

City of Milwaukee Health Department 2019 Point-of-Use Water Filtration Device Distribution Plan Summary

- Background:** Since 2016 the City of Milwaukee Health Department (MHD) has distributed over 5,000 point-of-use (POU) drinking water filters certified to remove lead. In 2019, MHD will continue coordinating the distribution of POU filtration devices purchased with a Budget allocation of \$150,000 through a modified distribution plan. Our plan aims to distribute filters to Milwaukeeans most at risk for lead poisoning.
- Program Summary:** MHD will work with partner agencies who currently serve targeted, vulnerable populations through existing programs. The MHD will purchase and provide approximately 2,800 POU filtration devices and accompanying educational materials to identified partner agencies. Three styles of POU filtration devices will be purchased (countertop, faucet-mount, and pitcher-style) to accommodate differing household needs. Program participants will be screened to identify if they are within the priority populations.
- The top priority for filter distribution includes the following individuals and locations, **with or without a lead service line (LSL)**, in the City of Milwaukee:
- Infants who are bottle-fed
 - Children with reported elevated blood lead levels greater than 20 ug/dL
 - State of Wisconsin Licensed or Certified childcare facilities
- The second priority for filter distribution will be the following populations living in the City of Milwaukee **served by a LSLs** as determined by MHD:
- Children under 6 years of age
 - Children with blood lead levels greater than 5 ug/dL
 - Pregnant women or women who may become pregnant
 - Breastfeeding women
- Distribution Partners:** To prioritize availability and access of POU filtration devices to the population most vulnerable, the MHD distribute filters through some of its own programs, will enter into a Memorandum of Understanding with the following agencies to distribute filters via existing programs that reach the targeted populations:
- Milwaukee County WIC programs serving city residents (6 programs)
 - Social Development Commission
 - Sixteenth Street Community Health Centers
 - City of Milwaukee Department of City Development
 - Habitat for Humanity
 - City of Milwaukee Head Start Programs
- New in 2019! MHD will be offering a free filter cartridge replacement program. City of Milwaukee residents who have already received a POU filtration device are eligible to receive one additional replacement cartridge.
- Technical assistance on filter use will be provided by partner agencies, MHD, and filter company customer support.
- Public Awareness:** Partner agencies will use their own methods, connections, and expertise to make their clients aware of filter availability. Information on filter recommendations and distribution will be updated on the MHD website.
- Data Collection:** The MHD will provide partner agencies with data collection and reporting forms, which they will complete and return to MHD to allow MHD to keep track of all POU filters distributed.