environmental Protection Agency, Office of Water, Washington, DC. January 2002, EPA 816-K-02-003. This document is available at <http://www.epa.gov/safewater/privatewells/booklet/index.html>.

“Comprehensive Lead and Copper Rule Training.” US Environmental Protection Agency, Drinking Water Academy, Washington, DC. January 2001. This presentation is available at <http://www.epa.gov/safewater/lcrmr/>.

“Children and Drinking Water Standards.” US Environmental Protection Agency, Office of Water, Washington, DC. December 1999, 815-K-99-001. This document is available at <http://www.epa.gov/safewater/kids/kidshealth/>.

“Drinking Water and Health: What You Need to Know!” US Environmental Protection Agency, Office of Water, Washington, DC. October 1999, EPA 816-K-99-001. This document is available in English and Spanish at <http://www.epa.gov/safewater/dwh/index.html>.

“Lead and Your Drinking Water: Actions You Can Take to Reduce Lead in Drinking Water.” US Environmental Protection Agency, Office of Water, Washington, DC. June 1993, EPA 810-F-93-001. This document is available in English and Spanish at <http://www.epa.gov/safewater/Pubs/lead1.html>.

CDC Publications

“Preventing Lead Poisoning in Young Children.” Center for Disease Control and Prevention, Atlanta, GA. August 2005. This document is available at http://www.cdc.gov/nceh/lead/publications/pub_Reas.htm.

“Managing Elevated Blood Lead Levels Among Young Children: Recommendations from the Advisory Committee on Childhood Lead Poisoning Prevention.” Center for Disease Control and Prevention, Atlanta, GA. March 2002. This document is available at http://www.cdc.gov/nceh/lead/CaseManagement/caseManage_main.htm.

“Screening Young Children for Lead Poisoning: Guidance for State and Local Public Health Officials.” Center for Disease Control, Atlanta, GA. November 1997. This document is available at <http://www.cdc.gov/nceh/lead/guide/guide97.htm>.

Additional Publications

“Assisting Schools and Child Care Facilities in Addressing Lead in Drinking Water.” American Water Works Association, Denver, CO. 2005. This document is available at <http://www.awwa.org/Publications/index.cfm?navItemNumber=1418>.

Appendix D

Lead and Copper Rule Public Education Requirements— Federal Regulatory Language

Lead and Copper Rule Short-Term Revisions and Clarifications that Relate to Public Education Requirements

§141.85 Public education and supplemental monitoring requirements.

All water systems must deliver a consumer notice of lead tap water monitoring results to persons served by the water system at sites that are tested, as specified in paragraph (d) of this section. A water system that exceeds the lead action level based on tap water samples collected in accordance with §141.86 shall deliver the public education materials contained in paragraph (a) of this section in accordance with the requirements in paragraph (b) of this section. Water systems that exceed the lead action level must sample the tap water of any customer who requests it in accordance with paragraph (c) of this section.

(a) Content of written public education materials.

(1) Community water systems and Non-transient non-community water systems. Water systems must include the following elements in printed materials (e.g., brochures and pamphlets) in the same order as listed below. In addition, paragraphs (a)(1)(i) through (ii) and (a)(1)(vi) must be included in the materials, exactly as written, except for the text in brackets in these paragraphs for which the water system must include system-specific information. Any additional information presented by a water system must be consistent with the information below and be in plain language that can be understood by the general public. Water systems must submit all written public education materials to the State prior to delivery. The State may require the system to obtain approval of the content of written public materials prior to delivery.

(i) IMPORTANT INFORMATION ABOUT LEAD IN YOUR DRINKING WATER. [INSERT NAME OF WATER SYSTEM] found elevated levels of lead in drinking water in some homes/buildings. Lead can cause serious health problems, especially for pregnant women and young children. Please read this information closely to see what you can do to reduce lead in your drinking water.

