

[Sampling Manual Chapter 6, Attachment E.1. Public Education for Community > 3300](#)
INSTRUCTIONS: Complete/select items shown with italics, and convert to regular font.
 Regular text in blue font is mandatory and must not be changed.

Required Public Education Delivery for Large Community Waterworks (> 3,300 population)	
Delivery Requirement	Timing of Delivery
Deliver public education written materials to all bill paying customers Note: For service areas with non-English speaking consumers, appropriately translated materials must also be included as part of the overall delivery	Within 60 days after the end of the lead and copper monitoring period in which the lead Action Level was exceeded Delivery must be repeated once every 12 months.
Deliver public education written materials to the following organizations that are located <u>within your service area</u> , along with a cover letter encouraging distribution to all potentially affected customers or users: <ol style="list-style-type: none"> 1. Public and private schools or school boards 2. Public and private pre schools 3. Women Infants and Children (WIC) and Head Start programs 4. Public and private hospitals and medical clinics 5. Obstetricians-Gynecologists and Midwives 6. Pediatricians 7. Family planning clinics 8. Local welfare agencies 9. Licensed childcare centers 	Within 60 days after the end of the lead and copper monitoring period in which the lead Action Level was exceeded Delivery must be repeated once every 12 months
Deliver public education written materials to the City or County Local Health Department (LHD). Contact with the local health agency <u>must be either by telephone or in person</u> . The LHD may provide the waterworks with a list of additional organizations serving target populations. If the LHD provides such a list, deliver the public education materials to all organizations on the list <u>even if they are not located within the system's service area</u> .	Within 60 days after the end of the lead and copper monitoring period in which the lead Action Level was exceeded Delivery must be repeated once every 12 months
Provide information on or in each water bill or in a separate mailing no less than quarterly.	Each billing cycle for as long as the system exceeds the lead action level – but no less than quarterly
Post material on the water system's Web site (for systems serving >100,000 individuals)	Within 60 days after the end of the lead and copper monitoring period in which the lead Action Level was exceeded. Posting must remain as long as the lead Action Level is exceeded.
Implement at least three of the additional Public Education activities from the following after consultation with the ODW field office : <ul style="list-style-type: none"> • Public Service Announcements • Paid advertisements • Public Area Information Displays • E-mails to customers • Public Meetings • Household Deliveries • Targeted Individual Customer Contact • Direct material distribution to all multi-family homes and institutions • Other methods approved by the commissioner 	Within 60 days after the end of the lead and copper monitoring period in which the lead Action Level was exceeded Delivery must be repeated once every 12 months

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Water Bill Language Insert Template

INSTRUCTIONS: The following paragraph includes language that meets the revisions to the LCR Public Education 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. A separate mailing may also be utilized. This alert must be included with every billing cycle or no less than quarterly for as long as the action level is exceeded.

IMPORTANT INFORMATION ABOUT LEAD IN YOUR DRINKING WATER

[Insert name of waterworks] 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 waterworks]* or visit *[if applicable insert waterworks website]*.

Website Announcement Template

INSTRUCTIONS: Large community water systems (serving greater than 100,000 people) are **required** to provide a Public Education notice on their Website. The following language can serve as an announcement on the Website.

IMPORTANT INFORMATION ABOUT LEAD IN YOUR DRINKING WATER

[Insert name of waterworks] 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 *[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 waterworks]* is doing to address this problem.

Call us at *[insert your waterworks phone number]* for more information

Date *[Insert the date posted]*

INSTRUCTIONS: Complete/select items shown with italics, and convert to regular font.

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Press Release Template

INSTRUCTIONS: The LCR **requires** community waterworks serving > 3,300 persons to provide 2 press releases per year during a lead action level exceedance. 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.

The waterworks owner may insert own language, subject to approval by ODW, **except for the language in blue text**. This is mandatory language and must be included exactly as written, except for the text in brackets for which the waterworks owner shall include system-specific information.

IMPORTANT INFORMATION ABOUT LEAD IN YOUR DRINKING WATER

[Insert name of waterworks]

Recent drinking water quality monitoring conducted by *[insert name of waterworks]* has found elevated levels of lead in drinking water in some homes/buildings in *[insert name of community or area served by your waterworks]*. 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 young children. 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.

[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. If it hasn't been used for several hours, allow the water to run for 30 seconds to 2 minutes before using it for drinking or cooking. This action flushes the lead-containing water from the pipes.

Use water from the cold water tap for cooking and preparing baby formula.

PRESS RELEASE (CONTINUED)

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

Consider installing a filter. If you choose to install a lead removal filter, be sure to maintain and replace the filter in accordance with the manufacturer's instructions to protect water quality.

Test your water for lead. Call us at *[insert phone number for your waterworks]* 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's blood tested for lead if you are concerned about exposure.

Identify and replace any plumbing fixtures that contain lead.

