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The Authoritative Resource on Safe Water®

Public Affairs Advisory

**TO: AWWA Leadership
All Utilities**

FROM: Jack W. Hoffbuhr

DATE: December 20, 2007

Who:	Associated Press
What:	Forthcoming news package on pharmaceuticals/personal care products in drinking water and the environment
When:	Most likely in first part of January

Water utilities should be aware of a national investigative news story being compiled by the Associated Press which will focus on pharmaceuticals/personal care products in drinking water and in the environment.

A team of AP reporters is contacting a number of utilities across the United States and asking a series of questions related to their populations served, their treatment practices, the occurrence of pharmaceuticals/personal care products in source water, the location of source water intakes in relationship to wastewater plants, and whether they have tested for pharmaceuticals in finished water.

AWWA believes this story will be crafted for maximum impact and may spawn public conversation and concern among consumers. It may also spur follow-up stories in local newspapers and television and radio media. Utilities should be prepared to talk about the issue of pharmaceuticals in water and to bring an informed voice to the public debate.

To help you prepare to address the issue, AWWA is providing the attached talking points and a consumer sheet on the subject.

AWWA also provides consumer information to which you may link at its www.drinktap.org site at www.drinktap.org/consumerdnn/Home/WaterInformation/WaterQuality/PharmaceuticalsPPCPs/tabid/73/Default.aspx

For more information, please contact AWWA's Public Affairs Office at 303-347-6140.

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