8/31

flint

flint → Detroit River water no longer
flint → odor issues, flavor issues
lead poisoning → news article
– piping
→ triggered drinking H_2O concerned citizen group → emergency mgr, gov.

Leigh Anne – chief of DEQ H_2O drinking
gov, AG lead issue meeting

→ individual piping

uptake limited hand/mouth
soil exposure
hunting
paint chips
pipes

Avoid lead exposure
→ universal messaging
→ if you meet these criteria contact Wes Priem

* → what does Wes's group already have

flint local public health → primary local contact?
→ are kids tested standard
→ free?

Drinking Water → we have data showing what is in the water - no lead in river ~~fish~~ finished water

Exposure pathways → avoid lead
- outreach

Phase 1 - talk w/ public health
cheap - pre-existing materials
- strategy
- public meetings
- FAQs - concerned citizens

Phase 2

Tenative timeline → end of September

project - cost - time

- water testing - resources - how-to
- identify lead pipes
-

Flint
pilot project
statewide effort
Resource Assessment
Needs Assessment
Coalition Building
Implementation

- mailings
- community events
- blood testing standards
- what exists

Michigan Department of Community Health

Flint Water Lead Communication Plan

September 9, 2015

Presented by:

MDHHS-DEH Toxicology & Response Section

Plan Overview

Project: Flint Water Lead

Name of Campaign: To be Determined (e.g. Lead us to Water: Flint Clean Water)

Objective

The Michigan Department of Health & Human Services has a mission to protect, preserve, and promote the health and safety of the people of Michigan with particular attention to providing for the needs of vulnerable and under-served populations. The residents of Flint currently perceive problems related to the usage of the Flint River as their temporary water source until a pipeline is completed which will bring water from Lake Huron. Problems – both substantiated and unsubstantiated included excess TTHM, discolored water, and high levels of lead in tap water. These problems have given rise to a well-organized community group Water You Fighting For (wateryoufightingfor.com) and has gotten the attention of water activists/researchers from Virginia Tech University (flintwaterstudy.org).

Given there is no safe level of lead for young children, a public health outreach campaign to inform the public of the sources of lead in their community is recommended. MDHHS will promote collaboration between the City of Flint, the County Health Department, community members, and other interested parties to halt human exposure of lead through development and proactive delivery of scientifically accurate information delivered in multiple formats at a literacy level that is accessible to all.

Background

Drinking water analytical reports find that the water meets the federal drinking water standards and is safe for public consumption. The aesthetic quality of the water, which may make the water unappealing to drink or use, does not make the water unsafe. Poor aesthetic quality, if true, will be a barrier to conducting an effective public health outreach campaign.

Lead is not found to be elevated in the drinking water at the source; however, citizens have reported high lead levels in their tap water. Sources of lead to the tap water are likely from lead piping or solder in or entering the home. Lead piping and solder are sources that the home-owner needs to know how to address. Additionally, older homes (pre-1978) can have lead containing paint and homes near historic high-traffic areas can have elevated lead levels in soil.

Target Markets

- Citizens of Flint who use Flint City Water
- Citizens of Flint who live in homes built in 1987 or before
- Citizens of Flint who are pregnant or have children living in the home that are 6 or under

Message Summary

- There are personal actions individuals can take to prevent exposure to lead.
- Lead exposure does not just occur through water.
- You can be tested for blood lead levels to determine if you or your children been exposed.
- There are resources available to assist with remediation.

Call to Action

Exposure to lead through pipes, paint, and soil are preventable. There are steps people can take to be proactive in preventing their exposure and potential health issues. MDHHS notes that this problem is also not limited to Flint. This campaign will be created and piloted with the City of Flint, but may be expanded statewide.

