

Help the people of Michigan reduce their risk from lead.

Information provided by the Michigan Statewide
Drinking Water Advisory Council



Michigan Statewide Drinking Water Advisory Council

- 9-member council created as part of the LCR revisions
- Funds from an infrastructure bill were allocated to the council to develop public education materials about lead in tap water to assist local water councils and water providers
- Research conducted to guide development of creative materials for partner toolkit

Project Goal

- Increase the general public's understanding of the health risks of lead exposure through education outreach efforts and connect them with resources to take action.



Needs Assessment



Michiganders Lead Knowledge

- **57% of Michiganders believe lead in tap water is common** in the state.
- People ages 18-34, Black and Latino residents, renters and those living in urban areas are most concerned about lead in tap water.
- Residents primarily report that their **water quality is good if the water looks, smells and tastes OK.**
- 54% know what material is used in their **home plumbing**, 39% know what their **service line** material is and 35% know if there are lead lines in **their local water system.**

Public Water Users

- **6 in 10 people** say they're "**confident my local water provider is doing everything possible to ensure my tap water is clean and safe**"
- **54% agree** they're confident they'd be **notified quickly if there was a problem**
- Less than a majority of public water supply users agree they ...:
 - Know **whom to contact with questions** about their tap water (46%)
 - **Receive enough information** about their water (43%)
 - **Receive regular communications** about water quality (30%)
- About **half of people (49%)** recall receiving **water quality information** in the past year
- "**My local water provider**" is the **most trusted** source of information followed by "my local health department."

Message Testing

FACT:

You can do something about the lead in your water.



FILTER YOUR WATER
BEFORE DRINKING AND COOKING.
If there's lead in your water, you need to take action.
Know your water.



michigan.gov/mileadsafe

Information provided by the Michigan Statewide Drinking Water Advisory Council

FRONT



YOU CAN'T TASTE OR SMELL LEAD IN YOUR WATER, BUT YOU CAN FILTER IT.

You can come in contact with lead from your tap water in more ways than you think.

Any water you use to drink, make baby formula, cook and prepare food, brush your teeth, and even give to your pets should be filtered.

Filters work best with cold water.



For more tips on reducing lead in your water, visit michigan.gov/MiLeadSafe

BACK

FACT:

YOU CAN DO SOMETHING ABOUT THE LEAD IN YOUR WATER.

Recent tests have determined that there is **enough** of lead in your community water.

Take action by using a water filter to help remove as much lead as possible.

See back for more information.

Know Your Water.

LOCAL MUNICIPALITY
555-123-4567
email@website.com

Strategic Approach



Audience

- General public
- Priority at-risk populations:
 - Pregnant people
 - Households with children under age 6
 - Communities with known or suspected lead service lines
 - Communities with older housing stock



Geography

- Michigan — statewide
- Priority:
 - Identified ALE at-risk communities (15+ ppb)
 - Vulnerable communities (12-14 ppb)
 - Systems with known lead pipes



Communication Goals

- **Engage** audiences with easily understandable, shareable and interactive content
- **Educate** through multiple channels with accessible information that clearly communicates the health impacts of lead exposure
- **Motivate and influence action** with succinct messages that provide a concise and simple explanation



Development Mandatories

- Simple and conversational messaging
- Nonbranded, but should have a consistent look and feel
- Customizable assets
- Approachable/accessible reading level
- Meet/exceed ADA design guidelines
- Translated/transcreated
- Spanish, Arabic, Deaf and Hard of Hearing Community
- Inclusive imagery (people and places)
- Clear “calls to action”
- Use visuals to convey complex information

Communication Methods

- Videos (primarily “bite-sized”)
- GIFs and static images (sized for social media)
- Infographics
- Fact sheets/FAQ
- Printables/templates
- Scripts/talking points



Creative Development



Outreach Channels



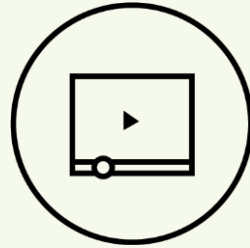
Printed Collateral

- Posters (9)
- Flyer (1)
- Infographics (2)
- Step-by-steps (2)
- Magnet (1)



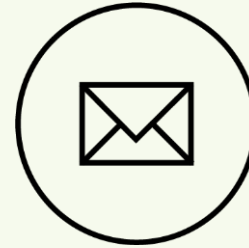
Social Media

- Imagery (20)
- Post drafts (22)



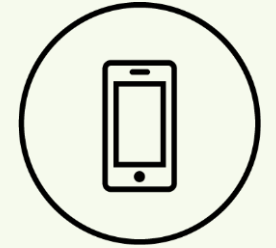
Video

- Long-form (4)
- Bite-sized (6-8)