(ii) Health effects of lead. Lead can cause serious health problems if too much enters your body from drinking water or other sources. It can cause damage to the brain and kidneys, and can interfere with the production of red blood cells that carry oxygen to all parts of your body. The greatest risk of lead exposure is to infants, young children, and pregnant women. Scientists have linked the effects of lead on the brain with lowered IQ in children. Adults with kidney problems and high blood pressure can be affected by low levels of lead more than healthy adults. Lead is stored in the bones, and it can be released later in life. During pregnancy, the child receives lead from the mother's bones, which may affect brain development.

(iii) Sources of Lead.

(A) Explain what lead is.

(B) Explain possible sources of lead in drinking water and how lead enters drinking water. Include information on home/building plumbing materials and service lines that may contain lead.

(C) Discuss other important sources of lead exposure in addition to drinking water (e.g., paint).

- (iv) Discuss the steps the consumer can take to reduce their exposure to lead in drinking water.
 - (A) Encourage running the water to flush out the lead.
 - (B) Explain concerns with using hot water from the tap and specifically caution against the use of hot water for preparing baby formula.
 - (C) Explain that boiling water does not reduce lead levels.
 - (D) Discuss other options consumers can take to reduce exposure to lead in drinking water, such as alternative sources or treatment of water.
 - (E) Suggest that parents have their child's blood tested for lead.

(v) Explain why there are elevated levels of lead in the system's drinking water (if known) and what the water system is doing to reduce the lead levels in homes/buildings in this area.

(vi) For more information, call us at [INSERT YOUR NUMBER] [(IF APPLICABLE), or visit our Web site at [INSERT YOUR WEB SITE HERE]]. For more information on reducing lead exposure around your home/building and the health effects of lead, visit EPA's Web site at <http://www.epa.gov/lead> or contact your health care provider.

(2) Community water systems. In addition to including the elements specified in paragraph (a)(1) of this section, community water systems must:

- (i) Tell consumers how to get their water tested.
- (ii) Discuss lead in plumbing components and the difference between low lead and lead free.

(b) Delivery of public education materials.

(1) For public water systems serving a large proportion of non-English speaking consumers, as determined by the State, the public education materials must contain information in the appropriate language(s) regarding the importance of the notice or contain a telephone number or address where persons served may contact the water system to obtain a translated copy of the public education materials or to request assistance in the appropriate language.

(2) A community water system that exceeds the lead action level on the basis of tap water samples collected in accordance with §141.86, and that is not already conducting public education tasks under this section, must conduct the public education tasks under this section within 60 days after the end of the monitoring period in which the exceedance occurred:

- (i) Deliver printed materials meeting the content requirements of paragraph (a) of this section to all bill paying customers.
- (ii) (A) Contact customers who are most at risk by delivering education materials that meet the content requirements of paragraph (a) of this section to local public health agencies even if they are not located within the water system's service area, along with a cover letter that encourages distribution to all the organization's potentially affected customers or community water system's users. The water system must contact the local public health agencies directly by phone or in person. The local public health agencies may provide a specific list of additional

community based organizations serving target populations, which may include organizations outside the service area of the water system. If such lists are provided, systems must deliver education materials that meet the content requirements of paragraph (a) of this section to all organizations on the provided lists.

(B) Contact customers who are most at risk by delivering materials that meet the content requirements of paragraph (a) of this section to the following organizations listed in 1 through 6 that are located within the water system's service area, along with a cover letter that encourages distribution to all the organization's potentially affected customers or community water system's users:

- (1) Public and private schools or school boards.
- (2) Women Infants and Children (WIC) and Head Start programs.
- (3) Public and private hospitals and medical clinics.
- (4) Pediatricians.
- (5) Family planning clinics.
- (6) Local welfare agencies.

