816R08008

Implementing the Lead Public Education Provision of the Lead and Copper Rule:

A Guide For Non-Transient Non-Community Water Systems

(Original Document: Lead in Drinking Water Regulation:
Public Education Guidance for Community Water Systems, EPA 816-R-02-010, June 2002)

(Revised Document: Implementing the Lead Public Education Provision of the LCR,
A Guide for Non-Transient Non-Community Water Systems: EPA 816-R-08-008, June 2008)

Office of Water (4606M)
EPA 816-R-08-008
June 2008
www.epa.gov/safewater

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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 National Primary Drinking Water Regulations (NPDWRS) for lead and copper, practical experience gained from implementing the PE requirements of the Lead and Copper Rule (LCR), and principles of good risk communication. This guidance is not a rule, but is intended to explain EPA's PE rule and provide recommendations on "best practice" approaches that systems might want to consider in complying with these rules. While compliance with the PE rules is required, following the recommendations and tips is optional.

The Environmental Protection Agency (EPA), first issued this guidance document in July 1992. Since that time, EPA published minor revisions to the 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 LCR incorporate comments received from members of the National Drinking Water Advisory Committee (NDWAC) Work Group on Public Education (WGPE), water systems, utility organizations, 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 non-transient non-community water systems (NTNCWS) is provided in Table 1 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 determine whether water from the customer's tap exceeds this level in at least 10 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 PE requirements after a lead action level exceedance, we have developed a four page fact sheet summarizing requirements *(Appendix E)*.

Many NTNCWS 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 Rule NTNCWS 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 usually 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 July 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 NTNCWS 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 of 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 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 suppliers 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 PE program. The tables below highlight the changes to the PE requirements contained in §141.85 and other public information requirements. Refer to pages 5-8 of this Section for complete program requirements.

Note: Water systems must submit all written PE materials to the Primacy Agency* prior to delivery. The Primacy Agency may require the system to obtain approval of the content of written PE materials prior to delivery.

* In general, the term "State" is used to mean the Primacy Agency. Section 141.2 definition of the "State" is the agency of the State or Tribal government which has jurisdiction over public water systems. During any period when a state or Tribal government does not have primary enforcement responsibility pursuant to Section 141.3 of the Act, the term "State" means the Regional Administrator, U.S. Environmental Protection Agency.

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 own 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
Delivery of Public Education Materials	
End of the monitoring period is September 30 of the calendar year in which sampling occurs, or, if the Primacy Agency 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
Must conduct outreach with public education materials within 60 days after the end of the monitoring period in which the exceedance occurred.	All water systems
Shall deliver PE materials by posting informational poster on lead in drinking water in a public place or community area in each building served by the system.	All water systems

Table 1A. Other Lead and Copper Rule Customer Notification Requirements	
Revisions:	**Applies to:**
Notification of Results – Reporting Requirements[1]	
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 facility contact information. The notice must also provide the maximum contaminant level goal (MCLG) and the action level (AL) for lead and the definitions for these two terms.[3]	All water systems
Must be provided to all persons served at the site by mail or other methods.	All water systems

[1]See *Appendix C* for templates with language that meets the notification of results requirements.
[2]This must be done whether or not you have a lead action level exceedance.
[3]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. The action level (AL) is the concentration of a contaminant which, if exceeded, triggers treatment or other requirements which a water system must follow. EPA set the AL for lead in drinking water at 15ppb and a MCLG of zero for lead.

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 which are listed in bold below** and the mandatory language noted below 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 encourage 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.

[1] Consider conducting a study to determine the appropriate system specific flushing time. Consult with the Primacy Agency 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 your facility?
- 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]. *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, call the National Lead Information Center at 1-800-424-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

Table 2 provides a summary of the required PE activities and the timing of their implementation. (*Appendix B* contains templates for all of the types of required notices and the required content).

Table 2. Required Methods of Delivery for Non-Transient Non-Community Water Systems[1]

Requirement	Timing
Post informational posters on lead in drinking water in a public place or common area in each of the buildings served by the system.	Within 60 days of the end of the monitoring period in which the exceedance occured and repeating every year in which there is an exceedance
Distribute informational pamphlets and/or brochures on lead in drinking water to each person served by the NTNCWS.[2]	Within 60 days of the end of the monitoring period in which the exceedance occured and repeating every year in which there is an exceedance[3]

[1] 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 Primcay Agency has established an alternate monitoring period, the last day of that period.

[2] The Primacy Agency may allow the NTNCWS to utilize electronic transmission in lieu of or combined with printed materials as long as it achieves at least the same coverage.

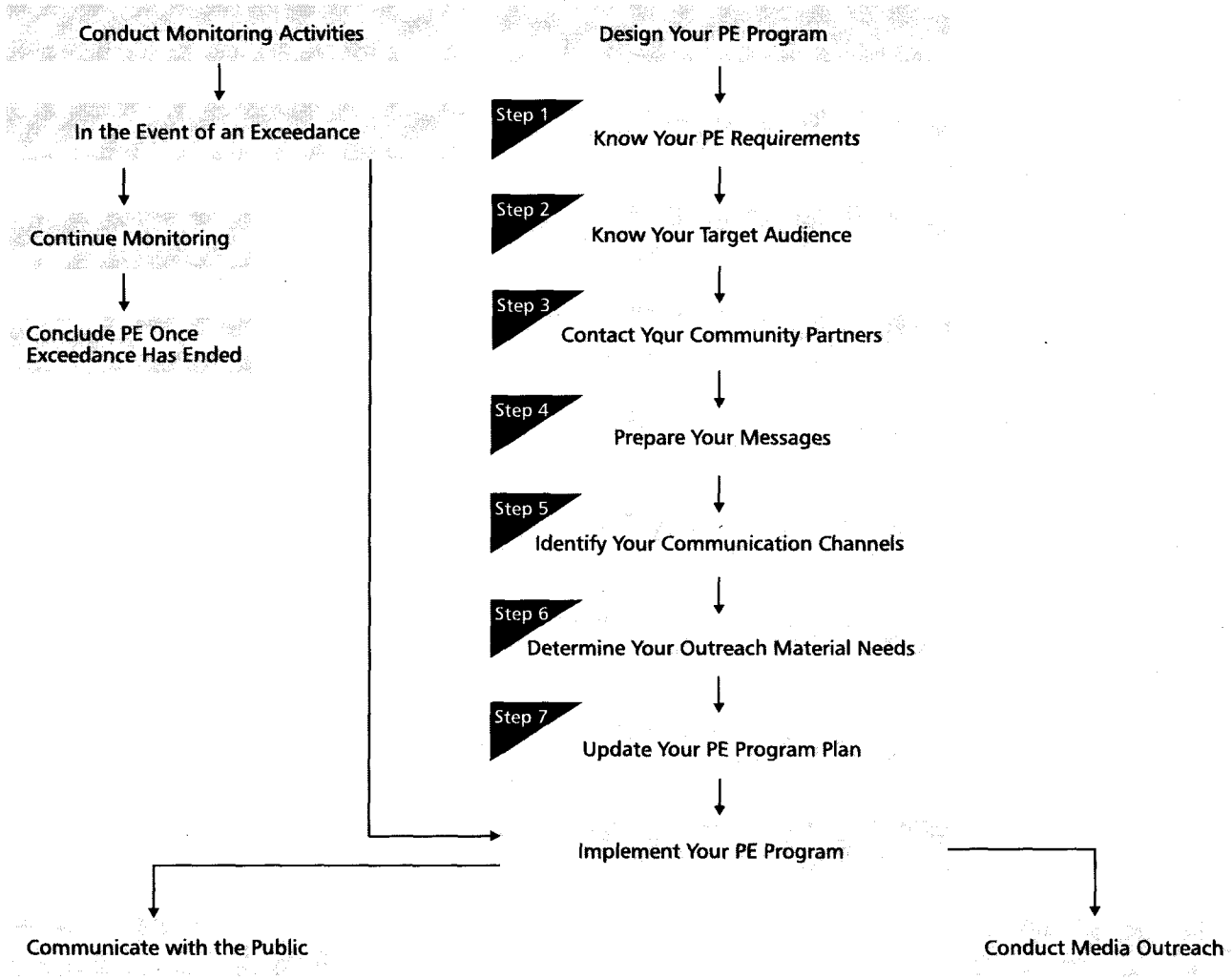
[3] System may discontinue delivery of PE materials if the system has met the lead action level during the most recent six-month monitoring period conducted pursuant to §141.86. System will recommence PE in accordance with this section if it subsequently exceeds the lead action level during any monitoring period.

III. 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 timeframe. The most effective way to implement these requirements it 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 19 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 5-8 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 12-13 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 health care providers and other key public health officials in your community who may be called upon to answer questions from those served by your facility. You should educate these partners about your PE requirements and PE program, and let them know what assistance they can provide, such as quickly reaching the community and providing input in planning your PE program. (See Pages 13-14 to learn more about working with your public health partners). *Appendix C* contains additional information for identifying and contacting potential partners.

▶ **Step 4: Prepare Your Messages**
After identifying your audience and resources and talking with your partners, you should identify the messages and most effective activities and delivery methods to reach your audiences. Page 8 provides 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 5-6). Preparing templates ahead of time will help make compliance within the standard timelines more feasible. (See Pages 14-15 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. Work with the partners you established in Step 3 to enlist their assistance in reaching high-risk groups. (See Pages 15-16 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 16-17 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. Because NTNCWS vary in type of facility and settings, the level of effort, types of outreach, and key aspects of information communicated should be determined on an individual basis. Keep in mind your facility type, setting, audience (e.g. school, church, factory), and situation. For example, a school may send PE materials to the homes of its student body; whereas, a factory might send a company-wide email and post PE materials in the cafeteria to reach consumers. These steps can help you prepare for PE should your system experience a lead action level exceedence.

