

Testing Drinking Water for Lead and Copper in Public Schools and Licensed Daycare Facilities

Communication Strategy Outline

To effectively implement the goals of this project we need to gather as much existing information as possible and then work with local partners to assess and sample school taps.

Letters to school officials outlining the purpose, plans, what we want them to do, and deadlines for the project need to be sent as soon as possible. (Who is the primary contact vs. cc?)

Audience: School superintendents, principals, facilities managers, school committee members and others as identified by the advisory group.

Identify primary contacts and secondary audience receiving a copy, such as city/town councils, administrators and school committee members.

Collect mailing/emailing lists.

Draft letter ready for editing (10/13/16).

Other letters during project to update them, show participation and progress?

Update website with all communication materials, news articles generated, meetings scheduled (including upcoming facility directors meeting)

Letters to public water suppliers outlining the purpose, plans and deadlines, and how they might be able to participate in the project need to be sent as soon as possible.

Audience: Water suppliers and others as identified by the advisory group.

Draft letter ready for editing (10/13/16).

Different letter for schools with own public water supply.

Template for letters that school districts can send to residents need to be created to facilitate the exchange of information with the public. Templates will allow schools to adapt as needed (logos, contact information, existing data if available).

Audience: Parents and residents – need to be clear and provide all relevant information needed by parents to feel reassured that their communities are meeting expectations under the legislation.

Needed when we begin meeting with schools districts (early December?)

Template for letters providing schools with results. Several versions will be needed (meets both Cu and Pb criteria, exceeds Cu, or exceeds Pb). Templates should include sample values, what those values indicate (meets, exceeds, is measurable but does not exceed and requires additional investigation, etc.) and what next steps the school should take in response. Providing information to specific guidance or resources is critical.

Audience: School superintendents, principals, facilities managers, and perhaps school committee members.

Templates need to be ready when sample results are available (late December?)

Letters to daycare providers confirming that since they were certified lead-safe or lead-free at the time of their initial licensing that additional samples will not be collected as part of this project. However, this letter needs to lay the foundation for likely requests to assess lead and copper in drinking water in future renewal processes. It will need to emphasize the health impact of lead, especially to young children, and how lead in water may change overtime or differ from public water supply levels in the home.

Audience: Daycare providers, and possibly parents (?) – needs to be clear and provide all relevant information.

Should be available by February.

Revise sampling instructions developed for large (250 ml) bottle. Instructions were recently developed and audience tested for private well owners. Those instructions will be updated for collecting a sample according the protocols for this project. In addition, create instructions for identifying fixtures (water fountains/taps) to be sampled. Develop form for submitting samples (similar to private well order form, but with additional school information). Bruce Hooke to layout and design, Sue to provide input on language for form.

Press release announcing the effort should be sent out to media outlets when we start scheduling regional meetings with school committees.

Update website with info for press

Audience: “Public” – needs to be clear and provide all relevant information needed by public to understand the requirements under the legislation, that steps are being taken to address local schools, and that results will be available to the public. Press releases should provide information on how they can learn more and stay informed.

Needed when we begin meeting with schools districts (early December?)

Legislative report – Create a 1 – 2 page Executive Summary of scientific report . Evaluation and summary of results, and recommendations for filling data gaps and ensuring compliance with rules and regulations pertaining to lead and copper in drinking water for use by the RI House and Senate.

Audience: Legislators and their aids.

April 30, 2017 final report due, draft report needed ~April 1st to allow for review.

Additional press release when legislative report is completed and distributed.