

Lead Public Education Program Instruction Sheet

PACKET A

All documents can be found at [Lead and Copper Public Education](https://www.health.state.mn.us/communities/environment/water/contaminants/lcred.html) (<https://www.health.state.mn.us/communities/environment/water/contaminants/lcred.html>).

You must perform all of the following:

1. Deliver the **Important Information about Lead in Your Drinking Water** brochure to all bill-paying customers. After initial delivery of the brochure, you must include the required language with each water bill, at least quarterly (**see Water Bill Language Template**). You may use the brochure provided by the Minnesota Department of Health (MDH) or you may make your own. If you choose to use the provided brochure, make sure to fill it out with your system's information before distributing. If you make your own, it must contain all of the language required by EPA.
2. Contact your local health agency (**see Local Public Health Agency Contact Instructions and Informational Notice Template**).
3. Deliver the Informational Notice (**see Local Public Health Agency Contact Instructions and Informational Notice Template**) and the brochure to the following facilities/organizations that are served by your system or may work with people served by your system. Encourage them to distribute the brochure to all potentially affected customers or users. **Systems serving a population less than 3,300** can limit their distribution to facilities/organizations that are most likely to be visited regularly by pregnant women and children.
 - a. Public (including charter) and private schools or school boards
 - b. Women, Infants, and Children (WIC) and Head Start Programs
 - c. Public and private hospitals and medical clinics
 - d. Pediatricians
 - e. Family planning clinics
 - f. Local welfare agencies
4. Make a good faith effort to locate the following organizations within your service area and deliver the Informational Notice (**see Local Public Health Agency Contact Instructions and Informational Notice Template**) and the brochure to each. Encourage them to distribute the brochure to all potentially affected customers or users:
 - a. Licensed childcare centers
 - b. Public and private preschools
 - c. Obstetricians-gynecologists and midwives
5. Submit a press release (**see Press Release Template**) to major daily and weekly newspaper(s), television, and radio stations. **Systems serving a population less than 3,300**

can choose to submit a press release or distribute the brochure to every household served by the system.

6. If your system serves more than 100,000 people, you must post information on your system's website (see **Website Template**).
7. Implement at least **three** additional activities from one or more of the following options. **Systems serving a population less than 3,300** only have to implement one additional activity. (The activity should be different from step 5.)
 - a. Conduct public service announcements (PSAs) (**Public Service Announcement (PSA) Template**)
 - b. Publish paid advertisements (newspaper, transit, or movie theater ads) (**Press Release Template**)
 - c. Hold public meetings (town hall meetings, parent-teacher association meetings) (**General Public Education Notice**)
 - d. Email customers (**General Public Education Notice**)
 - e. Display information in public areas (e.g. community/health centers, local sporting events, grocery stores, laundry bulletin boards, libraries, faith-based organizations, community listservs, local government websites) (**General Public Education Notice**)
 - f. Deliver the brochure to every household (e.g. via doorknob hangers or mailing) (**Important Information about Lead in Your Drinking Water brochure**)
 - i. Some people who drink your system's water may not receive a water bill (e.g. commuters working within the water system area but living outside of it, residents in multi-unit dwellings who may not pay for water, restaurant owners who use the water for cooking, etc.). Please explore additional ways to send this educational information to everyone who drinks your water.
 - g. Contact customers individually (calls to individual customers, targeted mailings to at-risk populations, phone trees) (**General Public Education Notice**)
 - h. Provide materials directly to multi-family housing (posters, flyers) (**General Public Education Notice**)

If significant proportions of the population in your community speak languages other than English, you must provide education materials on lead in drinking water in the appropriate language(s).

Recommended activities

Your water system is encouraged to deliver brochures to as many organizations, facilities, and providers as possible, such as:

- Maternity programs/birthing classes
- Parent-teacher organizations
- Teen-parent programs
- Parent support organizations

- Women’s shelters
- Local nonprofit health groups
- Institutes of higher education

In addition, we recommend that you contact organizations that provide services to people who may not receive a water bill. This may include:

- Citizen’s assistance offices
- Low income/HUD housing
- Health insurers
- Non-profit/community based organizations (e.g. soup kitchens, faith-based groups, etc.)
- Supermarkets that take food stamps or WIC coupons

Return a list of organizations with your certification form

Keep a list of all organizations, facilities, healthcare providers, newspapers, television stations, and radio stations contacted, as well as locations where you post information. The list of names and locations must be attached to the **Lead Public Education Program Delivery Certification form** when it is returned to MDH.

Refer to the templates on the website for more detailed information on the above requirements. A list of templates to download is below.

Templates

[Important Information about Lead in Your Drinking Water](https://www.health.state.mn.us/communities/environment/water/docs/lcred/pb brochure.docx)

(<https://www.health.state.mn.us/communities/environment/water/docs/lcred/pb brochure.docx>)

[Water Bill Language Template](https://www.health.state.mn.us/communities/environment/water/docs/lcred/bill.docx)

(<https://www.health.state.mn.us/communities/environment/water/docs/lcred/bill.docx>)

[Local Public Health Agency Contact Instructions and Informational Notice Template](https://www.health.state.mn.us/communities/environment/water/docs/lcred/lphcontact.docx)

(<https://www.health.state.mn.us/communities/environment/water/docs/lcred/lphcontact.docx>)

[Press Release Template](https://www.health.state.mn.us/communities/environment/water/docs/lcred/press.docx)

(<https://www.health.state.mn.us/communities/environment/water/docs/lcred/press.docx>)

[Website Template](https://www.health.state.mn.us/communities/environment/water/docs/lcred/web.docx)

(<https://www.health.state.mn.us/communities/environment/water/docs/lcred/web.docx>)

[Public Service Announcement \(PSA\) Template](https://www.health.state.mn.us/communities/environment/water/docs/lcred/psa.docx)

(<https://www.health.state.mn.us/communities/environment/water/docs/lcred/psa.docx>)

[General Public Education Notice](https://www.health.state.mn.us/communities/environment/water/docs/lcred/pbnotice.docx)

(<https://www.health.state.mn.us/communities/environment/water/docs/lcred/pbnotice.docx>)

[Lead Public Education Program Delivery Certification – Packet A](https://www.health.state.mn.us/communities/environment/water/docs/lcred/pbcerta.docx)

(<https://www.health.state.mn.us/communities/environment/water/docs/lcred/pbcerta.docx>)

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11/2023 | To obtain this information in a different format, call: 651-201-4700.