Lead and Copper Rule’s Lead Public Education:

Public Service Announcement (PSA) Template

The federal Lead and Copper Rule (LCR) does not require water systems to produce Public Service Announcements (PSAs). However, PSAs are one of the activities a water system can produce to meet the additional public education requirements. The Bureau of Safe Drinking Water (Bureau) developed a PSA Template (below) for water systems that elect to conduct this activity as a form of public education. Although you must include the following information, which is consistent with the public education requirements under the 2007 Short-Term Revisions and Clarifications to the federal LCR, the media outlets may opt to not include all of the information.

**IMPORTANT INFORMATION FOR LEAD IN DRINKING WATER FOR [NAME OF WATER SYSTEM]’S CONSUMERS**

Contact us at [insert phone number] to obtain a translated copy of the public education materials or to request assistance in the appropriate language. Repeat the above statement in all languages predominantly spoken in the service area.

[Insert name of water system] found elevated levels of lead in drinking water in some homes/buildings in our community. Lead can cause serious health problems, especially for pregnant women and young children.

**Option:** We receive [some or all] of our water from [water system]; and therefore, we are evaluating the water quality entering our service area and working with [water system] on necessary steps.

There are steps you can take to help reduce your exposure to lead in drinking water. Replacing a lead service line and lead plumbing and fixtures, running your cold water for 15 to 30 seconds [or for several minutes if you have a lead service line], and using cold water for cooking, drinking, and preparing baby formula. If you have not had your water sampled or if you know or suspect you have a lead service line, it is recommended that bottled or filtered water be used for drinking and preparing baby formula. Do not boil water to remove lead as it will not reduce lead levels in drinking water. If you need hot water, draw water from the cold tap and then heat it.

**Option:** We are required by New Jersey law, P.L.2021, c.183, to replace 10% of the lead service lines in the water system every year, on average, and complete our program by July 2031. Information on this program is available at [enter water system’s website or public location for LSLR plan, program information, and annual report].

Please call [insert name of your water system] at [insert number] or visit our website at [insert website address] for additional information including steps we are taking and how to get your water tested for lead. For more information on reducing lead exposure around your home/building and the health effects of lead, visit EPA's website at [**www.epa.gov/lead**](http://www.epa.gov/lead)or contact your health care provider.