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 issue 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 facility occupants.

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.
- Plan your efforts in advance and evaluate them upon completion.
- Listen to your facility occupants 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.
- Always speak with a consistent voice. Designate one point of contact that can respond to the public.
- 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. Non-transient non-community water systems (NTNCWS) 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 5-8 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. For NTNCWS, your primary audience is those who use or work in your facility.

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

- What languages are spoken in your facility or facility community?
- Within each language community, what percentage of people is also proficient in English?
- Are there large numbers of people in your facility with low literacy levels?
- What sources of information do these groups trust?

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 flyers, 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.

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 facility 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 these 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 facility speak languages other than English, the PE must contain information in the appropriate language(s) regarding the importance of the notice or a contact where persons can obtain a translation or assistance.
- **Low-literacy Audiences.** Some individuals in your facilty area 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.

Sources of information about your audiences:

Local Public Health Agency

The local public heath agency is a key point of contact as they are a first source of information for many people, especially vulnerable populations. The local health department is not only a recognized and reliable source of information, the local public health agency is the authority that coordinates communication to affected individuals in the NTNCWS setting. The local public health agency can advise a NTNCWS how to target their outreach to staff, patrons, students, etc. The local public health agency is likely to be asked questions when there is an issue related to lead in drinking water. Provide them with information on your water system's plans when an exceedance occurs so that they can answer questions about your facility.

Facility Resources

Keep in mind your unique facility type and setting when determining information sources for your audiences. Consider school office personnel, human resource staff, shop steward, union representative, church secretary and other persons responsible for regular interactions with your facility audience when gathering information about consumers in your facility. These individuals or departments should have information on the predominant languages spoken by your consumers which can inform how you prepare and deliver your messages and materials. Use these individuals or departments to help ensure that you are meeting all of the communication needs of your facility's consumers.

Step 3: Contact Your Community Partners

Now that you understand your PE program requirements and know your audiences, you should assemble a communication or outreach team within your facility and establish partnerships. You may already have a communication 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 various audiences within your facility can provide your water system with: access to a wide range of resources; understanding of the audience segments and the best ways to reach them; and ready-made communication channels that you can access in the event of an exceedance. (See *Appendix C* for additional information on community resources).

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, including maternal and child health, community health, environmental health, and other sections, can assist you 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.

Suggested PE Community Partners

- 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 public hospitals and/or clinics
- Private sector leaders such as child care centers, health care providers, health care facilities or clinics, and hospitals that may have ties to your facility audiences

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 those living and working in your facility. 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 program. The more allies you have, the better. 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 aswering questions from your facility community. Your

TIP: Because of their interactions with your audiences, local health professionals need to understand how a lead action level exceedance affects their constituents and patients.

facility community members 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. 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

Evaluate whether or not the media is an effective way to reach your target audiences. For example the media may be helpful in reaching a school audience but other methods, such as interoffice mail or email, may be better suited for a factory. Where appropriate, 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 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 Program 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, your facility user is most likely to be interested in:

- Health and safety implications. (Is my or 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 will ensure that, should an exceedance occur, you will be ready to deliver materials that educate your customers, empower people to take action to protect their health, and build trust between you and your facility users.

TIP: 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 facility community (See Step 2).

When you think about preparing messages, consider that doing so also allows you to train spokespersons and create fact sheets, brochures, email announcements, and other 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.

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. Consider your individual facility and setting to determine appropriate communication channels. Evaluate the best channel for your audience and consider all users of your facility.

Table 2 (in Section 1) includes the required delivery mechanisms for your water system. You should assemble a list of contacts within your facility and facility community and distribution plans to ensure that, when you need to implement your PE program, the pathways for sharing your information and reinforcing your messages are already in place.

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.

Many of the individuals or partners that may serve as communication channels should already be on your PE planning team. Those 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

Keep a Contact List and Keep it up to date. Periodically, 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.

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 facility (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 facility audiences.

While not required, EPA suggests that, depending on the type of facility and who uses the facility, NTNCWS also contact:

- Maternity programs/birthing classes
- Teen parent programs
- Parent teacher organizations
- Parent support organizations
- 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 the **required** delivery mechanisms, depending on the type of facility, EPA recommends reaching out to your facility through:

- Letters to parents
- School or facility assemblies
- PTA or other meetings
- Facility newsletters
- Facility Web site

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 consumers.

It is ideal to establish relationships and mechanisms for sharing information 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 at risk populations need to know about lead in drinking water, and prepare staff 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.
- 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.

TIP: Systems should identify groups (e.g. schools and community organizations) that can translate PE materials for non-English consumers.

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 (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.

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 serviced in your facility. You may learn from your partner organizations that many Hispanics in your community read particular periodicals and convene at specific locations.

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 end of the monitoring period in which the exceedance occured. See Table 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**
- **Contact Your Local Media**
- **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 Table 1).
- ✓ 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 consumer 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.
- ✓ Identify groups (e.g. schools and community organizations) that can translate PE materials for non-English consumers.
- ✓ Prepare mailing labels for your dissemination mechanisms.
- ✓ Duplicate your pamphlets, flyers, posters, or other printed materials and prepare to deliver them to your consumers and 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.
- ✓ Document your PE activities and report back to your Primacy Agency on completion of activities as required.
- ✓ Schedule and conduct public meetings as needed.
- ✓ Continue to conduct your monitoring activities as required.
- ✓ Notify your customers 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 you must provide to your consumers. 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.

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:

- Brochure
- Poster
- Listserv or Web site Announcement

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 want to print materials on your facility's letterhead which, coupled with the material's title, will help people recognize that it is important.

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).

As a reminder, see Section 1 for the **required** delivery mechanisms and materials.

Tips for Effective Communications

- Be truthful and up-front about 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).

Contact Your Local Media

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

Though not required for NTNCWS, to help disseminate your PE messages, you may consider calling your local media to help you inform and protect your consumers. 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. This may be particularly important if your facility is used by community groups, clubs, or others.

Communicate Directly with the Public

Effective PE campaigns can minimize the chances of overreaction to an action level exceedance and can help focus your facility'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 consumers 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.

In addition to distributing messages and materials to your community, public meetings, such as assemblies, PTA meetings, employee/union meetings, and church assemblies, are an effective avenue for directly communicating with your audiences about the exceedance and your activities to address it. Well advertised meetings provide a forum where the public can ask questions and meet individuals responsible for addressing the lead issue.

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 your consumers information about lead in drinking water, if requested.

After the exceedance has ended, conducting follow-up evaluation of the effectiveness of your PE program 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. Polling your customers can directly gauge their opinion of the outreach by determining their awareness of the exceedance, how they perceived the information, and if they were satisfied with and could understand it.

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 your customers, including those that are the most vulnerable to adverse health effects from lead exposure, with messages and delivery methods that meet your facility community's diverse communication needs. The partnerships you create 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 consumers about the many issues your water system addresses.

Appendix A

Frequently Asked Questions

Lead in Drinking Water – Frequently Asked Questions Template*

What are the 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, and cosmetics. Other sources of lead include exposure in the work place and exposure from certain hobbies (lead dust can be carried on clothing and shoes.) Lead is found in some toys, some playground equipment, and some children's metal jewelry. Everyone, especially children, should be encouraged to regularly wash their hands to reduce lead dust exposure.

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 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 the facility.

What is the water system doing about it?

Our water system is working to educate our consumers 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.

TIP: If you are considering replacing lead containing fixtures, keep in mind that plumbing fixtures labeled lead-free may have up to 8% lead.

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.

* **Note**: These questions and answers are provided to water systems to help address the types of questions that may arise from consumers 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.

What can 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 it 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.

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.

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

If your facility includes services for infants, it is important to know that 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 a filter remove lead?

Some 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.

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

The actions level for lead is a level at which the regulatory agency is concerned about corrosion and requires water systems to take additional steps to protect users of the water. Our water system is required to notify our consumers when our test results show levels of lead above the 15 ppb action level in >10% of samples collected.

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 PE Notice and ListServ/Email Announcement
- Brochure
- Poster

*Customizable versions of these templates are available for download at: www.epa.gov/safewater/lcrmr/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 Table 1).
- ☐ 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 consumer 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.
- ☐ Identify groups (e.g. schools and community organizations) that can translate PE materials for non-English consumers.
- ☐ Prepare mailing labels for your dissemination mechanisms.
- ☐ Duplicate your pamphlets, flyers, posters, or other printed materials and prepare to deliver them to your consumers and 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.
- ☐ Document your PE activities and report back to your Primacy Agency on completion of activities as required.
- ☐ Schedule and conduct public meetings, as needed.
- ☐ Continue to conduct your monitoring activities as required.
- ☐ Notify your customers when the action level exceedance has ended.

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

General Public Education Notice and ListServ/Email Announcement 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 young children. Please read this information closely to see what you can do to reduce lead in your drinking water.

This notice is being sent 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). Lead is found in some toys, some playground equipment, and some children's metal jewelry.

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."

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.

[1]Customizable versions of these templates are available for download at: www.epa.gov/safewater/lcrmr/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 to flush lead from interior plumbing [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. [It is likely that systems with lead service lines will need to collect data to determine the appropriate flushing time for lead service lines.][1]
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 a water filter or bottled water. Read the package to be sure the filter is approved to reduce lead. Be sure to maintain and replace a filter device in accordance with the manufacturer's instructions to protect water quality.
5. **Get your child's blood 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.

What Happened? What Is Being Done?

[Insert information about how and when the exceedance was discovered in your facility 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 your facility.]

