



LEAD PUBLIC EDUCATION INSTRUCTIONS

For Community Water Systems

Public Education Requirements

Community water systems must ensure that water from the customer's tap does not exceed the lead Action Level of 15 parts per billion (ppb) in at least 90 percent of the samples collected during the monitoring period. 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. The LCR contains specific requirements regarding the content and delivery of your public education materials. To assist you in the preparation of the PE materials, we have provided the attached PE template titled "IMPORTANT INFORMATION ABOUT LEAD IN YOUR DRINKING WATER" for your use.

Required Content and Language for Public Education

All public education (PE) materials must contain the following:

- Informational Statement with Mandatory Language (please see the PE template)
- Health effects of Lead with Mandatory Language (please see the PE template)
- Sources of Lead (please see the PE template)
- Steps you can take to reduce your Exposure to Lead (please see the PE template). This language may be customized, but it must be approved by MDE.
- What happened? What is being done? Explanation of how and when the exceedance occurred, and how it will be corrected. The language can be customized to meet the system's specifics.
- Contact Information with Mandatory Language (please see the PE template)

All written PE materials must be submitted to MDE for approval prior to delivery to your customers, however, if the standard template is used without modification, preapproval is not required.

Different Language Communities: *If significant portions of the populations in your community speak languages other than English, you must provide the public education materials in the appropriate language(s).*

Delivery of Your Public Education Materials

All public education materials must be delivered within 60 days after the end of the monitoring period in which the lead Action Level exceedance occurred. The PE must be repeated every 12 months for as long as your water system exceeds the lead Action Level.

Required Methods of Delivery

1. **Direct Customer Notification:** The water system must complete all required information (e.g. system name, contact information, etc.) on the attached PE template titled "IMPORTANT INFORMATION ABOUT LEAD IN YOUR DRINKING WATER" and distribute to all customers by at least one of the following methods:
 - ◆ Hand or direct delivery;
 - ◆ Mail (as a separate notice or include with a water bill).

NOTE: The Consumer Confidence Report (CCR) may be used for the annual lead public distribution requirement and also for the initial distribution requirement only if the 60 day deadline is met; however, the full EPA lead public education text must be included in the CCR.

2. **Mandatory Water Bill Statement:** The following statement must be included on each water bill (no less than quarterly) until the lead action level exceedance has been resolved:

IMPORTANT INFORMATION ABOUT LEAD IN YOUR DRINKING WATER
[Insert name of your water system] found high levels of lead in drinking water in some homes. Lead can cause serious health problems. For more information please call [insert name and telephone number of water system] or visit [insert water system Web site].

3. **Newspaper Notification:** If the population served is greater than 3,300 persons, the water system must provide notification to major newspapers serving the community. The notification must also include the full EPA lead education text.
4. **Notification to High-Risk Groups in the Community:** The water system must deliver pamphlets or brochures containing the full EPA lead public education text to facilities/organizations regularly visited by pregnant women and children, such as: Women Infants and Children (WIC) programs, Head Start programs, pediatricians, family planning clinics, and local welfare agencies. This requirement applies to water systems where all of the consumers using the water supply may not be notified during Step 1 (i.e., water systems that serve multi-unit housing complexes, businesses, schools, daycare centers, etc.).
5. **Good Faith Effort to Contact Additional High-Risk Groups in the Community:** The water system must make a good faith effort to identify and deliver public educational materials, along with an informational notice that encourages distribution to all potentially affected customers or users to:
- ◆ Licensed childcare centers (for more information call 410-767-7802 or visit www.marylandpublicschools.org/MSDE/divisions/child_care/licensing_branch/licensing_branch)
 - ◆ Public and private preschools (for more information call 410-767-6549 or visit www.marylandpublicschools.org/MSDE/divisions/child_care/early_learning/);
 - ◆ Obstetricians-Gynecologists and Midwives.
6. **Direct Contact with Local Health Agencies:** In person or by phone, the water system must contact local public health agencies and provide them with copies of the educational materials. Should a local public health agency provide a list of community-based organizations serving target populations, then the system must also provide education materials to each organization listed. Your local health department may be found by visiting <http://cha.maryland.gov/html/local2.cfm>
7. **Implement at Least One Activity (water systems serving <3,301) or Three Activities (water systems serving >3,300) from the Outreach Toolbox:**
- ◆ Public Service Announcements;
 - ◆ Paid advertisements;
 - ◆ Information displays in public areas;
 - ◆ E-mails to customers;
 - ◆ Public meetings;
 - ◆ Household deliveries;
 - ◆ Direct material distribution to all multi-family homes and institutions
 - ◆ Other MDE Water Supply Program approved methods.
8. **Web Site Posting:** If the population served is greater than 100,000, the water system must post the full EPA text on the water system's Web site.