

LSLR Collaborative Communication Guide



E-mail, listserv, or newsletter content

1. Announcement

You can share the LSLR Collaborative announcement with your network by copying and pasting the text below. Alternatively, you can direct people to the following page, where the announcement is available as website content and a downloadable PDF: <http://www.lslr-collaborative.org/diverse-collaborative-seeks-to-accelerate-lsl-replacement.html>.

Diverse collaborative seeks to accelerate lead service line replacement

January 10, 2017

Today the [Lead Service Line Replacement Collaborative](#) announced a joint effort to accelerate full removal of the lead pipes providing drinking water to millions of American homes.

Composed of 23 national public health, water utility, environmental, labor, consumer, housing, and state and local governmental organizations, the Collaborative released an [online toolkit](#) to help communities voluntarily develop and implement lead service line removal programs. Nationwide, old lead service lines connect an estimated 6.1 million or more homes and businesses to community drinking water mains.

Removing lead service lines provides an opportunity to significantly reduce the risk of exposure to lead in drinking water. Lead impairs children's normal brain development, contributes to learning and behavioral problems, and lower IQs.

The Collaborative's toolkit includes a [roadmap](#) for getting started, suggested [practices](#) to identify and remove lead service lines in a safe, equitable, and cost-effective manner, [policies](#) that federal and state leaders could adopt to support local efforts, and links to [additional resources](#) that may be helpful when developing local programs. The toolkit is intended to be a living resource, and the Collaborative is seeking communities to pilot and provide [feedback](#) on the materials.

While federal efforts and regulations related to lead service line removal are ongoing, the Collaborative is focused on mechanisms to support local action. The Collaborative:

- Promotes a collaborative, community-based approach, built on contributions from residents, health officers, utilities, environmental and other community leaders, local elected officials, consumers, plumbers, the housing community, and others to help provide the strong foundation needed for successful action.
- Recognizes that fully replacing all lead service lines will take many years to accomplish. For that reason, it is critical for communities to start now.
- Identifies policies that federal and state leaders could adopt to help communities succeed. It does not endorse, or advocate for any of these policies. Its members may do so individually.
- Is a joint effort of its members, not a corporation or non-profit organization.

Current Collaborative Members:

- American Public Health Association
- American Water Works Association
- Association of Metropolitan Water Agencies
- Association of State Drinking Water Administrators
- Blue Green Alliance
- Children's Environmental Health Network
- Clean Water Action
- Environmental Defense Fund
- Justice and Sustainability Associates
- Learning Disabilities Association of America
- National Center for Healthy Housing
- National Association of County and City Health Officials

- National Association of State Utility Consumer Advocates
- National Association of Water Companies
- National Conference of State Legislatures
- National Environmental Health Association
- National Rural Water Association
- Natural Resources Defense Council
- RESOLVE
- Rural Community Assistance Partnership
- Trust for America's Health
- United Parents Against Lead
- Water Research Foundation

For more information, go to www.lslr-collaborative.org.

2. Short blurb

The following paragraph is an abbreviated version of the announcement that can be used for short e-mail blasts, newsletters, or memos.

The [Lead Service Line Replacement \(LSLR\) Collaborative](#), a diverse coalition of 23 national public health, water utility, environmental labor, consumer, housing, and state and local governmental organizations, released an [online toolkit](#) designed to help communities across the U.S. accelerate removal of lead service lines. Removing these lead pipes provides an opportunity to significantly reduce the risk of exposure to lead in drinking water. The Collaborative's toolkit includes a [roadmap](#) for getting started, suggested [practices](#) to identify and remove lead service lines in a safe, equitable, and cost-effective manner, [policies](#) that federal and state leaders could adopt to support local efforts, and links to additional resources that may be helpful when developing local programs.

Social Media Content

1. Sample tweets

LSLR Collaborative releases toolkit to accelerate full removal of lead pipes in communities across U.S. <http://bit.ly/2i5mmR1>.

Diverse collaborative seeks to accelerate full lead service line replacement and protect drinking water: <http://bit.ly/2iXX9a2>.

NGOs, utilities, public health advocates launch online resources to help keep lead out of drinking water: www.lslr.Collaborative.org.

Check out new toolkit for utilities, public health officials, & local leaders to tackle lead pipes in their community: <http://bit.ly/2jyWqz2>

23 national orgs join to help communities remove lead services lines—protecting kids from lead in drinking water. <http://bit.ly/2iXX9a2>.