[Insert information about the history of lead levels in tap water samples in your facility. 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 your water system's phone number]. 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, call the National Lead Information Center at 800-424-LEAD or Safe Drinking Water Act hotline at 1-800-426-4791, *or contact your health care provider.*

[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.]

[1]The bracketed language does not need to be included, as worded, in your materials. It is designed to alert systems that, where applicable, lead service lines might affect the flushing time.

General Public Education Notice and ListServ/Email Announcement Template (Spanish)

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):

INFORMACIÓN IMPORTANTE ACERCA DEL PLOMO EN SU AGUA POTABLE

[Insert name of water system] ha encontrado altos niveles de plomo en el agua potable de algunos domicilios y edificios. El plomo puede causar serios problemas a la salud, especialmente a las mujeres encintas y a los niños pequeños. Se ruega lea esta información atentamente para ver qué puede hacer para reducir el plomo en su agua potable.

Esta notificación le ha sido enviada por [insert the name of your water system]. Número de identificación del sistema de agua del estado [insert your water system's ID number] Fecha [Insert the date distributed]

Efectos del plomo en la salud

El plomo puede causar serios problemas de salud si cantidades excesivas provenientes del agua potable, u otras fuentes, se introducen en su cuerpo. Puede dañar al cerebro y a los riñones y también puede interferir en la producción de glóbulos rojos que transportan oxígeno a todas las partes de su cuerpo. El riesgo más serio de exposición al plomo es para los infantes, los niños de baja edad y las mujeres encintas. Los científicos han conectado los efectos del plomo en el cerebro con coeficientes de inteligencia más reducidos en los niños. Niveles bajos de plomo tienen un mayor efecto en los adultos con problemas de riñón y de alta presión sanguínea que en los adultos sanos. El plomo se almacena en los huesos y puede ser dispersado más tarde en la vida. Durante el embarazo, el bebé recibe plomo proveniente de los huesos maternos lo cual puede afectar el desarrollo de su cerebro.

Fuentes del plomo

El plomo es un metal común que se encuentra en el medio ambiente. El agua potable es una posible fuente de exposición al plomo. Las fuentes principales de la exposición al plomo radican en la pintura que contiene plomo, la tierra o el polvo contaminado con plomo y ciertos materiales de fontanería. Además, el plomo puede encontrarse en ciertos tipos de cerámica, peltre, accesorios de latón, alimentos y de productos cosméticos. Otras fuentes incluyen la exposición en el lugar de trabajo y la exposición asociada con ciertos pasatiempos (es posible transportar plomo en la ropa o los zapatos). El plomo se halla en algunos juguetes, equipos de parques infantiles y en ciertas joyas metálicas para niños.

Los grifos, los accesorios y las válvulas de latón, inclusive las que se anuncian estar "sin plomo", pueden contribuir al plomo en el agua potable. En la actualidad la ley permite que los accesorios de uso final de latón, tales como los grifos, cuyo tenor puede tener hasta 8 por ciento de plomo, puedan etiquetarse "sin plomo".

La EPA calcula que de 10 a 20 por ciento de la exposición posible de una persona al plomo puede provenir

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

del agua potable. Los infantes que consumen mayormente fórmula para bebés mezclada con agua que contiene plomo pueden recibir del agua potable hasta entre 40 y 60 por ciento de su exposición al plomo.

No se olvide que existen otras fuentes de plomo tales como la pintura con contenido de plomo, el polvo de plomo y el plomo en la tierra. Lave las manos de sus hijos y los juguetes a menudo ya que pueden entrar en contacto con el polvo y la suciedad que contienen plomo.

Medidas que usted puede emprender para reducir su exposición al plomo en el agua

1. **Deje correr el agua para eliminar el plomo.** Si no se ha utilizado agua en varias horas, deje correr el agua unos 15 a 30 segundos para eliminar el plomo de la tubería interior [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] o hasta que se enfríe o alcance una temperatura constante antes de utilizar el agua para beber o cocinar. [It is likely that systems with lead service lines will need to collect data to determine the appropriate flushing time for lead service lines.][1]
2. **Utilice agua fría para cocinar y para preparar la fórmula para bebés.** No cocine ni beba agua del grifo de agua caliente ya que el plomo se disuelve más fácilmente en agua caliente. No utilice el grifo de agua caliente para preparar la fórmula para bebés.
3. **No hierva el agua para eliminar plomo.** El agua hervida no reduce el plomo.
4. **Busque otras fuentes o formas de tratar el agua.** Usted puede comprar agua en botellas o un filtro de agua. Lea el paquete y cerciórese de que el filtro se halla aprobado para reducir plomo. Asegúrese de mantener y de reemplazar el dispositivo filtrante conforme a las instrucciones del fabricante para proteger la calidad del agua.
5. **Haga analizar la sangre de sus hijos.** Póngase en contacto con el departamento de salud de su zona o con su proveedor de atención médica para saber cómo puede obtener un análisis de sangre de su hijo si es que le preocupa una posible exposición.

¿Que pasó? ¿Qué se está haciendo?

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

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

[Insert information about the history of lead levels in tap water samples in your facility. 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?]

Para mayor información

Llámenos al [insert your water system's phone number]. Para mayor información acerca de la reducción de exposición al plomo en su hogar y los efectos del plomo en la salud diríjase al sitio Internet de EPA en ***www.epa.gov/lead****, llame al centro nacional de información sobre el plomo National Lead Information Center marcando el 1-800-424-LEAD (424-5323), ó el número de teleasistencia de la Ley de Agua Potable Segura 1-800-426-4791, o bien consulte a su proveedor de atención médica.*

[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.]

[1]The bracketed language does not need to be included, as worded, in your materials. It is designed to alert systems that, where applicable, lead service lines might affect the flushing time.

Public Education Brochure

Read the package to be sure the filter is approved to reduce lead or contact NSF International at 800-NSF-8010 or [illegible] 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. Get your child's blood 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.

WHAT HAPPENED? WHAT IS BEING DONE?

[Insert information about how and when the exceedance was discovered in your facility 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 your facility.]

[Insert information about the history of lead levels in tap water samples in your facility. 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] (if applicable) or 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 buildings have very low levels of lead in their drinking water, some buildings in the facility 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). Lead is also found in some toys, some playground equipment, and some children's metal jewelry.

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."

[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.

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.

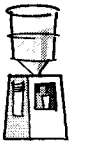
STEPS YOU CAN TAKE TO REDUCE YOUR EXPOSURE TO LEAD IN YOUR WATER

1. Run your water to flush out lead. Run water for 15-30 seconds to flush lead from interior plumbing [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. [It is likely that systems with lead service lines will need to collect data to determine the appropriate flushing time for lead service lines.][1]

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 a water filter or bottled water.



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[1]The bracketed language does not need to be included, as worded, in your materials. It is designed to alert systems that, where applicable, lead service lines might affect the flushing time.

Public Education Brochure (Spanish)

Póngase en Contacto NSF Internacional en 800-NSF-8010 o www.nsf.org para la información en estándares de interpretación para filtros de agua.

5. Haga analizar la sangre de sus hijos. Póngase en contacto con el departamento de salud de su zona o con su proveedor de atención médica para saber cómo puede obtener un análisis de sangre de su hijo si es que le preocupa una posible exposición.

¿QUE PASÓ? ¿QUÉ SE ESTÁ HACIENDO?

[Insert information about how and when the exceedance was discovered in your facility 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 your facility.]

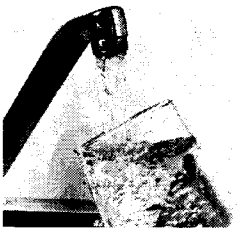
[Insert information about the history of lead levels in tap water samples in your facility. For example, have they declined substantially over time? Have they been low and risen recently? Is there a known reason for any lead level changes?]

PARA MAYOR INFORMACIÓN

Llámenos al [Insert Number] (if applicable) o visita nuestro sitio Web [insert Web site Here]. Para mayor información acerca de la reducción de exposición al plomo en su hogar y los efectos del plomo en la salud diríjase al sitio Internet de EPA en www.epa.gov/lead o bien consulte a su proveedor de atención médica.

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

Plomo en Agua Potable



La Agencia de Protección del Medio Ambiente de los Estados Unidos (EPA) y **[insert name of water supplier here]** está preocupada por el plomo en su agua potable. Aunque la mayor parte de edificios tengan muy bajo niveles del plomo en su agua potable, algunos edificios en la comunidad tienen niveles de plomo encima del nivel de acción EPA de 15 partes por mil millones (ppb) o 0.015 miligramos del plomo por litro del agua (mg/L). Conforme a la ley Federal se requiere que nosotros tengamos un programa en el lugar para minimizar el plomo en su agua potable por **[insert date when corrosion control will be completed for your system]**.

Este programa incluye:

1. El tratamiento de control de corrosión (tratando el echar agua para hacerlo menos probablemente que el plomo se disolverá en el echar agua);
2. El tratamiento de agua de la fuente (quitando cualquier plomo que está en el agua entonces esto deja nuestra instalación de tratamiento);
3. Un programa de educación público.

También se requiere que nosotros sustituyamos la parte de cada línea de servicio de plomo que poseemos si la línea contribuye concentraciones de plomo de más de 15 ppb después de que hemos completado el programa de tratamiento. Si usted tiene alguna pregunta sobre como realizamos las exigencias de la regulación de plomo por favor llámenos en [insert water system's phone number].

Este folleto también explica los pasos simples que usted puede tomar para protegerse reduciendo su exposición para conducir en el agua potable.