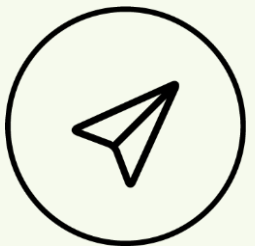
Direct Mail/Outreach

- Bill stuffer (ALE)
- Door hanger (ALE)



Phone

- Talking points (1)
- FAQ (3)



Email

- E-newsletter image (1)
- E-newsletter draft (1)



Earned Media/PR

- Best practices



Website

- Landing page
- Partner toolkit page
- FAQ page



Training Opportunities

- Conferences
- Webinars
- Workshops

Posters

FACT:

You can't see,
taste or smell lead
in water, but you
can **TAKE ACTION.**



Information provided
by the Michigan
Statewide Drinking
Water Advisory Council.

IF THERE'S LEAD IN YOUR WATER,
YOU CAN **TAKE ACTION.**

Use filtered water for drinking, cooking, brushing teeth, making baby formula and giving to pets. Clean faucet screens/aerators, run water before using and replace lead plumbing and fixtures if possible.

For more information, visit Michigan.gov/KnowYourWater.

Know your water.

You can't see,
taste or smell lead
in water, but you
can **FILTER IT.**



SOME OF THE MOST
COMMON SOURCES
OF **LEAD** IN HOME TAP
WATER ARE PIPES,
FAUCETS AND FIXTURES.

Make sure the filter you choose meets
NSF/ANSI Standard 53 for lead reduction and
NSF/ANSI Standard 42 for particulate reduction (Class I).

For more tips on reducing lead in your water, scan the
QR code or visit Michigan.gov/KnowYourWater

Know your water.



Information provided by the Michigan
Statewide Drinking Water Advisory Council.

Lead in tap water
is a health risk you
shouldn't ignore.



Tip! Check for bulb-like
sections of the pipe
used at connections.



Information provided by the
Michigan Statewide Drinking
Water Advisory Council.

REDUCE THE RISK OF LEAD TO YOU
AND YOUR LOVED ONES.

Lead is a metal that has been used in a wide
variety of products, including older paint,
faucets and other plumbing materials.

For more information, visit Michigan.gov/KnowYourWater.

Know your water.



FACT:
You can't see,
taste or smell lead
in water, but you
can **TAKE ACTION.**



**IF THERE'S LEAD IN YOUR WATER,
YOU CAN TAKE ACTION.**

Use filtered water for drinking, cooking, brushing teeth, making baby
formula and giving to pets. Check local water conditions, test water
before using, and make sure you're planning ahead to use it good. Also,
for more information, visit Muttigan.org/KnowYourWater.

Know your water.



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Flyer

You can't see, taste or smell lead in your water, but you can **FILTER IT.**

If there's lead in your home tap water, you can take action by using a certified water filter for drinking, making baby formula, cooking and preparing food, brushing your teeth and even for water you give to your pets. Only cold water should be run through a filter. **Boiling water does NOT remove lead.**



For more tips on reducing lead in your water, scan the QR code or visit **Michigan.gov/KnowYourWater.**

Know your water.

Information provided by the Michigan Statewide Drinking Water Advisory Council.

Social



Best Practices



Social Media

- Use the drafted language with the visuals as posts on Facebook and Instagram
- Recommend scheduling posts on Tuesdays or Wednesdays at 9 a.m., 11 a.m., 1 p.m. or 3 p.m. or on Thursdays at 9 a.m., or 11 a.m. to maximize reach to your audience

Social – Risk Reduction

Post Copy:

When using a water filter to reduce lead in your home tap water, make sure it is certified to NSF/ANSI Standard 53 for lead reduction and NSF/ANSI Standard 42 for particulate reduction (Class I). Any water you use to drink, make baby formula, cook and prepare food, brush your teeth or give to your pets should be filtered.

It's important to perform regular maintenance on your water filter to make sure it continues to remove as much lead as possible. To learn more ways to reduce the risk of lead in your water, visit Michigan.gov/KnowYourWater.



Know Your Water Static Image A

Social – Risk Reduction

Post Copy:

Boiling water does NOT reduce lead. In fact, the lead is concentrated as water is boiled away. If you have lead in your tap water, use a certified water filter designed to reduce lead.

Look for labeled filters that are tested and certified to NSF/ANSI Standard 53 for lead reduction and NSF/ANSI Standard 42 for particulate reduction (Class I). For more information, visit [Michigan.gov/KnowYourWater](https://www.michigan.gov/KnowYourWater).



