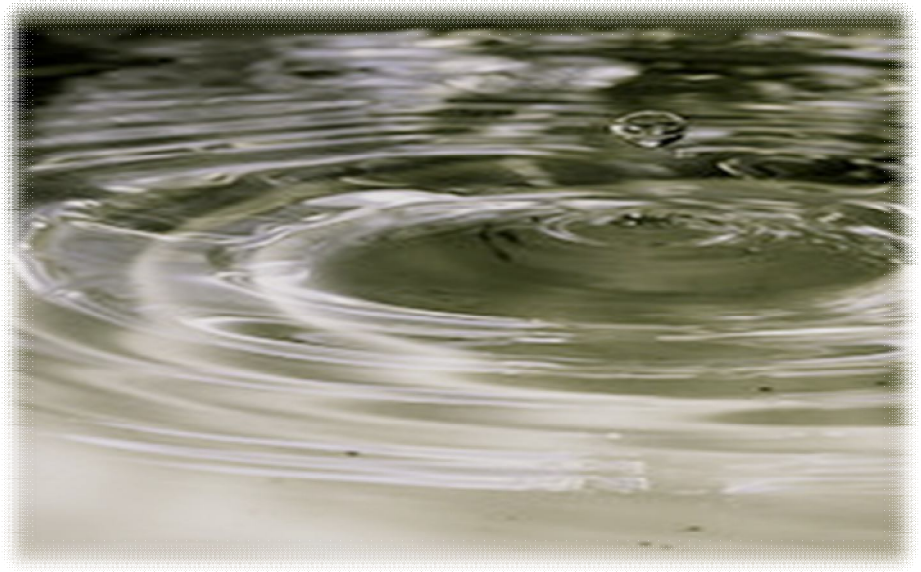


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EDC-PPCP Newsletter

**1 Focus groups**August/September
2011contact:
gabriella.rundblad@kcl.ac.uk**2 Consumer surveys**

Spring 2012

Logistics and recruitment

Up and Running

The Research Commences

King's College London and Aqua Vitae started the project on 1 February.

The first report to the Water Research Foundation was submitted on 1 May and has been approved.

The research protocol has been granted full ethical approval.

Focus groups

It's time for our first request. We are planning to hold 1) expert and 2) consumer focus groups in August/September. We need the following information from you:

- When is convenient for you? Date and time!
- Where is convenient for you? At the moment we are planning for one expert group in Peterborough and one in London.
- Do you know of any experts that should be invited?
- Do you know of any consumer organisations that should be invited?

If you have questions or need additional information, please contact Gabriella or Chris.

Project Contacts

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Re-emerging Contaminants

Hex chrome?

Fluoride?

Radiation?

The UK water industry is facing a barrage of communication challenges.

Let your experiences contribute to the project.

Help us construct the materials and tools you need.

[Contribute your thoughts!](#)

[Help shape the project!](#)

Consumer Surveys

Next step?

Consumer surveys. Two types are planned.

1. Perception
2. Language

These surveys will be in Spring 2012 (!). But to make this happen, we need your help to:

- [Decide on target areas](#)
- [Identify Consumer Recruitment strategies](#)

Other considerations:

- How do we approach the issue of EDCs and PPCPs with consumers?
- What do you need to learn from consumers?

Your participation in the summer focus groups are vital to the design and scope of the consumer surveys!

If you have questions or need additional information, please contact Gabriella.

Completed (almost)

The literature review for the project is nearing completion. We have reviewed and integrate literature from several different disciplines, including water, risk, language, and media, from research groups in the UK, the US, and beyond.

Media articles have been collected – almost 400 items from the UK and US were found – and analysis is underway.

Miscellaneous

Chris Tang is the King's College London researcher who will be working on the project. With an MA in Applied Linguistics (from KCL, of course), he will be using his linguistic and research background to explore the world of water. Chris is particularly skilled at working with large corpora of text...

Gabriella Rundblad's paper on water notices during disasters in the UK was nominated for the BMC Research Award in MEDICINE category, of all places. Sadly, she did not win, but being one of four articles selected from over 200 journals still warrants celebration. Hope we can repeat it with this project!

Announcement:

<http://www.biomedcentral.com/researchawards/shortlist>

Article (open access):

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