(C) Make a good faith effort to locate the following organizations within the service area and deliver materials that meet the content requirements of paragraph (a) of this section to them, along with an informational notice that encourages distribution to all potentially affected customers or users. The good faith effort to contact at-risk customers may include requesting a specific contact list of these organizations from the local public health agencies, even if the agencies are not located within the water system's service area:

- (1) Licensed childcare centers
- (2) Public and private preschools.
- (3) Obstetricians-Gynecologists and Midwives.

(iii) No less often than quarterly, provide information on or in each water bill as long as the system exceeds the action level for lead. The message on the water bill must include the following statement exactly as written except for the text in brackets for which the water system must include system-specific information: [INSERT NAME OF WATER SYSTEM] found high levels of lead in drinking water in some homes. Lead can cause serious health problems. For more information please call [INSERT NAME OF WATER SYSTEM] [or visit (INSERT YOUR WEB SITE HERE)]. The message or delivery mechanism can be modified in consultation with the State; specifically, the State may allow a separate mailing of public education materials to customers if the water system cannot place the information on water bills.

(iv) Post material meeting the content requirements of paragraph (a) of this section on the water system's Web site if the system serves a population greater than 100,000.

(v) Submit a press release to newspaper, television and radio stations.

(vi) In addition to paragraphs (b)(2)(i) through (v) of this section, systems must implement at least three activities from one or more categories listed below. The educational content and selection of these activities must be determined in consultation with the State.

- (A) Public Service Announcements.
- (B) Paid advertisements.
- (C) Public Area Information Displays.
- (D) Emails to customers.
- (E) Public Meetings.
- (F) Household Deliveries.
- (G) Targeted Individual Customer Contact.
- (H) Direct material distribution to all multi-family homes and institutions.
- (I) Other methods approved by the State.

(vii) For systems that are required to conduct monitoring annually or less frequently, the end of the monitoring period is September 30 of the calendar year in which the sampling occurs, or, if the State has established an alternate monitoring period, the last day of that period.

(3) As long as a community water system exceeds the action level, it must repeat the activities pursuant to paragraph (b)(2) of this section as described in paragraphs (b)(3)(i) through (iv) of this section.

A community water system shall repeat the tasks contained in paragraphs (b)(2)(i), (ii) and (vi) of this section every 12 months.

A community water system shall repeat tasks contained in paragraph (b)(2)(iii) of this section with each billing cycle.

A community water system serving a population greater than 100,000 shall post and retain material on a publicly accessible Web site pursuant to paragraph (b)(2)(iv) of this section.

The community water system shall repeat the task in paragraph (b)(2)(v) of this section twice every 12 months on a schedule agreed upon with the State. The State can allow activities in paragraph (b)(2) of this section to extend beyond the 60-day requirement if needed for implementation purposes on a case-by-case basis; however, this extension must be approved in writing by the State in advance of the 60-day deadline.

(4) Within 60 days after the end of the monitoring period in which the exceedance occurred (unless it already is repeating public education tasks pursuant to paragraph (b)(5) of this section), a non-transient non-community water system shall deliver the public education materials specified by paragraph (a) of this section as follows:

Post informational posters on lead in drinking water in a public place or common area in each of the buildings served by the system; and

Distribute informational pamphlets and/or brochures on lead in drinking water to each person served by the non-transient non-community water system. The State may allow the system to utilize electronic transmission in lieu of or combined with printed materials as long as it achieves at least the same coverage.

For systems that are required to conduct monitoring annually or less frequently, the end of the monitoring period is September 30 of the calendar year in which the sampling occurs, or, if the State has established an alternate monitoring period, the last day of that period.

(5) A non-transient non-community water system shall repeat the tasks contained in paragraph (b)(4) of this section at least once during each calendar year in which the system exceeds the lead action level. The State can allow activities in (b)(4) of this section to extend beyond the 60-day requirement if needed for implementation purposes on a case-by-case basis; however, this extension must be approved in writing by the State in advance of the 60-day deadline.