There are several actions that *[insert name of waterworks/community]* are taking to address the concerns about lead in drinking water. *[Insert a quote from a waterworks 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 waterworks]* at *[insert number]* or *[if applicable]* visit *[insert name of your waterworks]* Website at *[insert Website Here]* to find out how to get your water tested for lead, or for more information on steps *[insert name of your waterworks]* 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 Website at www.epa.gov/lead, contact your healthcare provider, or your County/City Local Health Department.

Public Service Announcement Template

INSTRUCTIONS: Public Service Announcements (PSA) are not required. However, PSAs are one of the additional activities that large and small water systems can produce to meet the additional public education (PE) requirements. You should include the following information, which is consistent with the PE requirements under the LCR revisions in any PSA.

IMPORTANT INFORMATION ABOUT LEAD IN YOUR DRINKING WATER

[Insert name of your waterworks] 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 young children.

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 drinking water:

Run your water for 30 seconds to 2 minutes to flush out lead.

Use water from the cold water tap for cooking and preparing baby formula.

Do not boil water to remove lead as boiling does not reduce or remove lead levels.

Consider installing a filter. If you choose to install a lead removal filter, be sure to maintain and replace the filter in accordance with the manufacturer's instructions to protect water quality.

Test your Water for Lead. Call us at *[insert phone number for your waterworks]* to find out how to get your water tested.

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

Identify and replace any plumbing fixtures that contain lead.

Call *[insert name of your waterworks]* at *[insert number]* or *[if applicable]* visit our Website at *[insert Website 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 Website at www.epa.gov/lead contact your healthcare provider, or your County/City Local Health Department.

This notice is brought to you by *[insert the name of your waterworks]*. State Water System ID# *[insert your waterworks ID number]* Date *[insert the date distributed]*

Local Health Department Notification
(Recommended for use by the waterworks owner)

Date

District Medical Director

Address 1

Address 2

City, State, Zip

Dear Dr. Medical Director:

The [*insert waterworks name*] waterworks routinely monitors drinking water at consumer's taps for lead and copper. This monitoring is conducted in accordance with the Environmental Protection Agency's (EPA) Lead and Copper Rule (LCR) and the Commonwealth of Virginia *Waterworks Regulations*.

Under the authority of the Safe Drinking Water Act, the EPA set the Action Level for lead in drinking water at 0.015 mg/L (or 15 parts per billion (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., the 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.

The most recent results of our lead and copper monitoring indicate that the lead Action Level has been exceeded. The results of this most recent monitoring are summarized in the table below.

(Insert name of waterworks) Waterworks: Lead & Copper Results

Monitoring Period	Lead 90 th Percentile (Action Level: 0.015 mg/L)	Copper 90 th Percentile (Action Level: 1.3 mg/L)
<u>Insert LCR monitoring period</u>	<u>Insert lead 90th percentile</u>	<u>Insert copper 90th percentile</u>

Because the lead Action Level has been exceeded, we are required to initiate a public education program that will alert our customers to the potential public health impacts of elevated lead in drinking water and provide information on ways to reduce exposure. A copy of the public education materials that are being sent to our customers is attached for your information.

We are requesting your assistance in distributing the public education materials to organizations that may serve the "at-risk" customers of our waterworks. Such organizations may include WIC programs, Head Start programs, pediatricians, and others that may serve pregnant women and young children. A list of your specific contacts with these organizations will be helpful to us in this outreach effort.

If you have any questions, please contact me at (*insert contact phone number*).

Sincerely,

Insert Waterworks Owner Name

Enclosure: Public Education Materials (Fact Sheet)

Fact Sheet

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 that has been in many consumer products but is now known to be harmful to human health if ingested or inhaled. 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). Wash your children's hands and toys often as they can come into contact with dirt and dust containing lead. Lead is rarely found in natural sources of water such as rivers, lakes, wells or springs.

New brass faucets, fittings, and valves, including those advertised as "lead-free," may contribute lead to drinking water. The Safe Drinking Water Act defines "lead free" as no more than 0.2 percent lead when used with respect to solder and flux; and no more than 0.25 percent for pipes, pipe fittings, plumbing fittings, and fixtures based on a weighted average of the wetted surfaces. 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 XX 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.

Steps You Can Take To Reduce Your Exposure to Lead in Your Water

Lead may work its way into drinking water after the water entered the distribution system and is on its way to consumers taps. This usually happens through the corrosion of materials containing lead in household plumbing. These materials include brass faucets, lead solder on copper pipes, lead pipes, or lead service lines connecting the water main to the inside plumbing. Lead pipes are no longer installed for service lines or in household plumbing and lead solder has been outlawed in Virginia since 1985. If you live in a building in which the inside plumbing contains lead-based materials, there are several steps you can take to reduce your exposure to lead in drinking water.

