



Fact Sheet - Lead Public Education (PE)

(Ver 1.0 May 16, 2017)

Introduction

Community Water Systems (CWS) and Nontransient Noncommunity Water Systems (NTNC), that exceed the lead action level (AL) under the Lead and Copper Rule 40 CFR 141.85 are required to conduct Public Education (PE). This is not required for copper AL exceedances. It is intended to educate consumers about lead health effects, sources of lead, and steps to minimize lead exposure.

Health Effects (In particular for children & pregnant women)

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.

Content

- Must meet EPA requirements established under 40 CFR 141.85 (a)(1) and (2). Systems are strongly encouraged to use the PE templates that DEP has developed.
- There is specific mandatory language: health effects of lead, sources of lead, steps you can take to reduce your exposure to lead in your water, what happened, and what is being done and for more information.
- Water systems cannot change/revise required language.
- Systems must submit copies of PE materials to DEP for review and approval prior to delivery.

Delivery Method: Community Water Systems

- Deliver materials to bill-paying customers, work with local health agencies to reach "at-risk" populations (children, pregnant women), deliver to other organizations serving "at-risk" populations, provide press releases, post lead information on water bills quarterly and post PE materials to website if system serves > 100,000 people.
- **Must** deliver materials to the following within the service area:
 - Local Health agencies
 - Public and private schools or school boards
 - Women Infants and Children (WIC) and Head Start programs
 - Public and private hospitals and medical clinics
 - Pediatricians
 - Family planning clinics
 - Local welfare agencies
- **Must** deliver materials to the following within and around the service area: Licensed child care centers, Public and private preschools, and Obstetricians-Gynecologists and Midwives.
- May limit the distribution of PE materials to the above facilities and organizations provided PE materials are distributed to every household served by the system.
- Submit a press release to newspapers, television and radio stations. (May distribute PE to every household served in lieu of this requirement)
- Must implement 3 additional activities from one or more of the following categories: public service announcements, paid advertisements, public area information displays, Emails to customers, public meetings, household deliveries, targeted individual customer contact, direct material distribution to all multi-family homes and institutions, and/or other methods approved by the State.

Nontransient Noncommunity Water Systems

- Posting and distribution to all customers (can be electronic).
- If the system is a school or childcare center, must provide a copy to all parents and guardians

Timing

- Within 60 days after the end of the monitoring period in which the lead AL was exceeded if not already delivering PE.
- Repeat annually. Quarterly water bill inserts, press releases twice a year, and continuous web posting (for systems serving greater than 100,000 persons) are also required.
- Discontinue whenever lead AL is met; but must resume PE program if subsequent lead AL is exceeded.

Additional Resources:

DEP Lead in Drinking Water - Public Water System Information:

<http://www.nj.gov/dep/watersupply/dwc-lead-public.html>

Templates and Certification Forms: <http://www.nj.gov/dep/watersupply/dws-sampreg.html>

For further assistance, please contact the Bureau of Water System Engineering at

609-292-2957 or watersupply@dep.nj.gov