INFORMACIÓN IMPORTANTE ACERCA DEL PLOMO EN SU AGUA POTABLE
[Insert name of water system] ha encontrado altos niveles de plomo en el agua potable de algunos domicilios y edificios. El plomo puede causar serios problemas a la salud, especialmente a las mujeres encintas y a los niños pequeños. Se ruega lea esta información atentamente para ver qué puede hacer para reducir el plomo en su agua potable.

EFECTOS DEL PLOMO EN LA SALUD

El plomo puede causar serios problemas de salud si cantidades excesivas provenientes del agua potable, u otras fuentes, se introducen en su cuerpo. Puede dañar al cerebro y a los riñones y también puede interferir en la producción de glóbulos rojos que transportan oxígeno a todas las partes de su cuerpo. El riesgo más serio de exposición al plomo es para los infantes, los niños de baja edad y las mujeres encintas. Los científicos han conectado los efectos del plomo en el cerebro con coeficientes de inteligencia más reducidos en los niños. Niveles bajos de plomo tienen un mayor efecto en los adultos con problemas de riñón y de alta presión sanguínea que en los adultos sanos. El plomo se almacena en los huesos y puede ser dispersado más tarde en la vida. Durante el embarazo, el bebé recibe plomo proveniente de los huesos maternos lo cual puede afectar el desarrollo de su cerebro.

FUENTES DEL PLOMO

El plomo es un metal común que se encuentra en el medio ambiente. El agua potable es una posible fuente de exposición al plomo. Las fuentes principales de la exposición al plomo radican en la pintura que contiene plomo, la tierra o el polvo contaminado con plomo y ciertos materiales de fontanería. Además, el plomo puede encontrarse en ciertos tipos de cerámica, peltre, accesorios de latón, alimentos y de productos cosméticos. Otras fuentes incluyen la exposición en el lugar de trabajo y la exposición asociada con ciertos pasatiempos (es posible transportar plomo en la ropa o los zapatos). El plomo se halla en algunos juguetes, equipos de parques infantiles y en ciertas joyas metálicas para niños.

Los grifos, los accesorios y las válvulas de latón, inclusive las que se anuncian estar "sin plomo", pueden contribuir al plomo en el agua potable. En la actualidad la ley permite que los accesorios de uso final de latón, tales como los grifos, cuyo tenor puede tener hasta 8 por ciento de plomo, puedan etiquetarse "sin plomo".

[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."] Cuando el agua está en el contacto con tubos [o líneas de servicio] o fontanería que contiene el plomo para varios durante varias horas, el plomo puede entrar en el agua potable.

La EPA calcula que de 10 a 20 por ciento de la exposición posible de una persona al plomo puede provenir del agua potable. Los infantes que consumen mayormente fórmula para bebés mezclada con agua que contiene plomo pueden recibir del agua potable hasta entre 40 y 60 por ciento de su exposición al plomo.

No se olvide que existen otras fuentes de plomo tales como la pintura con contenido de plomo, el polvo de plomo y el plomo en la tierra. Lave las manos de sus hijos y los juguetes a menudo ya que pueden entrar en contacto con el polvo y la suciedad que contienen plomo.

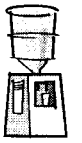
MEDIDAS QUE USTED PUEDE EMPRENDER PARA REDUCIR SU EXPOSICIÓN AL PLOMO EN EL AGUA

1. Deje correr el agua para eliminar el plomo. Si no se ha utilizado agua en varias horas, deje correr el agua unos 15 a 30 segundos para eliminar el plomo de la tubería interior [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] o hasta que se enfríe o alcance una temperatura constante antes de utilizar el agua para beber o cocinar. [It is likely that systems with lead service lines will need to collect data to determine the appropriate flushing time for lead service lines.][1]

2. Utilice agua fría para cocinar y para preparar la fórmula para bebés. No cocine ni beba agua del grifo de agua caliente ya que el plomo se disuelve más fácilmente en agua caliente. No utilice el grifo de agua caliente para preparar la fórmula para bebés.

3. No hierva el agua para eliminar plomo. El agua hervida no reduce el plomo.

4. Busque otras fuentes o formas de tratar el agua. Usted puede comprar agua en botellas o un filtro de agua. Lea el paquete y cerciórese de que el filtro se halla aprobado para reducir plomo. Asegúrese de mantener y de reemplazar el dispositivo filtrante conforme a las instrucciones del fabricante para proteger la calidad del agua.



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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). Lead is found in some toys, some playground equipment, and some children's metal jewelry.

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."

[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.

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.

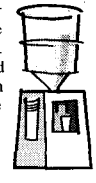
Steps You Can Take to Reduce Exposure to Lead in Water

1. Run your water to flush out lead. Run water for 15-30 seconds to flush lead from interior plumbing [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. [It is likely that systems will need to collect data to determine the appropriate flushing time for lead service lines.][1]

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 a water filter or bottled water. 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. Get your child's blood 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.

What happened? What is being done?

[Insert information about how and when the exceedance was discovered in your facility 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 your facility.]

[Insert information about the history of lead levels in tap water samples in your facility. 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] (if applicable) or 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.

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Public Education Poster (Spanish)

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Efectos del plomo en la salud

El plomo puede causar serios problemas de salud si cantidades excesivas provenientes del agua potable, u otras fuentes, se introducen en su cuerpo. Puede dañar al cerebro y a los riñones y también puede interferir en la producción de glóbulos rojos que transportan oxígeno a todas las partes de su cuerpo. El riesgo más serio de exposición al plomo es para los infantes, los niños de baja edad y las mujeres encintas. Los científicos han conectado los efectos del plomo en el cerebro con coeficientes de inteligencia más reducidos en los niños. Niveles bajos de plomo tienen un mayor efecto en los adultos con problemas de riñón y de alta presión sanguinea que en los adultos sanos. El plomo se almacena en los huesos y puede ser dispersado más tarde en la vida. Durante el embarazo, el bebé recibe plomo proveniente de los huesos maternos lo cual puede afectar el desarrollo de su cerebro.

Fuentes del plomo

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Medidas que usted puede emprender para reducir su exposición al plomo en el agua

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3. No hierva el agua para eliminar plomo. El agua hervida no reduce el plomo.

4. Busque otras fuentes o formas de tratar el agua. Usted puede comprar agua en botellas o un filtro de agua. Lea el paquete y cerciórese de que el filtro se halla aprobado para reducir plomo. Asegúrese de mantener y de reemplazar el dispositivo filtrante conforme a las instrucciones del fabricante para proteger la calidad del agua. Póngase en Contacto NSF Internacional en 800-NSF-8010 o www.nsf.org para la información en estándares de interpretación para filtros de agua.

5. Haga analizar la sangre de sus hijos. Póngase en contacto con el departamento puede obtener un análisis de sangre de su hijo si es que le preocupa una posible exposición.

¿Que pasó? ¿Qué se está haciendo?

[Insert information about how and when the exceedance was discovered in your facility 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 your facility.]

[Insert information about the history of lead levels in tap water samples in your facility. 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.]

Para mayor información

Llámenos al [insert your water system's phone number]. Para mayor información acerca de la reducción de exposición al plomo en su hogar y los efectos del plomo en la salud diríjase al sitio Internet de EPA en www.epa.gov/lead, llame al centro nacional de información sobre el plomo National Lead Information Center marcando el 1-800-424-LEAD (424-5323), ó el número de teleasistencia de la Ley de Agua Potable Segura 1-800-426-4791, *o bien consulte a su proveedor de atención médica.*

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

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

[1]The bracketed language does not need to be included, as worded, in your materials. It is designed to alert systems that, where applicable, lead service lines might affect the flushing time.

Consumer Notice of Tap Water Results Template

(Information in italics is required/mandatory language and cannot be changed)

[Select the appropriate number from the 2 possible options]

Dear (Consumer's Name),
As you may know, [Insert name of your facility] is also a public water system because we are responsible for providing you with water at this location and ensuring that the drinking water we provide to you meets state and federal standards. The following table provides information on the tap location, date, and water sample result.

Drinking Water Sample for Lead[1]		
Location	**Date**	**Result**
Cafeteria Sink	7/17/08	6 ppb
2400 Corridor Fountain 1	7/17/08	4 ppb
2400 Corridor Fountain 2	7/17/08	11 ppb
Science Room Sink	7/19/08	2 ppb
Boys Bathroom	7/19/08	1 ppb
Girls Bathroom	7/19/08	5 ppb

1. 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, the U.S. Environmental Protection Agency (EPA) set the action level for lead in drinking water at 15 ppb. This means utilities must ensure that water from the taps used for human consumption do not exceed this level in at least 90 percent of the sites 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.

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[1]This table is provided for illustrative purposes only. Systems should insert their own sampling locations and data.

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 our facility's lead levels were below the action level, if you are concerned about lead exposure in your home, parents should ask their health care providers about testing children to determine levels of lead in their blood.

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

Although the test results were below EPA's action level, you may still want to take steps to further reduce your exposure.

- **Run your water to flush out lead.** If water hasn't been used for several hours, run water for 15-30 seconds to flush out interior plumbing [or insert a different flushing time if your system has representative data indicating a different flushing time would better reduce lead exposure in your facility and if the Primary Agency approves the wording] or until it becomes cold or reaches a steady temperature before using it for drinking or cooking. [It is likely that systems with lead service lines will need to collect data to determine the appropriate flushing time for lead service lines.][1]
- **Use cold water for cooking and preparing baby formula.**
- **Do not boil water to remove 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.

[1]The bracketed language does not need to be included, as worded, in your materials. It is designed to alert systems that, where applicable, lead service lines might affect the flushing time.