Do Not Boil Water Animated Image A

Social – Health & Sources

Post Copy:

Lead can be found in and around homes, including faucets, pipes, other plumbing materials and older paint. If your tap water has lead or if you have faucets made before 2014, you should use a certified water filter and consider replacing your faucets to protect yourself and your loved ones. Visit Michigan.gov/KnowYourWater for more information.



Static Image A

Social



Michigan Department of Environment, Great Lakes, and Energy

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Boiling water does NOT reduce lead. In fact, the lead is concentrated as water is boiled away. If you have lead in your tap water, use a water filter certified to NSF/ANSI Standard 53 for lead reduction and NSF/ANSI Standard 42 for particulate reduction (Class I).

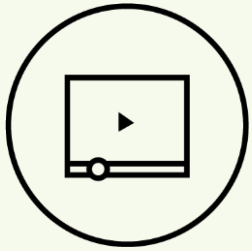
Follow the directions that come with the filter to install and maintain it properly. To learn more ways to reduce the risk of lead in water, visit Michigan.gov/KnowYourWater. #knowyourwater

POST COPY



POST GRAPHIC

Best Practices



Video

- Quickly captures viewers' attention while educating and raising awareness on important topics such as lead in drinking water
- Incorporating video on social media leads to more viewers taking actions such as visiting your site or signing up for more information
- Not all users will have their sound on and some users may be hard of hearing. To increase accessibility of video content for all users, subtitles will be added to all videos

Infographic

How does lead get into your home tap water?

Lead can be found in a wide variety of products in your home, including older paint, faucets and plumbing materials. You cannot see, taste or smell lead in your water. Lead in tap water can cause health problems in people of all ages. Young children and pregnant people are most at risk.

Faucets, fixtures, pipes, fittings and valves sold before 2014 may be a source of lead.

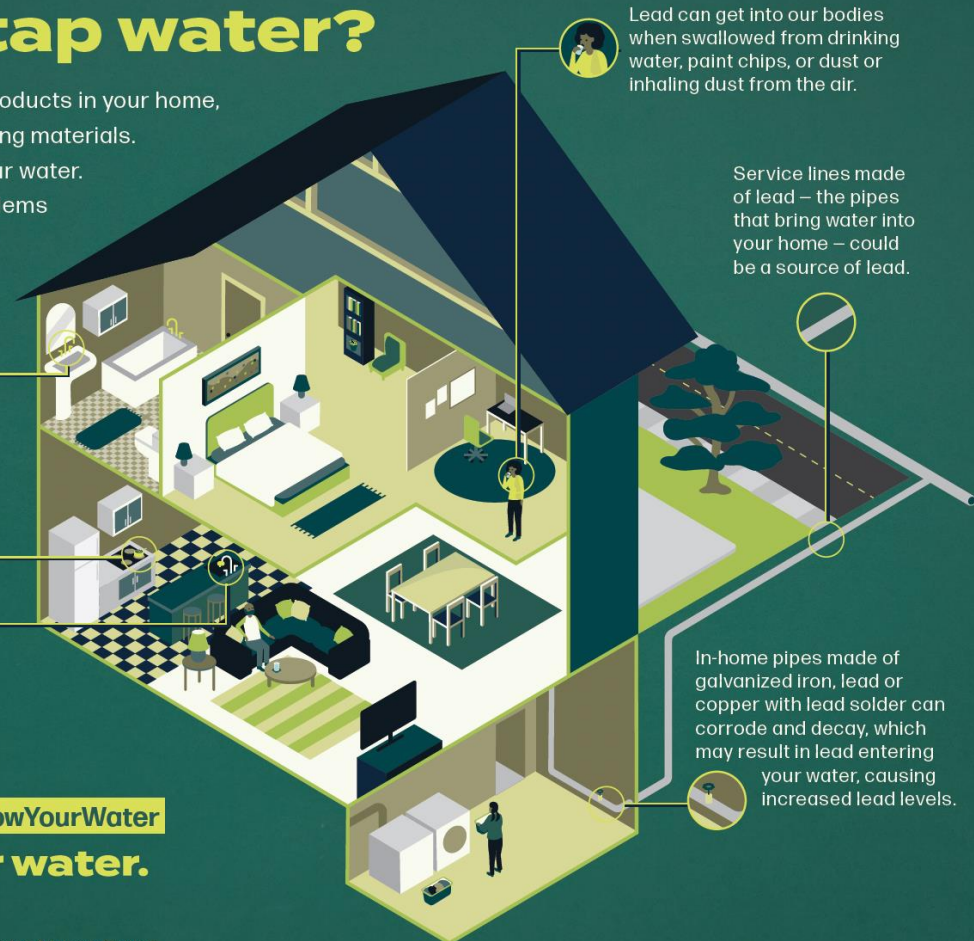
Tip! Boiling water does NOT reduce lead. Water will evaporate during boiling, leaving the same amount of lead in less water.

