**Public Service Announcement (PSA) Template**

**Provided To:** Radio or television stations. Submit to five radio or television stations with the largest audience in the community.

A PSA is very brief (e.g. 20 seconds). If you create your own notice, you must include the language shown in italics. You must cover the topics explained in non-italicized text, but you can change the language. Fill in the areas highlighted in gray, in brackets, prior to distribution.

**IMPORTANT INFORMATION ABOUT LEAD IN YOUR DRINKING WATER**

[*Insert name of water system/community*] *found elevated levels of lead in drinking water in some homes/buildings in our community. Exposure to lead in drinking water can cause serious health effects in all age groups. Infants can have decreases in IQ and attention span. Lead exposure can lead to new learning and behavior problems or exacerbate existing learning and behavior problems. The children of women who are exposed to lead before or during pregnancy can have increased risk of these adverse health effects.*

*Adults can have increased risks of heart disease, high blood pressure, kidney, or nervous system problems.*

Lead is a common metal found in the environment. Drinking water is one possible source of lead exposure. The main sources of lead exposure are lead-based paint and lead-contaminated dust or soil.

**Steps You Can Take to Reduce Your Exposure to Lead in Your Water:**

* **Let the water run** before using it for drinking or cooking. If you have a lead service line, let the water run for 3-5 minutes. If you do not have a lead service line, let the water run for 30-60 seconds.The more time water has been sitting in your home’s pipes, the more lead it may contain.
* **Use cold water** for drinking, cooking, and preparing baby formula**.**
* **Boiling water does not reduce lead levels** and may actually increase them.

*Call* [insert name of water system/community] *at* [insert phone number for your water system] *or visit our website at* [insert website address] *to find out how to get your water tested for lead or for more information. For more information on reducing lead exposure around your home/building and the health effects of lead, visit* [*Lead (http://www.epa.gov/lead)*](http://www.epa.gov/lead) *or contact your health care provider.*

This notice is brought to you by [insert name of water system/community]. Public Water System ID [number]. Date distributed: [mm/dd/yyyy]