Consumer Notice of Tap Water Results Template

(Information in italics is required/mandatory language and cannot be changed)

[Select the appropriate number from the 2 possible options]

Dear (Consumer's Name),
As you may know, [Insert name of your facility] is also a public water system because we are responsible for providing you with water at this location and ensuring that the drinking water we provide to you meets state and federal standards. The following table provides information on the tap location, date, and water sample result.

Drinking Water Sample for Lead[1]		
Location	**Date**	**Result**
Cafeteria Sink	7/17/08	6 ppb
2400 Corridor Fountain 1	7/17/08	4 ppb
2400 Corridor Fountain 2	7/17/08	11 ppb
Science Room Sink	7/19/08	2 ppb
Boys Bathroom	7/19/08	1 ppb
Girls Bathroom	7/19/08	5 ppb

2. The 90th percentile value for our water system is greater than the lead action level of 15 parts per billion.

What Does This Mean?
Under the authority of the Safe Drinking Water Act, the U.S. Environmental Protection Agency (EPA) set the action level for lead in drinking water at 15 ppb. This means utilities must ensure that water from the taps used for human consumption do not exceed this level in at least 90 percent of the sites 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. In addition, we will initiate a Public Education campaign to ensure that people who drinking water in our facility 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 [if appropriate] initiate lead service line replacement. We strongly urge you to take the steps below to reduce your exposure to lead in drinking water.

[1]This table is provided for illustrative purposes only. Systems should insert their own sampling locations and data.

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 at this facility or in your home, you may want to ask your health care providers 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. Buildings 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.** If water hasn't been used for several hours, run water for 15-30 seconds to flush out interior plumbing [or insert a different flushing time if your system has representative data indicating a different flushing time would better reduce lead exposure in your facility and if the Primacy Agency approves the wording] or until it becomes cold or reaches a steady temperature before using it for drinking or cooking. [It is likely that systems with lead service lines will need to collect data to determine the appropriate flushing time for lead service lines.][1]
- **Use cold water for cooking and preparing baby formula.**
- **Do not boil water to remove 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.

[1]The bracketed language does not need to be included, as worded, in your materials. It is designed to alert systems that, where applicable, lead service lines might affect the flushing time.

Consumer Notice of Tap Water Results Template (Spanish)

(Information in italics is required/mandatory language and cannot be changed)

[Select the appropriate number from the 2 possible options]

Estimado/a (Consumer's Name),
Es posible que ya sepa que [Insert name of your facility] es también un sistema de agua público debido a que nos incumbe brindarle agua a esta ubicación y verificar que el agua potable que le entregamos cumple con las normas estatales y federales. El siguiente cuadro brinda información acerca de la ubicación del grifo, así como la fecha y el resultado del muestreo de agua.

Análisis del plomo en el agua potable[1]		
Lugar	**Fecha**	**Resultado**
Fregadero de la cafetería	17/7/08	6 ppb
Fuente de agua 1 del pasillo 2400	17/7/08	4 ppb
Fuente de agua 2 del pasillo 2400	17/7/08	11 ppb
Fregadero del salón de ciencias	19/7/08	2 ppb
Cuarto de baño de los niños	19/7/08	1 ppb
Cuarto de baño de las niñas	19/7/08	5 ppb

1. El valor de percentil 90 de nuestro sistema de agua, se halla bajo el nivel de acción de plomo de 15 partes por mil millones.

¿Qué significa?
Conforme a la autoridad de la Ley de Agua Potable Segura, la Agencia de Protección del Medio Ambiente (Environmental Protection Agency, o EPA por sus siglas en inglés) de los Estados Unidos estableció a 15 ppb el nivel de acción para el plomo en el agua potable. Esto significa que los servicios públicos deben asegurarse que el agua de los grifos a fines de consumo humano no exceda dicho nivel en cómo mínimo el 90 por ciento de hogares analizados (valor de percentil 90). El nivel de acción significa *una concentración de contaminante que una vez excedida provoca el tratamiento u otros requisitos que debe acatar un sistema de agua.* Si el agua de grifo sí excede dicho límite, el servicio público debe entonces emprender ciertas medidas para corregir el problema. Debido a que el plomo puede conllevar serios riesgos para la salud, la EPA ha establecido un Objetivo de Nivel Máximo de Contaminante (MCLG por sus siglas en inglés) de cero para el plomo. El MCLG es *el nivel de un contaminante en el agua potable cuyo valor menor no presenta ningún riesgo conocido o previsto para la salud. Los niveles MCLG ofrecen un margen de seguridad.*

¿Cómo afecta el plomo a la salud?
El plomo puede causar serios problemas de salud si cantidades excesivas provenientes del agua potable, u otras fuentes, se introducen en su cuerpo. Puede dañar al cerebro y a los riñones y también puede interferir en la producción de glóbulos rojos que transportan oxígeno a todas las partes de su cuerpo. El riesgo más

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serio de exposición al plomo es para los infantes, los niños de baja edad y las mujeres encintas. Los científicos han conectado los efectos del plomo en el cerebro con coeficientes de inteligencia más reducidos en los niños. Niveles bajos de plomo tienen un mayor efecto en los adultos con problemas de riñón y de alta presión sanguínea que en los adultos sanos. El plomo se almacena en los huesos y puede ser dispersado más tarde en la vida. Durante el embarazo, el bebé recibe plomo proveniente de los huesos maternos lo cual puede afectar el desarrollo de su cerebro. Si la exposición al plomo en este centro o en su hogar es un tema que le preocupa puede consultar con su proveedor de atención médica acerca de un análisis de sangre de los niños que enfoque el nivel de plomo.

¿Cómo afecta el plomo a la salud?
El plomo puede causar serios problemas de salud si cantidades excesivas provenientes del agua potable, u otras fuentes, se introducen en su cuerpo. Puede dañar al cerebro y a los riñones y también puede interferir en la producción de glóbulos rojos que transportan oxígeno a todas las partes de su cuerpo. El riesgo más serio de expòsición al plomo es para los infantes, los niños de baja edad y las mujeres encintas. Los científicos han conectado los efectos del plomo en el cerebro con coeficientes de inteligencia más reducidos en los niños. Niveles bajos de plomo tienen un mayor efecto en los adultos con problemas de riñón y de alta presión sanguínea que en los adultos sanos. El plomo se almacena en los huesos y puede ser dispersado más tarde en la vida. Durante el embarazo, el bebé recibe plomo proveniente de los huesos maternos lo cual puede afectar el desarrollo de su cerebro.

¿Cuáles son las fuentes del plomo?
Las fuentes principales de la exposición al plomo para la mayoría de niños radican en la pintura que contiene plomo y que se deteriora, el polvo contaminado con plomo y en la tierra residencial contaminada con plomo. La exposición al plomo es de especial importancia para la salud, especialmente para los niños de baja edad y para los infantes cuyos cuerpos crecientes tienen tendencia a absorber mayores cantidades de plomo que un adulto corriente. Aunque los niveles de plomo de nuestro centro se hallaron debajo del nivel de acción, si siente inquietud por la exposición al plomo en su hogar, se recomienda que los padres consulten a sus proveedores de atención médica acerca de un análisis de sangre que enfoque niveles de plomo en los niños.

¿Qué puedo hacer yo para reducir la exposición al plomo en el agua de grifo?
Aunque los resultados del análisis se hallan debajo del nivel de acción establecido por la EPA, es posible que usted desee emprender medidas que reduzcan su nivel de exposición aún más.

- **Deje correr el agua para eliminar el plomo.** Si no se ha utilizado agua en varias horas, deje correr el agua unos 15 a 30 segundos para eliminar el plomo de la tubería interior [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] o hasta que se enfríe o alcance una temperatura constante antes de utilizar el agua para beber o cocinar. [It is likely that systems with lead service lines will need to collect data to determine the appropriate flushing time for lead service lines.] [1]
- **Utilice agua fría para cocinar y para preparar la fórmula para bebés.**
- **No hierva el agua para eliminar plomo.**

Para mayor información
Llámenos al [insert your water system's phone number]. Para mayor información acerca de la reducción de exposición al plomo en su hogar y los efectos del plomo en la salud diríjase al sitio Internet de EPA en **www.epa.gov/lead, llame al centro nacional de información sobre el plomo** National Lead Information Center marcando el 1-800-424-LEAD (424-5323) o bien consulte a su proveedor de atención médica.

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Consumer Notice of Tap Water Results Template (Spanish)

(Information in italics is required/mandatory language and cannot be changed)

[Select the appropriate number from the 2 possible options]

Estimado/a (Consumer's Name),
Es posible que ya sepa que [Insert name of your facility] es también un sistema de agua público debido a que nos incumbe brindarle agua a esta ubicación y verificar que el agua potable que le entregamos cumple con las normas estatales y federales. El siguiente cuadro brinda información acerca de la ubicación del grifo, así como la fecha y el resultado del muestreo de agua.

Análisis del plomo en el agua potable[1]		
Lugar	**Fecha**	**Resultado**
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Fregadero del salón de ciencias	19/7/08	2 ppb
Cuarto de baño de los niños	19/7/08	1 ppb
Cuarto de baño de las niñas	19/7/08	5 ppb

2. El valor de percentil 90 de nuestro sistema de agua, se halla por encima del nivel de acción de plomo de 15 partes por mil millones.