1. **Run your water to flush out lead.** If water hasn’t been used for several hours, allow the water to run at the tap for 30 seconds to 2 minutes before using it for drinking or cooking. This action flushes the lead-containing water from the pipes. The water you run from drinking water taps does not have to be wasted. You can use this water for cleaning purposes or for watering plants. You may want to keep a container of drinking water in your refrigerator, so you don’t have to run water every time you need it.
2. **Use water from the cold water tap for cooking and preparing baby formula.** Do not cook with or drink water from the hot water tap; lead dissolves more easily in 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 or remove lead.
4. **Consider installing a filter.** You may want to consider installing a water filter. Ensure that the filter is approved to reduce lead or contact the National Sanitation Foundation at 800-NSF-8010 or www.nsf.org for information on performance standards for these types of water filters. If you choose to install a lead removal filter, be sure to maintain and replace the filter in accordance with the manufacturer’s instructions to protect water quality.
5. **Get your child tested.** Contact your local health department or healthcare provider to find out how you can get your child’s blood tested for lead if you are concerned about exposure.
6. **Identify and replace any plumbing fixtures that contain lead.** Brass faucets, fittings, and valves manufactured *before January 4, 2014*, may contribute lead to drinking water, including those advertised as “lead-free.” Under current law, “lead free” means no more than 0.2% lead in solder and flux, and 0.25% lead for pipe, pipe fittings, and components. Visit the National Sanitation Foundation Web site at www.nsf.org to learn more about lead-containing plumbing fixtures.
7. **Test your water for lead.** Call us at [*insert phone number for your waterworks*] to find out how to get your water tested for lead. [*Include information on your waterworks testing program; e.g., costs of testing and availability of labs in your area that are certified to do testing for lead in drinking water for any consumer who requests it.*]

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What Happened? What is Being Done?

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

[Insert information about what your waterworks is doing to reduce lead levels in the homes/buildings, etc.]

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

[Insert information about the history of lead levels in tap water samples in your waterworks. 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 Waterworks Owner's Contact Phone Number]*, or *[if applicable]* visit our Website at *[insert Waterworks' Website URL here]*. For more information on reducing lead exposure around your home/building and the health effects of lead:

1. Visit EPA's website at <http://www.epa.gov/lead>;
2. Contact your health care provider;
3. Contact the National Lead Information Center at 800-424-LEAD; or
4. Contact the *[County/City]* Local Health Department at *[insert the appropriate phone number]*.

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

Public Education Delivery Certification

INSTRUCTIONS: Waterworks owner must

1. Complete this form
2. Attach a copy of the residence (consumer) notification to this form
3. Within 3 months from the end of the monitoring period, mail to

District Engineer Name
VDH-Office of Drinking Water
Name Field Office
Field Office Address

PWS Name: _____ PWSID: _____
Population: _____

DELIVERY METHOD – Community Waterworks Serving > 3,300 Population

- Written Public Education material regarding lead in drinking water was delivered to each bill paying customer on _____(date). This delivery was completed by:
- Inclusion in the regular water bill mailing
- Separate direct mailing to each bill paying customer
- Inclusion of translated material for non-English speaking consumers (if applicable)
- Written Public Education material regarding lead in drinking water was delivered to the following organizations that are served by the waterworks on _____(date):
- Public and private schools or school boards
 - Public and private pre schools
 - Women Infants and Children (WIC) and Head Start programs
 - Public and private hospitals and medical clinics
 - Obstetricians- Gynecologists and Midwives
 - Pediatricians
 - Family planning clinics
 - Local welfare agencies
 - Licensed childcare centers

A list of all organizations that were provided with the public education materials is attached.

- Written Public Education material regarding lead in drinking water was delivered to the _____ Local Health Department on _____(date). The health department was also contacted:
- By personal visit on _____(date).
 - By telephone on _____(date).
- Written Public Education material regarding lead in drinking water was delivered to all community based organizations indicated by the local health department on _____(date).

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- A press release was provided to newspapers, television stations, and radio stations on _____(date).
- The written Public Education material regarding lead in drinking water was posted on the waterworks website on _____(date). This web posting will remain for as long as the lead Action Level is exceeded. [*Required for waterworks serving > 100,000 population*].
- The following additional Public Education activities were initiated on _____(date).
At least three of the following must be completed:
 - Public Service Announcements
 - Paid advertisements
 - Public area informational displays
 - E-mails to customers
 - Public meetings
 - Household deliveries
 - Targeted individual customer contact
 - Direct material distribution to all multi-family homes and institutions
 - Other methods approved by the commissioner _____

I certify that all of the required Public Education delivery activities have been completed as indicated above within 60 days after the end of the lead and copper monitoring period in which the lead Action Level was exceeded. I further certify that an informational notice regarding lead in drinking water will be provided to each billing customer either with the normal water bills or as a separate mailing. This notification will be provided with each billing cycle but no less than once each calendar quarter for as long as the lead Action Level is exceeded.

Signature: _____ Print Name: _____

Title: _____ Phone: _____ Date: _____