**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. Lead can cause serious health problems, especially for pregnant women and young children.*

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]. State Water System ID \_\_\_\_. Date distributed: \_\_/\_\_/\_\_\_\_