¿Qué significa?
Conforme a la autoridad de la Ley de Agua Potable Segura, la Agencia de Protección del Medio Ambiente (Environmental Protection Agency, o EPA por sus siglas en inglés) de los Estados Unidos estableció a 15 ppb el nivel de acción para el plomo en el agua potable. Esto significa que los servicios públicos deben asegurarse que el agua de los grifos a fines de consumo humano no exceda dicho nivel en cómo mínimo el 90 por ciento de hogares analizados (valor de percentil 90). El nivel de acción significa u*na concentración de contaminante que una vez excedida provoca el tratamiento u otros requisitos que debe acatar un sistema de agua.* Si el agua de grifo sí excede dicho límite, el servicio público debe entonces emprender ciertas medidas para corregir el problema. Debido a que el plomo puede conllevar serios riesgos para la salud, la EPA ha establecido un Objetivo de Nivel Máximo de Contaminante (MCLG por sus siglas en inglés) de cero para el plomo. El MCLG es *el nivel de un contaminante en el agua potable cuyo valor menor no presenta ningún riesgo conocido o previsto para la salud. Los niveles MCLG ofrecen un margen de seguridad.*

Hemos emprendido ciertas medidas para corregir este problema. Empezaremos con el análisis de plomo cada 6 meses con el fin de monitorear de cerca los niveles de plomo en nuestro sistema de agua. Además, iniciaremos una campaña de Educación pública que permita cerciorarse de que las personas que beben agua en nuestras instalaciones se hallan conscientes de la excedencia en el nivel de acción, comprenden cómo

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el plomo afecta la salud, las fuentes de plomo y las acciones que pueden emprender con el fin de reducir la exposición al plomo en el agua potable. También monitorearemos nuestra agua potable, estableceremos controles cuyo fin es reducir la corrosividad de nuestra agua (el agua corrosiva puede disolver el plomo de los materiales que lo contengan) e [si es pertinente] iniciaremos el reemplazo de líneas de servicio. Le aconsejamos seriamente de emprender las medidas a continuación para reducir su nivel de exposición al plomo en el agua potable.

¿Cómo afecta el plomo a la salud?
El plomo puede causar serios problemas de salud si cantidades excesivas provenientes del agua potable, u otras fuentes, se introducen en su cuerpo. Puede dañar al cerebro y a los riñones y también puede interferir en la producción de glóbulos rojos que transportan oxígeno a todas las partes de su cuerpo. El riesgo más serio de exposición al plomo es para los infantes, los niños de baja edad y las mujeres encintas. Los científicos han conectado los efectos del plomo en el cerebro con coeficientes de inteligencia más reducidos en los niños. Niveles bajos de plomo tienen un mayor efecto en los adultos con problemas de riñón y de alta presión sanguínea que en los adultos sanos. El plomo se almacena en los huesos y puede ser dispersado más tarde en la vida. Durante el embarazo, el bebé recibe plomo proveniente de los huesos maternos lo cual puede afectar el desarrollo de su cerebro. Si la exposición al plomo en este centro o en su hogar es un tema que le preocupa puede consultar con su proveedor de atención médica acerca de un análisis de sangre de los niños que enfoque el nivel de plomo.

¿Cuáles son las fuentes del plomo?
Aunque la mayor parte de exposición al plomo ocurre cuando la gente ingiere escamas de pintura o aspira polvo contaminado, la EPA considera que de 10 a 20 por ciento de la exposición humana al plomo puede deberse al plomo en el agua potable. Raramente existe plomo en el agua de fuente, sino que se introduce en el agua de grifo debido a la corrosión de los materiales de fontanería. Las casas construidas antes de 1986 suelen a tener tuberías, accesorios y soldaduras de plomo.

¿Qué puedo hacer yo para reducir la exposición al plomo en el agua de grifo?

- **Deje correr el agua para eliminar el plomo.** Si no se ha utilizado agua en varias horas, deje correr el agua unos 15 a 30 segundos para eliminar el plomo de la tubería interior [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] o hasta que se enfríe o alcance una temperatura constante antes de utilizar el agua para beber o cocinar. [It is likely that systems with lead service lines will need to collect data to determine the appropriate flushing time for lead service lines.][1]
- **Utilice agua fría para cocinar y para preparar la fórmula para bebés.**
- **No hierva el agua para eliminar plomo.**

Para mayor información
Llámenos al [insert your water system's phone number]. Para mayor información acerca de la reducción de exposición al plomo en su hogar y los efectos del plomo en la salud diríjase al sitio Internet de EPA en **www.epa.gov/lead**, llame al centro nacional de información sobre el plomo National Lead Information Center marcando el 1-800-424-LEAD (424-5323) ó bien consulte a su proveedor de atención médica.

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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 and Lead Poisoning Prevention Informational Sources

State	Lead in Drinking Water Program	Lead Poisoning Prevention Program
Alabama	Alabama Department of Environmental Management, Water Supply Branch Phone: (334) 271-7700 Web site: www.adem.state.al.us/WaterDivision/Drinking/DWMainInfo.htm	Alabama Department of Public Health, Bureau of Family Health Services, Childhood Lead Poisoning Prevention Program Phone: (334) 206-2966 Web site: www.adph.org/aclppp
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/	Alaska Department of Health and Social Services, Division of Public Health, Section of Epidemiology Phone: (907) 269-8086 Web site: www.epi.hss.state.ak.us/eh/default.stm
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/	Arizona Department of Health Services, Office of Environmental Health, Lead Poisoning Prevention Program Phone: (602) 364-3118 Web site: www.azdhs.gov/phs/oeh/invsurv/lead/index.htm
Arkansas	Arkansas Department of Health and Human Services, Division of Engineering Phone: (501) 661-2623 Web site: http://www.healthyarkansas.com/eng/index.html	Arkansas Department of Health, Lead Based Paint Program Phone: 501-661-2000 Web site: www.healthyarkansas.com/faq/faq_lead.html
California	California Department of Public Health, Division of Drinking Water and Environmental Management Phone: (916) 449-5600 Web site: www.cdph.ca.gov/programs/Pages/ddwem.aspx	California Department of Health Services, Childhood Lead Poisoning Prevention Branch Phone: (510) 620-5600 Web site: www.dhs.ca.gov/childlead/
Colorado	Colorado Department of Public Health and Environment, Water Quality Control Division Phone: (303) 692-3500 Web site: www.cdphe.state.co.us/wq/index.html	Colorado Department of Public Health and Environment, Lead Poisoning Prevention Phone: (303) 739-1123 Web site: www.cdphe.state.co.us/dc/lead/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	Connecticut Department of Public Health, Lead Poisoning Prevention and Control Program Phone: (860) 509-7299 Web site: www.ct.gov/dph/cwp/view.asp?a=3140&q=387550

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	Delaware Health and Social Services, Division of Public Health, Office of Lead Poisoning Prevention Phone: (302) 744-4546 Web site: www.dhss.delaware.gov/dph/hsp/lead.html
Florida	Florida Department of Environmental Protection, Drinking Water Program Phone: (850) 245-8336 Web site: www.dep.state.fl.us/water/drinkingwater/index.htm	Florida Department of Health, Division of Environmental Health, Bureau of Community Environmental Health, Childhood Lead Poisoning Prevention Program Phone: (850) 245-4250 Web site: www.doh.state.fl.us/environment/community/lead/
Georgia	Georgia Department of Natural Resources, Environmental Protection Division, Water Resource Branch Phone: (404) 675-6232 Web site: www.georgiaepd.org/Documents/wpb.html	Georgia Department of Human Resources, Division of Public Health, Childhood Lead Poisoning Prevention Program Phone: (404) 463-3754 Web site: http://health.state.ga.us/programs/lead/
Hawaii	Hawaii Department of Health, Environmental Management Division Phone: (808) 586-4258 Web site: www.hawaii.gov/health/environmental/water/sdwb/index.html	Hawaii Department of Health, Maternal and Child Health Branch Phone: (808) 733-9022 Web site: http://hawaii.gov/health/family-child-health/mchb/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	Idaho Division of Health and Welfare, Bureau of Community and Environmental Health, Indoor Environment Program Phone: (800) 926-2588 Web site: www.healthandwelfare.idaho.gov/portal/alias__Rainbow/lang__en-US/tabID__3392/DesktopDefault.aspx
Illinois	Illinois EPA, Division of Public Water Supplies Phone: (217) 785-8653 Web site: www.epa.state.il.us/water/	Illinois Department of Public Health, Childhood Lead Poisoning Phone: (217) 782-3517 Web site: www.idph.state.il.us/public/hb/hblead.htm
Indiana	Indiana Department of Environmental Management, Office of Water Quality Phone: (317) 232-8670 Web site: www.in.gov/idem/programs/water/index.html	Indiana Department of Health, Children's Lead Poisoning Prevention Phone: (317) 233-1325 Web site: www.in.gov/isdh/programs/lead/index.htm
Iowa	Iowa Department of Natural Resources, Water Supply Program Phone: (515) 725-0282 Web site: www.iowadnr.com/water/drinking/index.html	Iowa Department of Public Health, Bureau of Lead Poisoning Prevention Phone: (800) 972-2026 Web site: www.idph.state.ia.us/eh/lead_poisoning_prevention.asp
Kansas	Kansas Department of Health and Environment, Bureau of Water, Public Water Supply Section Phone: (785) 296-5500 Web site: www.kdheks.gov/pws/	Kansas Department of Health and Environment, Healthy Homes and Lead Hazard Prevention Program Phone: (866)-865-3233 Web site: www.kdheks.gov/lead/
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/	Kentucky Department of Public Health, Center for Health and Family Services, Adult and Child Health, Maternal and Child Health, Child Lead Poisoning Prevention Program Phone: (502) 564-2154 Web site: http://chfs.ky.gov/dph/ach/mch/clppp.htm