Tip! Use a water filter certified to reduce lead, such as a faucet-mounted filter or a water filter pitcher.



Learn more at
Michigan.gov/KnowYourWater
Know your water.

Information provided by the Michigan Statewide Drinking Water Advisory Council.



Magnet

Don't forget!

- Replace water filter cartridges **frequently***
- Clean faucet screens at least **every 6 months**
- Boiling water **does not** remove lead

*Refer to your filter's instruction manual

Know your water.

Michigan.gov/KnowYourWater

Don't forget!

- Replace water filter cartridges*
/ /
- Clean faucet screens
/ / at least every 6 months
- Boiling water **does not** remove lead

*Refer to your filter's instruction manual

Know your water.

Michigan.gov/KnowYourWater

Don't forget!

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- Boiling water **does not** remove lead

*Refer to your filter's instruction manual

Know your water.

Michigan.gov/KnowYourWater

LOCAL MUNICIPALITY NAME

123-456-7890 • website.com



Don't forget!

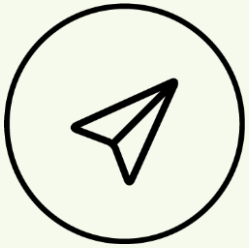
- Always use the energy label to help you choose the most energy efficient product.
- Don't forget to check the energy label on the product you are buying.
- Don't forget to check the energy label on the product you are buying.

Remember your water!

For more information visit www.energylabel.eu



Best Practices



Email

- The toolkit contains language and visuals that can be used as stand-alone emails or incorporated into your previously established newsletter communications
- Include the image provided in the toolkit as a header image at the beginning of your email communications to draw readers in
- Recommend that you send out using your preferred platform (Mailchimp, Constant Contact, etc.) –this will help you track email performance
- Customizable for local contact information

Email

Want more information?

If you have questions about lead in your home's tap water, contact your local water provider
or local health department at XXX-XXX-XXXX or email@website.com.

Michigan.gov/KnowYourWater.

Know your water.

FPO: Subscriber Information

Know your water.



You can come into contact with lead in your home in more ways than you might think. Common sources of lead are from lead in paint, dust and soil. Your water may also be a source of lead if you have old plumbing and fixtures. If you have older plumbing, use filtered cold water to drink, make baby formula, cook and prepare food, brush your teeth and even give to your pets. Learn how to protect yourself and your loved ones from lead.

How can I know if there is lead in my tap water?

You can't see, taste or smell lead in water.

Testing your home water with a certified lab is the only way to know for sure if it contains lead. To locate a certified lab and ask for a testing kit, contact your local water provider or health department.

Protect your household from lead in tap water.

If you have lead in your home tap water, it may be coming from a number of sources.

Below are steps you can take to lower your risk.

- Use a certified water filter to help reduce lead in your home tap water. Clean faucet screens, also known as aerators, at least every six months.
- Run water through your pipes if you have not used your water for several hours. You can turn a faucet on all the way, take a shower or run a load of laundry.
- Remove as many pipes, older faucets and other plumbing materials that may contain lead as soon as possible.
- Look for brass fixtures and faucets made before 2014; these may contain higher levels of lead than newer fixtures and faucets.
- If road construction or water system pipe repairs are taking place near your home, clean faucet screens every month and filter your home tap water daily until the work is done.
- Boiling water does NOT remove lead – it will concentrate it.

Want more information?

If you have questions about lead in your home's tap water, contact your local water provider or local health department at XXX-XXX-XXXX or email@website.com.

Michigan.gov/KnowYourWater.

Know your water.

FPO: Subscriber Information

Door Hanger

FACT:

You can do something about the lead in your water.

Recent tests have shown **high levels of lead** in some homes within your community. Your water provider is in the process of addressing the issue.

Take action by following tips on ways to reduce lead in water, such as using a certified water filter.

See back for more information.

Know your water.

LOCAL MUNICIPALITY
555-123-4567
email@website.com



YOU CAN'T SEE, TASTE OR SMELL LEAD IN YOUR WATER, BUT YOU CAN FILTER IT.

Use filtered water for drinking, cooking, brushing teeth, making baby formula and giving to pets. Clean faucet screens/aerators, run water before using and replace lead plumbing and fixtures if possible.

Boiling water does NOT remove lead.