Project Plan

Public Meetings –

- Begin with small groups to identify key stakeholders
- Plan larger meeting addressing
    - the lifespan of water from source to treatment center to home
    - how people can identify if their home may be affected
    - what the VTU results really mean
    - what can be done on an individual, city, and state level

e-Toolkits, Social Media & Print Outreach

- Compile existing information on being lead-safe
- Create easily shared infographics – what can be done, what are signs and symptoms
- Create brochures about health effects of lead

Project Timeline

Responsibilities	Target Date	Objective	Tasked to:
TBD	**TBD**	**TBD**	**TBD**

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Flint Water Petition:

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Dear [Flint Mayor Dayne Walling and Flint City Council],

Water is a basic human right. The United Nations General Assembly recognizes that access to safe drinking water and sanitation are essential to the realization of all human rights.

In 2014, Flint's emergency manager disconnected the city from the Detroit Water and Sewerage Department (DWSD) and started providing residents with water from the Flint River. Since that time, residents have been struggling to maintain access to a clean, safe drinking water supply.

Residents of Flint report having tap water with high levels of copper, lead, THMs (chemicals that result when chlorine mixes with organic matter), tin, lime and iron. The water is often brown or bluish-green in color and contains sediment. As a result, people are experiencing symptoms including hair loss, lead poisoning and diseases related to consuming high levels of copper (to name a few).

The Flint River clearly is not a safe, reliable source for the city's drinking water. It was as easy as pushing a button to disconnect from DWSD; it's time to push the button again, reconnecting Flint to DWSD and providing Flint residents with the clean, safe water they deserve.

Please reconnect Flint to the Detroit Water and Sewerage Department immediately and make water safe and clean for all.

Sincerely,
[Your Name]
[Your Address]
[City, State ZIP]

Washington DC

https://www.dcwater.com/lead/

- Sources of lead in drinking water

- **Lead service pipe**
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  This connects pipes in household plumbing. In 1987, lead solder was banned from use in household plumbing. If your house was built before 1987, your plumbing may have lead solder.

- **Brass faucets, valves or fittings**
  Almost all faucets, valves and fittings have brass components. Until 2014, brass faucets and fittings sold in the U.S. and labeled "lead-free" could contain up to eight percent lead. Effective January 2014, the Reduction of Lead in Drinking Water Act specifies that these materials may not contain more than 0.25 percent lead.

- **Galvanized iron pipes**
  Household galvanized pipes are old, corroded pipes that were installed in many homes before the 1960s. These pipes can release lead in water if the property has, or previously had, a lead service pipe. Galvanized pipes are made with a protective layer of zinc. However, the zinc layer erodes over time and results in corrosion. When lead is released from a lead service pipe and passes through galvanized plumbing (particularly over decades of use), lead can accumulate on the inside, corroded walls of this plumbing.

  Lead release from galvanized pipes can vary from home to home and can continue to occur even after a lead service pipe is replaced. Galvanized pipes can cause other water quality problems, such as low water pressure and discolored water. For additional information on household plumbing, click here.

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Michigan Department of Health and Human Services

Flint Water Lead Community Outreach Plan

Updated November 23, 2015

Presented by:
MDHHS-DEH Toxicology & Response Section

Plan Overview

Project: Flint Water Lead

Objective

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Project Plan

Public Meetings

- Identify Key Stakeholders & Trusted Community Members
    - Provide messages tailored to audience
    - Hold Train the Trainer sessions with stakeholders
    - Provide weekly e-newsletter updates to stakeholders to share with represented community members
    - Work with stakeholders to identify community members that are not being reached and who needs to be engaged

- Town Hall Meetings
    - Bi-monthly meetings featuring officials from involved agencies providing updates and Q&A session

e-Toolkits, Social Media & Print Outreach

- Compile existing information on lead
- Identify gaps in Flint lead outreach
- Create easily shared infographics, banners, memes
- Create low-literacy, graphically-focused outreach materials
- Create YouTube videos, animated memes, and audio PSAs for community

Project Timeline

Responsibilities	Target Date	Objective	Tasked to:	Product
Create fact sheet about health effects of lead	10/30/2015	Educate individuals on effects of lead throughout life course	Michelle B. (MDHHS)	Lead & Your Body
Create fact sheet about safe water usage	10/30/2015	Educate individuals on when they should use filtered vs unfiltered water	Michelle B. (MDHHS)	Flint Water Fact Sheet
Create general lead brochure that reviews all lead hazards including water	12/15/2015	Educate individuals on how to identify lead sources, clean-up methods, and health issues	Michelle B. (MDHHS)	