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	Louisiana Department of Health and Hospitals, Office of Public Health, Center for Preventive Health, Genetic Diseases, Childhood Lead Poisoning Prevention Programs Phone: (504) 219-4413 Web site: www.dhh.louisiana.gov/offices/page.asp?ID=263&Detail=6296
Maine	Maine Department of Health and Human Services, Drinking Water Program Phone: (207) 287-2070 Web site: www.maine.gov/dhhs/eng/water/	Maine Department of Health and Human Services, Division of Environmental Health, Environmental and Occupational Health Programs, Childhood Lead Program Phone: (207) 287-8671 Web site: http://maine.gov/dhhs/eohp/lead/
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	Maryland Department of the Environment, Lead Poisoning Prevention Program Phone: (800)776-2706 Web site: www.mde.state.md.us/programs/landprograms/leadcoordination/index.asp
Massachusetts	Massachusetts Department of Environment, Drinking Water Program Phone: 617-292-5770 Web site: www.mass.gov/dep/water/drinking.htm	Massachusetts Office of Health and Human Services, Department of Public Health, Childhood Lead Poisoning Prevention Program Phone: (800) 532-9571 Web site: www.mass.gov/?pageID=eohhs2terminal&L=5&L0=Home&L1=Government&L2=Departments+and+Divisions&L3=Department+of+Public+Health&L4=Programs+and+Services+A+-+J&sid=Eeohhs2&b=terminalcontent&f=dph_environmental_lead_g_clppp_about&csid=Eeohhs2
Michigan	Michigan Department of Environmental Quality, Water Bureau Phone: (517) 241-1300 Web site: www.michigan.gov/deqwater	Michigan Department of Community Health, Childhood Lead Poisoning Prevention Program Phone: (517) 335-8885 Web site: www.michigan.gov/mdch/0,1607,7-132-2942_4911_4913---,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	Minnesota Department of Health, Lead Poisoning Prevention Phone: (651) 201-4620 Web site: www.health.state.mn.us/divs/eh/lead/index.html
Mississippi	Mississippi State Department of Health, Water Supply Division Phone: (601) 576-7518 Web site: www.msdh.state.ms.us/msdhsite/_static/44,0,76.html	Mississippi State Department of Health, Childhood Lead Poisoning Prevention Program Phone: (601) 576-7447 Web site: www.msdh.state.ms.us/msdhsite/_static/41,0,176.html
Missouri	Missouri Department of Natural Resources, Division of Environmental Quality, Public Drinking Water Branch Phone: (800) 361-4827 Website: www.dnr.mo.gov/env/wpp/dw-index.htm	Missouri Department of Health and Senior Services, Childhood Lead Poisoning Prevention Program Phone: (573) 526-4911 Web site: www.dhss.mo.gov/ChildhoodLead/
Montana	Montana Department of Environmental Quality, Public Water Supply Program Phone: (406) 444-4400 Web site: www.deq.state.mt.us/wqinfo/pws/index.asp	Montana Department of Public Health and Human Services, Lead Program Phone: (406) 444-5622 Web site: www.dphhs.mt.gov/epht/lead.shtml
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	Nebraska Department of Health and Human Services, Lead-Based Paint Program Phone: (402) 471-0386 Web site: www.dhhs.ne.gov/puh/enh/leadpaint/leadindex.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	Southern Nevada Health District, Childhood Lead Poisoning Prevention Program Phone: (702) 759-1000 Web site: www.southernnevadahealthdistrict.org/clppp/index.htm
New Hampshire	New Hampshire Department of Environmental Services, Drinking Water and Ground Water Bureau, Drinking Water Source Protection Program Phone: (603) 271-3503 Web site: www.des.state.nh.us/dwspp	New Hampshire Department of Health and Human Services, Childhood Lead Poisoning Prevention Program Phone: (603) 271-4507 Web site: www.dhhs.state.nh.us/DHHS/CLPPP/default.htm
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/safedrnk.htm	New Jersey Department of Health and Senior Services, Family Health Services, Childhood Lead Prevention Program Phone: (609) 292-7837 Web site: www.state.nj.us/health/fhs/newborn/lead.shtml
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 Mexico Department of Health, Environmental Health Epidemiology Bureau, Lead Poisoning Prevention Program Phone: (888) 878-8992 Web site: www.health.state.nm.us/eheb/lead.html
New York	New York Department of Health, Drinking Water Protection Program Phone: (800) 458-1158 Web site: http://health.state.ny.us/environmental/lead/leadwtr.htm	New York Department of Health, Bureau of Child and Adolescent Health, Lead Program Phone: (518) 474-2084 Web site: www.nyhealth.gov/environmental/lead/
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 Carolina Department of Environment and Natural Resources, Children's Environmental Health Branch, Childhood Lead Poisoning Prevention Phone: (919) 715-5237 Web site: www.deh.enr.state.nc.us/ehs/Children_Health/Lead/lead.html
North Dakota	North Dakota Department of Health, Drinking Water Program Phone: (701) 328-5211 Web site: www.health.state.nd.us/MF/dw.html	North Dakota Department of Health, Lead Based Paint Phone: (701) 328.5188 Web site: www.health.state.nd.us/aq/iaq/lbp/index.htm
Ohio	Ohio EPA, Division of Drinking and Ground Waters Phone: (614) 644-2752 Web site: www.epa.state.oh.us/ddagw/	Ohio Department of Health, Lead Poisoning Prevention Phone: (877) 668-5323 Web site: www.odh.ohio.gov/odhPrograms/dspc/lp_prev/lp_prev1.aspx
Oklahoma	Oklahoma Department of Environmental Quality, Water Quality Division Phone: (405) 702-8100 Web site: www.deq.state.ok.us/WQDNew/	Oklahoma Department of Health, Childhood Lead Poisoning Prevention Program Phone: (405) 271-6617 Web site: www.ok.gov/health/Child_and_Family_Health/Screening,_Special_Services_and_Sooner_Start/Oklahoma_Childhood_Lead_Poisoning_Prevention_Program/index.html
Oregon	Oregon Department of Human Services, Public Health Division, Drinking Water Program Phone: (971) 673-0405 Web site: www.oregon.gov/DHS/ph/dwp/	Oregon Department of Human Services, Public Health Division, Lead Poisoning Prevention Program Phone: (971) 673-0440 Web site: www.oregon.gov/DHS/ph/lead/index.shtml

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|	Pennsylvania Department of Health, Lead Poisoning Prevention and Control Program Phone: (800) 440-5323 Web site: www.dsf.health.state.pa.us/health/cwp/view.asp?a=179&q=201197
Puerto Rico	Puerto Rico Department of Health, Water Supply Supervision Program Phone: (787) 767 – 8181 Web site: www.salud.gov.pr/Pages/default.aspx	Puerto Rico Department of Health Phone: (787) 274-7676 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	Rhode Island Department of Health, Childhood Lead Poisoning Prevention Program Phone: (800) 942-7434 Web site: www.health.state.ri.us/lead/index.php
South Carolina	South Carolina Department of Health and Environmental Control, Bureau of Water Phone: (803) 898-4300 Web site: www.scdhec.net/water/html/dwater.html	South Carolina Department of Health and Environmental Control, Women's and Children's Services, Childhood Lead Poisoning Prevention Program Phone: (866) 466-5323 Web site: www.scdhec.gov/health/mch/wcs/ch/lead.htm
South Dakota	South Dakota Department of Environment and Natural Resources, Drinking Water Program Phone: (605) 773-3754 Web site: www.state.sd.us/DENR/des/drinking/dwprg.htm	EPA Region 8 Lead Program Phone: (303) 312-6966 Web site: www.epa.gov/region8/toxics_pesticides/leadpnt/index.html
Tennessee	Tennessee Department of Environment and Conservation, Division of Water Supply Phone: (615) 532-0191 Web site: www.state.tn.us/environment/dws/	Tennessee Department of Health, Childhood Lead Poisoning Prevention Program Phone: (615) 741-7305 Web site: http://health.state.tn.us/lead/index.htm
Texas	Texas Commission on Environmental Quality, Drinking Water and Water Availability Phone: (512) 239-4691 Web site: www.tceq.state.tx.us/nav/util_water/	Texas Department of State Health Services, Childhood Lead Poisoning Prevention Program Phone: (800) 588-1248 Web site: www.dshs.state.tx.us/lead/default.shtm
Utah	Utah Department of Environmental Quality, Division of Drinking Water Phone: (801) 536-4200 Web site: www.drinkingwater.utah.gov/	Utah Department of Environmental Quality, Office of Epidemiology, Child Blood Lead Epidemiology and Surveillance Phone: (801) 538-6191 Web site: http://health.utah.gov/epi/enviroepi/ables98/child.htm
Vermont	Vermont Department of Environmental Conservation, Water Supply Division Phone: 802-241-3400 Toll-free: 800-823-6500 Website: www.vermontdrinkingwater.org/	Vermont Department of Health, Health Protection Division, Lead Surveillance Program Phone: (802) 865-7786 Web site: http://healthvermont.gov/enviro/lead/lead.aspx
Virginia	Virginia Department of Health, Office of Drinking Water Phone: (804) 864-7500 Web site: www.vdh.virginia.gov/DrinkingWater/Consumer/	Virginia Department of Health, Office of Family Health Services, Childhood Lead Poisoning Prevention Program Phone: (804) 864-7694 Web site: www.vahealth.org/leadsafe/
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/	DC Department of Health, Lead Poisoning Prevention Program Phone: (202) 442-9216 Web site: http://doh.dc.gov/doh/site/default.asp

Washington	Washington Department of Health, Division of Environmental Health, Office of Drinking Water Phone: (360) 236-3100 Web site: www.doh.wa.gov/ehp/dw/	Washington Department of Health, Division of Environmental Health, Office of Environmental Health Assessments Phone: (800) 909-9898 Web site: www.doh.wa.gov/ehp/lead/default.htm
West Virginia	West Virginia Department of Health and Human Services, Environmental Engineering Division Phone: (304)558-6715 Web site: www.wvdhhr.org/oehs/eed/	West Virginia Department of Health and Human Services, Bureau of Public Health, Radiation, Toxics, and Air Division Phone: (304) 558-6716 Web site: www.wvdhhr.org/rtia/lead.asp
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/	Wisconsin Department of Health and Family Services, Lead-Safe Wisconsin Phone: (608) 261-6876 Web site: www.dhfs.state.wi.us/lead/
Wyoming	U.S. EPA Region 8 Drinking Water Program Phone: (303) 312-6337 Web site: http://epa.gov/region8/water/dwhome/wycon.html	Wyoming Department of Health, Preventive Health and Safety Division, Lead Poisoning Prevention Program Phone: (307) 777-6015 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, waters 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**
- 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: Revised 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: Revised Quick Reference Guide." US Environmental Protection Agency, Office of Water, Washington, DC. June 2008, EPA 816-F-08-018. 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/.