2. Sample Facebook posts

LSLR Collaborative releases toolkit to accelerate full removal of lead pipes in communities across U.S. *[Hyperlink share image to www.lslr-Collaborative.org.]*

Diverse collaborative seeks to accelerate full lead service line replacement and protect drinking water. *[Hyperlink share image to announcement page: <http://www.lslr-collaborative.org/diverse-collaborative-seeks-to-accelerate-lsl-replacement.html>]*

NGOs, utilities, public health advocates launch online resources to help keep lead out of drinking water. Check it out here: www.lslr.Collaborative.org *[Hyperlink share image to www.lslr-Collaborative.org.]*

New LSLR Collaborative releases toolkit to help utilities, public health officials, and local community leaders to address lead pipes in their community. Check it out here: www.lslr-Collaborative.org.

23 national organizations join to help communities remove lead services lines—protecting kids from lead in drinking water. *[Hyperlink share image to announcement page: <http://www.lslr-collaborative.org/diverse-collaborative-seeks-to-accelerate-lsl-replacement.html>]*

Over six million homes across the U.S. still get their water through lead pipes. Check out the LSLR Collaborative's new toolkit designed to help communities address the problem: www.lslr-Collaborative.org. *[Hyperlink share image to www.lslr-Collaborative.org.]*

3. Share images and logo

The following images can be used with tweets, Facebook posts, or other electronic or print media to promote the Collaborative and toolkit. If you include a share image in a tweet or Facebook post, remember to hyperlink the image directly to the Collaborative website: www.lslr-collaborative.org



Use of the logo: The suggested messages in this communications guide are intended to present the LSLR Collaborative effectively as a group, focusing on our shared goal of accelerating full LSL replacement. Thus, we welcome your use of the logo with any of the specific messages in this communication guide. If you are writing an article or blog in your own words, please use the name and logo of your organization in headings or banners. You can use the LSLR logo with a link to the website in the text or other places that you are encouraging readers to go to the website for information about LSL replacement. Members are requested to provide a link to communications using the logo to Sam Lovell (sam.lovell3@gmail.com). With our focus on the Collaborative's purpose foremost in mind, it is critical that the LSLR Collaborative logo not be associated with advocacy positions. If you have questions or would like to use the logo in other ways, please contact Gail Bingham (gbingham@resolv.org) or other members of the Steering Committee for approval.

Q&A for Reporters

The following is a guide to help you answer questions you may receive from reporters or others about the LSLR Collaborative. Also see About Us for other “frequently asked questions”: <http://www.lslr-collaborative.org/about-us.html>

What is a Lead Service Line?

A service line is the pipe connecting the water main to the interior plumbing in a building. When any portion of the pipe is made of lead, it is called a lead service line. Nationwide, old lead service lines connect an estimated 6.1 million or more homes and businesses to community drinking water mains.

What is the Lead Service Line Collaborative?

The Lead Service Line Replacement Collaborative is a joint effort of 23 national public health, water utility, environmental, labor, consumer, housing, and state and local governmental organizations working to accelerate the full removal of the lead pipes providing drinking water to millions of American homes. The Collaborative is a joint effort of its members, not a corporation or non-profit organization.

What has the Collaborative done?

On January 10th, the Collaborative released an online toolkit designed to assist communities in lead service line replacement. The toolkit is intended to be a living resource. The Collaborative is seeking communities to pilot and provide feedback on the materials.

Is the Collaborative working on federal efforts? What about the Lead and Copper Rule?

The Collaborative is working on action at the local level, not on federal regulations. We promote a collaborative, community-based approach, built on contributions from residents, health officers, utilities, community leaders, local elected officials, consumers, plumbers, the housing community, and others to help provide the strong foundation needed for successful action. The LSLR Collaborative is not an advocacy organization. Although the Collaborative identifies policies that federal and state leaders might consider to help communities succeed, it does not endorse, or advocate for any of these policies. Its members may do so individually.

Why is replacement of lead service lines a priority? How long will LSL replacement take?

Replacing lead pipes is an important preventative measure to protect the public health of the community. Nationwide, old lead service lines connect an estimated 6.1 million or more homes and businesses to community drinking water mains. There is no safe level of lead exposure. Lead pipes are the largest source of lead in contact with drinking water. The Collaborative recognizes that fully replacing all lead service lines will take many years to accomplish. For that reason, it is critical for communities to start now.

Isn't paint a greater source of lead exposure than water?

While deteriorating lead-based paint is generally recognized as the largest source of lead exposure, drinking water also is a significant source given the risks posed by lead. Lead pipes are the largest source of lead in contact with drinking water. Proactively addressing this source of lead is vital to best protect the health of our children.

What does the Collaborative say about corrosion control?

The Collaborative is not focused on corrosion control, but rather the long-term goal of removing lead service lines. Both corrosion control and a long-term program to replace LSLs are essential.

What about lead fixtures and faucets?

While leaded solder and brass can be important sources of lead in drinking water, the Collaborative is focused on replacement of the lead service lines.

What is the Collaborative doing to help Flint?

The Collaborative's work is designed to prevent situations that happened in Flint from occurring in other communities. Others are in a better position to provide direct assistance and support to the children of Flint, and we urge that they do so.