



**American Water Works  
Association**

## **Utility Member Benefit**

**Government Affairs Office**  
1300 Eye Street NW  
Suite 701W  
Washington, DC 20005  
T 202.628.8303  
F 202.628.2846

**Headquarters**  
6666 West Quincy Avenue  
Denver, CO 80235-3098  
Washington, DC 20005  
T 303.794.7711  
F 303.795.1989  
[www.awwa.org](http://www.awwa.org)

The Authoritative Resource on Safe Water®

---

## **Public Affairs Advisory**

**TO: AWWA Leadership  
All Utilities**

**FROM: AWWA Public Affairs**

**DATE: March 7, 2008**

<b>Who:</b>	<b>Associated Press</b>
<b>What:</b>	<b>Three-part series on pharmaceuticals/personal care products in drinking water and the environment</b>
<b>When:</b>	<b>Monday, March 10, through Wednesday, March 12</b>

AWWA has received more detailed information on the Associated Press national investigative news story, which is expected to be published as a three-part series on Monday, Tuesday and Wednesday of next week.

The series will be divided into three parts:

- Part 1 will be an overview on the pharmaceuticals found in water supplies. Sidebars to the story will include the scientific research, a major city that found pharmaceuticals in its watershed but did not test its water, and list of 24 cities where drugs were found in the water.
- Part 2 will focus on the effects on aquatic animals and other wildlife. An accompanying sidebar will look at whether or not results are publicly shared.
- Part 3 will look at the national approach to dealing with pharmaceuticals, pointing out there are no requirements for utilities to monitor for such substances or inform the public. A sidebar will look at how water and wastewater can be treated.

The series will be distributed with accompanying photos, graphics, multimedia and video. Abridged versions of all three parts will also be transmitted.

**AWWA recommends that water utilities contact local media who are likely to cover the story and offer to share information IN ADVANCE OF PUBLICATION. This approach may help prevent undue alarm or misunderstandings. This is especially important if your utility was contacted by AP or has done any testing on pharmaceuticals.**

AWWA is providing additional talking points to help you frame the issue. The attached talking points and some general risk communications tips.

A link to AWWA's consumer information on pharmaceuticals in drinking water can be found from the front page of [www.drinktap.org](http://www.drinktap.org) or [www.drinktap.org/consumerdnn/Home/WaterInformation/WaterQuality/PharmaceuticalsPPCPs/tabid/73/Default.aspx](http://www.drinktap.org/consumerdnn/Home/WaterInformation/WaterQuality/PharmaceuticalsPPCPs/tabid/73/Default.aspx)

AWWA's Public Affairs Office is also available to assist with questions or to serve as third-party sources. Please contact us at 303-734-3410 or 303-347-6140.

# # #