Risk Communications

"AWWA Public Communications Toolkit." American Water Works Association." This document is available at http://www.awwa.org/Government/Content.cfm?ItemNumber=3851&navItemNumber=3852.

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?: You can Reduce the Risk of Lead Exposure from 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/.

"Is There Lead in my Drinking Water?: You Can Reduce the Risk of Lead Exposure from Drinking Water in Your Home." US Environmental Protection Agency, Office of Water, Washington, DC. February 2005, EPA 816-F-05-001. This document is available at http://www.epa.gov/ogwdw/lead/leadfactsheet.html.

"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.

"Lead and Copper Rule: Short-Term Revisions and Clarifications Training." US Environmental Protection Agency, Drinking Water Academy, Washington, DC. April 2008. 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.

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.

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 an informational notice 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.

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

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

(iii) 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.

(iv) 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:

(i) 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

(ii) 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.

(iii)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:

(i) 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.

(ii) 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.

(iii) 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.

Section 141.90 Reporting Requirements

(f)(1) Any water system that is subject to the public education requirements in Sec. 141.85 shall, within 10 days after the end of each period in which the system is required to perform public education in accordance with Sec. 141.85 (b), send written documentation to the State that contains:

(i) A demonstration that the system has delivered the public education materials that meet the content requirements in Sec. 141.85 (a) and the delivery requirements in Sec. 141.85 (b); and

(3) No later than 3 months following the end of the monitoring period, each system must mail a sample copy of the consumer notification results to the State along with a certification that the notification has been distributed in a manner consistent with the requirements of Sec. 141.85 (d).

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

§141.154 Required additional health information.

(d) 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 NTNCWS Public Education Fact Sheet

EPA United States Environmental Protection Agency

Lead and Copper Rule: Public Education & Consumer Notification Requirements for Non-Transient Non-Community Water Systems

Public Education Requirements

Utilities must ensure that water from the customer's tap does not exceed the action level for lead in drinking water (15 ppb) in at least 90 percent of the taps sampled. If you have a **lead action level exceedance** you must complete the following steps to comply with the Lead and Copper Rule (LCR) public education (PE) requirements.

Section 141.85 of the LCR regulations contains specific requirements regarding the content and delivery of your public education program. To learn more about the revisions to the public education requirements, refer to *Implementing the Lead Public Education Provision of the Lead and Copper Rule: A Guide for Non-Transient Non-Community Water Systems*, Section 1, page 5.

Step 1: Develop the content of your written public education materials.

The following information must be included in your PE materials. Text in *italics* is mandatory and must be included as written. Headings in **bold** must be addressed, but can be customized. Fill-in-the-blank templates (in English and Spanish) are available at www.epa.gov/safewater/lcrmr/compliancehelp.html. More information can be found in *Implementing the Lead Public Education Provision of the Lead and Copper Rule: A Guide for Non-Transient Non-Community Water Systems*; Section 1, page 7: Required Content of Public Education Materials and Appendix B: Public Education Templates.

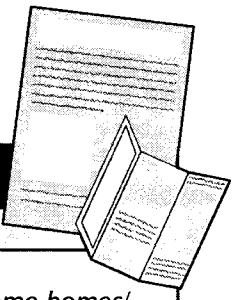
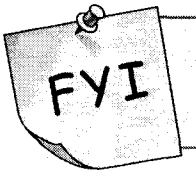


Table 1. Required Content and Language for Public Education Materials

Section	Language
Informational Statement * Mandatory language	*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 * Mandatory language	*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 * Can be customized; Example language	Lead is a common metal found in the environment. The main sources of lead exposure are lead-based paint and lead-contaminated dust or soil. Drinking water is also a possible source of lead exposure. Most sources of drinking water have no lead or very low levels of lead. Most lead gets into drinking water after the water leaves the local well or treatment plant and comes into contact with plumbing materials containing lead. These include lead pipes, lead solder (commonly used until 1986), as well as faucets, valves, and other components made of brass.

Table 1. Required Content and Language for Public Education Materials (continued)

Section	Language
Steps you can take to reduce your exposure to lead in your water * Can be customized; Example language	**1. 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 facility and if the Primacy Agency approves the wording] or until it becomes cold or reaches a steady temperature before using it for drinking or cooking. **2. Use cold water for cooking and preparing baby formula.** Lead dissolves more easily into hot water. **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 a water filter or bottled water. **5. Test your water for lead.** If you think you may have elevated lead levels in your home drinking water, have it tested. Call the Safe Drinking Water Hotline (800-426-4791) for more information. 6. **Get your child's blood tested.** Contact your local health department or health care provider to find out how you can get your child tested for lead, if you concerned about exposure.
What happened? What is being done? * Can be customized; Example language	[Insert information about how and when the exceedance was discovered in your facility 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 your facility.]
For More Information * Mandatory language	*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.]

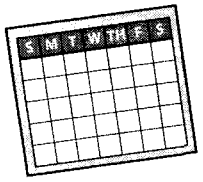


Different Language Facilities. If significant proportions of the population in your facility speak languages other than English, The PE materials must contain information in the appropriate language(s) regarding the importance of the notice or a contact where persons can obtain a translation or assistance.

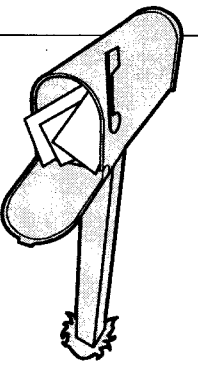
Step 2: Get State approval.

You must submit all written public education materials to your Primacy Agency prior to delivery. The Primacy Agency may require the system to obtain approval of PE materials prior to delivery.

Step 3: Deliver your public education materials.



Timing: PE delivery requirements must be conducted within 60 days after the end of the monitoring period in which the lead exceedance occurred and repeated once every 12 months. 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 Primacy Agency has established an alternate monitoring period, the last day of that period. You may discontinue delivery of PE materials if you have met the lead action level during the most recent six month monitoring period. You must recommence PE if testing subsequently exceeds the lead action level during any monitoring period.



For more information go to *Implementing the Lead Public Education Provision of the Lead and Copper Rule: A Guide for Non-Transient Non-Community Water Systems*; Section 1, page 8: Required Methods of Delivery for Non-Transient Non-Community Water Systems.

Table 2. Required Methods of Delivery for Non-Transient Non-Community Water Systems for PE Materials Following a Lead Action Level Exceedance[1]

Requirement	Examples
Post informational posters on lead in drinking water in a public place or common area in each of the buildings served by the NTNCWS.	▸ Church or school bulletin board ▸ Lunchroom or cafeteria ▸ Employee lounge
Distribute informational pamphlets and/or brochures on lead in drinking water to each person served by the NTNCWS.	▸ Church or school bulletin board ▸ School letter to parents ▸ Paycheck stuffer ▸ Interoffice memo/mail

[1]Public Education Materials templates and Consumer Notification of Results templates can be found in *Appendix B* of *Implementing the Lead Public Education Provision of the Lead and Copper Rule: A Guide for Non-Transient Non-Community Water Systems.*

Tip: The Primacy Agency may allow the NTNCWS to utilize electronic transmission in lieu of or combined with printed materials as long as it achieves at least the same coverage.

EPA United States Environmental Protection Agency

Notification of Results – Reporting Requirements

The following must be completed whether or not you have a lead action level exceedance:

√ Must provide a consumer notice of lead tap water monitoring results to all persons served at the tap from which the sample was taken.

√ Must provide consumer notice as soon as practical, but no later than 30 days after system learns of tap monitoring results.

Must include the following information: results of lead tap water monitoring, an explanation of the health effects of lead (you may use the health effects language in Table 1), list steps consumers can take to reduce exposure to lead in drinking water, and facility contact information. The notice must contain the maximum contaminant level goal (MCLG) and the action level (AL) for lead and the following definitions:

> *The MCLG for lead is zero and the action level is 15ppb. 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. The action level is the concentration of a contaminant which, if exceeded, triggers treatment or other requirements which a water system must follow.*

√ Must be provided to all persons served at the site by mail or other methods, such as posting (subject to approval by the Primacy Agency).

For Additional Information:

- *Implementing the Lead Public Education Provision of the Lead and Copper Rule: A Guide for Non-Transient Non-Community Water Systems; (EPA 816-R-08-008, June 2008)*
- EPA's Website on Lead in Drinking Water – Lead and Copper Rule: **www.epa.gov/safewater/lcrmr**
- EPA's Safe Drinking Water Hotline: (800) 426-4791
- Your Primacy Agency

Disclaimer: This document is designed for NTNCWS; the guidance contained in this document does not substitute for provisions or regulations, nor is it a regulation itself. Thus, it does not impose legally-binding requirements on EPA, States, or the regulated community, and may not apply to a particular situation based upon the circumstances.

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