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4323 Utility Update

**1 Materials**

Deadline April 27
 Submissions to
 Lisa Ragain
ragain@aquav.net

2a Focus Groups

August target
 Logistics and
 recruitment

2b Survey

Recruiting
 opportunities during
 annual planning
 Spring 2012

Up and Running

The Research Commences

King's College London and Aqua Vitae started the project on February 1. King's is working on the ethics application. Aqua Vitae is moving forward with the literature review.

The first report to the Foundation will be submitted in April.

Utility Request

It's time for our first request. The media and outreach analysis needs your contributions. Please submit any and all customer or policy communications on EDCs or PPCPs. Examples include:

- Media clippings
- Web content
- CCRs or Water Quality Report
- Brochures or fliers

If you have questions or need additional information, please contact Lisa. Email submissions are greatly appreciated.

Deadline April 27, 2011

Project Contacts

Dr. Gabriella Rundblad

gabriella.rundblad@kcl.ac.uk

Lisa Ragain

ragain@aquav.net

503.927.3322

Jennifer Breedlove

breedlove@aquav.net

Water Research Foundation

Linda Reekie

lreekie@waterrf.org

303.734.3423

Re-emerging Contaminants

Hex chrome?

Fluoride?

Radiation?

All the recent news has utilities facing a barrage of communication challenges.

Let these experiences contribute to the project.

What materials or tools would help?

What format?

Contribute your thoughts!
Help shape the project products.

Focus Groups

Next step?

On to focus groups. Two types are planned for each area.

1. Utility/Expert Groups
2. Consumer Groups

Focus groups are scheduled in August.

To make this happen, in April and May we need to:

- Identify and invite** utility staff, public health professionals, or health care providers, primacy agency staff, etc.
- Secure Location(s)**
- Determine Date(s)**
- Identify Consumer Recruitment strategies**

Other considerations:

- Timing – is August good, bad, indifferent?
- Events or opportunities – are there times coordinate other activities with focus groups?

We'll be consulting with volunteers over the next month or so. Expect emails and a phone call.

Call or email in case of a flash of brilliance or synchronicity.

Survey

Scheduled for **Spring '12** -

It is NEVER too soon to start planning. Now is the time to check for opportunities to recruit participants.

Ideas for contemplation:

- CCR or Water Quality Report
- City, regional or utility survey
- Community meetings or other large gatherings.

Planting seeds to sow next spring.

Miscellany

Jennifer Breedlove is the Aqua Vitae research associate for the project. Jen has an MPH in Environmental and Occupational Health from GWU. A water newbie, she is learning fast based on her climate change and media experience.

Dr. Rundblad's fabulous paper on boil water advisories in the UK was nominated for a research award in the MEDICINE category, of all places. Congrats to Gabriella! The winner will be announced May 5. Bubbly should abound.

Announcement:

http://blogs.openaccesscentral.com/blogs/bmcblog/entry/shortlist_announced_for_bio_med_central

Paper

<http://www.biomedcentral.com/1471-2458/10/641>