(6) A water system may discontinue delivery of public education materials if the system has met the lead action level during the most recent six-month monitoring period conducted pursuant to §141.86. Such a system shall recommence public education in accordance with this section if it subsequently exceeds the lead action level during any monitoring period.

(7) A community water system may apply to the State, in writing, (unless the State has waived the requirement for prior State approval) to use only the text specified in paragraph (a)(1) of this section in lieu of the text in paragraphs (a)(1) and (a)(2) of this section and to perform the tasks listed in paragraphs (b)(4) and (b)(5) of this section in lieu of the tasks in paragraphs (b)(2) and (b)(3) of this section if:

- (i) The system is a facility, such as a prison or a hospital, where the population served is not capable of or is prevented from making improvements to plumbing or installing point of use treatment devices; and
- (ii) The system provides water as part of the cost of services provided and does not separately charge for water consumption.

(8) A community water system serving 3,300 or fewer people may limit certain aspects of their public education programs as follows:

With respect to the requirements of paragraph (b)(2)(vi) of this section, a system serving 3,300 or fewer must implement at least one of the activities listed in that paragraph.

With respect to the requirements of paragraph (b)(2)(ii) of this section, a system serving 3,300 or fewer people may limit the distribution of the public education materials required under that paragraph to facilities and organizations served by the system that are most likely to be visited regularly by pregnant women and children.

With respect to the requirements of paragraph (b)(2)(v) of this section, the State may waive this requirement for systems serving 3,300 or fewer persons as long as system distributes notices to every household served by the system.

(c) Supplemental monitoring and notification of results.

A water system that fails to meet the lead action level on the basis of tap samples collected in accordance with §141.86 shall offer to sample the tap water of any customer who requests it. The system is not required to pay for collecting or analyzing the sample, nor is the system required to collect and analyze the sample itself.

(d) Notification of results.

(1) Reporting requirement. All water systems must provide a notice of the individual tap results from lead tap water monitoring carried out under the requirements of §141.86 to the persons served by the water

system at the specific sampling site from which the sample was taken (e.g., the occupants of the residence where the tap was tested).

(2) Timing of notification. A water system must provide the consumer notice as soon as practical, but no later than 30 days after the system learns of the tap monitoring results.

(3) Content. The consumer notice must include the results of lead tap water monitoring for the tap that was tested, an explanation of the health effects of lead, list steps consumers can take to reduce exposure to lead in drinking water and contact information for the water utility. The notice must also provide the maximum contaminant level goal and the action level for lead and the definitions for these two terms from §141.153(c).

(4) Delivery. The consumer notice must be provided to persons served at the tap that was tested, either by mail or by another method approved by the State. For example, upon approval by the State, a non-transient non-community water system could post the results on a bulletin board in the facility to allow users to review the information. The system must provide the notice to customers at sample taps tested, including consumers who do not receive water bills.

Lead and Copper Rule Short-Term Revisions and Clarifications that Relate to Consumer Confidence Reports (CCR)

§141.154 Required additional health information.

Every report must include the following lead-specific information:

(1) A short informational statement about lead in drinking water and its effects on children. The statement must include the following information:

If present, elevated levels of lead can cause serious health problems, especially for pregnant women and young children. Lead in drinking water is primarily from materials and components associated with service lines and home plumbing. [NAME OF UTILITY] is responsible for providing high quality drinking water, but cannot control the variety of materials used in plumbing components. When your water has been sitting for several hours, you can minimize the potential for lead exposure by flushing your tap for 30 seconds to 2 minutes before using water for drinking or cooking. If you are concerned about lead in your water, you may wish to have your water tested. Information on lead in drinking water, testing methods, and steps you can take to minimize exposure is available from the Safe Drinking Water Hotline or at <http://www.epa.gov/safewater/lead>.

(2) A system may write its own educational statement, but only in consultation with the State.

Appendix E

Lead and Copper CWS Public Education Fact Sheet