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9/11/2015

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10/8/2015

http://www.mlive.com/news/flint/index.ssf/2015/10/how_the_flint_water_crisis_eme.html#0

http://www.mlive.com/news/flint/index.ssf/2015/10/three_flint_schools_water_exce.html

http://www.mlive.com/news/flint/index.ssf/2015/10/governor_calls_for_16-million.html#incart_m-rpt-2

http://www.freep.com/story/opinion/columnists/nancy-kaffer/2015/10/07/flint-water-crisis/73534078/

https://www.cityofflint.com/public-works/city-water-system-timeline/

http://michiganradio.org/post/whos-blame-flints-water-crisis-virginia-tech-researcher-points-finger-mdeq#stream/0

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Please reconnect Flint to the Detroit Water and Sewerage Department immediately and make water safe and clean for all.

Sincerely,
[Your Name]
[Your Address]
[City, State ZIP]

Washington DC

https://www.dcwater.com/lead/

- Sources of lead in drinking water

- **Lead service pipe**
  In the U.S., lead service pipes were installed until the mid-1950s. Older properties may still have lead service pipes, which connect the water main in the street to household plumbing. The service pipe is owned by the property owner. Under certain conditions, DC Water is authorized to repair, maintain or renew the portion of the service pipe in public space. The maintenance of the portion of the service pipe on private property is the exclusive responsibility of the property owner. A "partial" lead service pipe replacement is where a portion of the service pipe is replaced, but a portion made of lead remains in public or private space.

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  This connects pipes in household plumbing. In 1987, lead solder was banned from use in household plumbing. If your house was built before 1987, your plumbing may have lead solder.

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  Household galvanized pipes are old, corroded pipes that were installed in many homes before the 1960s. These pipes can release lead in water if the property has, or previously had, a lead service pipe. Galvanized pipes are made with a protective layer of zinc. However, the zinc layer erodes over time and results in corrosion. When lead is released from a lead service pipe and passes through galvanized plumbing (particularly over decades of use), lead can accumulate on the inside, corroded walls of this plumbing.

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https://www.sciencenews.org/article/stillbirth-rates-tied-lead-drinking-water

→ Talking points for DEQ

→ Blood level statewide

Liane
Steve

Dr. → flint
→ patients
→ and own family

→ police inform
speed limit

Michigan Department of Community Health

Flint Water Lead Communication Plan

September 9, 2015

Presented by:

MDHHS-DEH Toxicology & Response Section

Plan Overview

Project: Flint Water Lead

Name of Campaign: To be Determined (e.g. Lead us to Water: Flint Clean Water)

Objective

The Michigan Department of Health & Human Services has a mission to protect, preserve, and promote the health and safety of the people of Michigan with particular attention to providing for the needs of vulnerable and under-served populations. The residents of Flint currently perceive problems related to the usage of the Flint River as their temporary water source until a pipeline is completed which will bring water from Lake Huron. Problems – both substantiated and unsubstantiated included excess TTHM, discolored water, and high levels of lead in tap water. These problems have given rise to a well-organized community group Water You Fighting For (wateryoufightingfor.com) and has gotten the attention of water activists/researchers from Virginia Tech University (flintwaterstudy.org).

Given there is no safe level of lead for young children, a public health outreach campaign to inform the public of the sources of lead in their community is recommended. MDHHS will promote collaboration between the City of Flint, the County Health Department, community members, and other interested parties to halt human exposure of lead through development and proactive delivery of scientifically accurate information delivered in multiple formats at a literacy level that is accessible to all.

Background

Drinking water analytical reports find that the water meets the federal drinking water standards and is safe for public consumption. The aesthetic quality of the water, which may make the water unappealing to drink or use, does not make the water unsafe. Poor aesthetic quality, if true, will be a barrier to conducting an effective public health outreach campaign.