Michigan.gov/KnowYourWater

For more tips on reducing lead in your water, visit

**Michigan.gov/
KnowYourWater.**

Information provided by the Michigan Statewide Drinking Water Advisory Council.



Talking Points / FAQ

FACT SHEET: Lead in tap water

How to reduce lead in your tap water

You can come into contact with lead in your home in more ways than you think. A common source of lead is from lead in paint, dust and soil. Your water may also have lead if you have a lead water service or old plumbing and fixtures. If you have cold water to drink, make baby formula, cook and prepare food, brush your teeth, or wash your pets should be filtered cold water. Learn how to protect yourself and your pets from lead.



How can I know if there is lead in my tap water?

You can't see, taste or smell lead when it is dissolved in water. The water may come from either a public supply or a private well. Testing your home water with a certified lab to know for sure if it contains lead. To locate a certified lab and ask for local water provider or health department.



What is the most common source of lead in tap water?

The most common source of lead in drinking water is plumbing made with lead, like pipes, fittings, fixtures, and faucets. When plumbing breaks down, pieces (particulate) also dissolve into the water.



I'm worried there is lead in my tap water. What can I do?

You can use a filter that is tested and certified to NSF/ANSI Standard 53 for lead reduction and NSF/ANSI Standard 42 for particulate reduction (Class I) and make sure to change the filter as directed by the manufacturer. Only COLD water should be run through the filter. If you use a pitcher filter, be sure to clean the mesh screen, also known as a strainer, every time the water has not been used for several hours, flush with COLD water.



How long should I move water through my pipe?

Get your water moving every day by running it long enough to bring new water into the pipes before using it for cooking, drinking, and making baby formula. Running water does not mean you are wasting water. You can run your water to the toilet, watering your plants, doing laundry or washing dishes.

FACT SHEET: Lead in tap water

Sources & Health Risks

It's not always easy to know if there is lead in your tap water. You can't see, taste or smell lead when it is dissolved in water. The only way to detect it is by testing water from the tap. Learn how to protect yourself and your loved ones from lead in water.



How does lead get into tap water?

When water passes through faucets, pipes or fittings where a portion may be made of lead, there is a chance lead can get into your water.



What is the most common source of lead in tap water?

The most common source of lead in drinking water is plumbing made with lead-like pipes, fittings, fixtures, and faucets. When plumbing breaks down, pieces (particulates) can break away. Lead can also dissolve into the water.



Will I be able to tell if there is lead in my tap water?

You can't see, taste or smell lead when it's in water. The only way to know if lead is in the water is by testing water from the tap. If you think there might be lead in your tap water, contact your water provider, local health department or a state testing lab.



How does lead get in my body?

Lead can be found in many places, including our homes. Almost everyone has been exposed to lead at some time in their life. Lead in the home can be in older paint, dust, soil and even household items. It is possible to ingest lead by drinking water that has come in contact with pipes, fittings and faucets that have portions made of lead.

TALKING POINTS: Lead in tap water

How does lead get in my tap water?

When water comes through lead pipes or comes out of a faucet that's made with lead parts, lead can get into your tap water. When water has been sitting in your pipes for several hours, like overnight or when the water coming out of the tap is hot, lead gets in to the water even faster.

You said lead gets into hot water faster. Can I use hot tap water to cook, drink or make baby formula?

No, when tap water flows through lead pipes or comes out of a faucet made with lead parts, it can raise the level of lead in the water. When water has been sitting in the pipes for several hours or when the water coming from the tap is hot, lead becomes more concentrated.

How can I know if there is lead in my tap water?

You can't see, taste or smell lead in water. The only way to detect lead is by testing water from your tap. If you think there might be lead in your tap water, contact your local water provider, local health department or a state testing lab for more information about testing your water.

I'm worried there's lead in my tap water. What can I do?

- You can use a filter that is tested and certified to NSF/ANSI Standard 53 for lead reduction and NSF/ANSI Standard 42 for particulate reduction (Class I). Make sure to change the filter as directed by the manufacturer. Only run COLD water through the filter.
- If you don't have a faucet-mounted filter, be sure to clean the mesh screen, also known as an aerator, at least every six months.
- Every time the water has not been used for several hours, run water through your water pipes with COLD water.
- The only way to detect lead is by testing water from your tap.
- Check to see if your pipes, fittings and faucets have portions made of lead.

Questions?

THANK YOU!

Ariel Zoldan | Environmental Quality Analyst, EGLE
Chelsea Maupin | Research Manager, Gŭd Marketing
Brooke Gieber | Senior Strategist, Gŭd Marketing
Lauren Abbott | Account Executive, Gŭd Marketing



Michigan.gov/KnowYourWater

**Scan to take
our quick
survey!**