Lead is not found to be elevated in the drinking water at the source; however, citizens have reported high lead levels in their tap water. Sources of lead to the tap water are likely from lead piping or solder in or entering the home. Lead piping and solder are sources that the home-owner needs to know how to address. Additionally, older homes (pre-1978) can have lead containing paint and homes near historic high-traffic areas can have elevated lead levels in soil.

Target Markets

- Citizens of Flint who use Flint City Water
- Citizens of Flint who live in homes built in 1987 or before
- Citizens of Flint who are pregnant or have children living in the home that are 6 or under

Message Summary

- There are personal actions individuals can take to prevent exposure to lead.
- Lead exposure does not just occur through water.
- You can be tested for blood lead levels to determine if you or your children been exposed.
- There are resources available to assist with remediation.

Call to Action

Exposure to lead through pipes, paint, and soil are preventable. There are steps people can take to be proactive in preventing their exposure and potential health issues. MDHHS notes that this problem is also not limited to Flint. This campaign will be created and piloted with the City of Flint, but may be expanded statewide.

Project Plan

Public Meetings –

- Begin with small groups to identify key stakeholders
- Plan larger meeting addressing
  - the lifespan of water from source to treatment center to home
  - how people can identify if their home may be affected
  - what the VTU results really mean
  - what can be done on an individual, city, and state level

→ 15,000 homes
→ city wide remediation
→ individual

e-Toolkits, Social Media & Print Outreach

- Compile existing information on being lead-safe
- Create easily shared infographics – what can be done, what are signs and symptoms
- Create brochures about health effects of lead

– city is in compliance
– lead service exposure
↳

Project Timeline

Responsibilities	Target Date	Objective	Tasked to:
TBD	TBD	TBD	TBD

Current Media Review

http://www.washingtontimes.com/news/2015/sep/2/flint-water-is-risky-in-old-homes-researchers-say/

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- great photos

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- On Monday, Aug. 31, the researchers reported 42 percent of 120 initial samples from Flint had lead levels that were more than 5 parts per billion, "which suggests a serious lead-in-water problem, according to our experience and criteria."
- The EPA requires water systems like Flint's to collect tap samples from sites that are more likely to have plumbing materials containing lead.
- If more than 10 percent of samples exceed 15 ppb, then water systems are required to take action, including steps to optimize corrosion control treatment.
- "The city of Flint has offered free and independent testing to residents since spring, and I encourage people to use this service if they have questions," Walling's statement said.
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Dear [Flint Mayor Dayne Walling and Flint City Council],

Water is a basic human right. The United Nations General Assembly recognizes that access to safe drinking water and sanitation are essential to the realization of all human rights.

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9/22 - Lead call

DEQ Liane
Richard Benzie
Steve Bush

Genessee - Dawn Hallwood EH Super
Jim Henry - EH Supervisor H_2O
Mark Mellancheak -
Suzanne - PH Supervisor
community outreach

HHS Emily
Nancy Peeler
→ Cairn - Nurse consultant
Linda
Kory
Me

→ Brad Wurfel → Tech Committee
→ Commun. Committee
↳
-
- Medical Society
- Hurley Medical
· blood data
· explains lead poisoning to doctors
↳ website

Lead Toolkit
→ october 25 - 31
· parent handout / · cleaning tips
* first draw - 6 hours
↳ instructions, form
↳

Requirements → reporting, information providing: DEQ handouts info*
15,000 homes have

Annual H_2O → July 1 → info sent in that, too*

Training Materials
↳ pregnant moms
↳ infants
↳ WIC
→ PH Advisory

Michigan Department of Community Health

Flint Water Lead Communication Plan

September 9, 2015

Presented by:

MDHHS-DEH Toxicology & Response Section

Genessee:
- social media
- medical society newsletter
- no health educator, reactive

→ fact sheets - TTHM*
rashes - hard water* → St Clair HD → Learning Center
early childhood center present.

→ Sheri Taylor ← Genessee
healthy homes → 99% paint focus
→ EPA website

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