

# Water Equity Taskforce

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Thursday, September 17, 2020

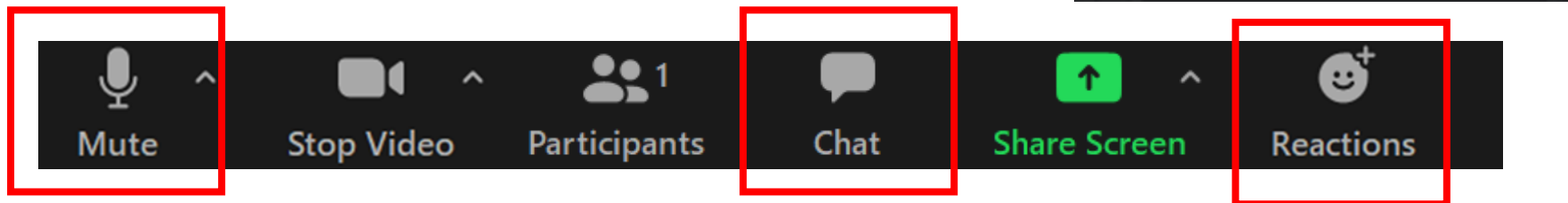


# zoom with Catalyst

Everyone  
is **muted**

Meeting *will*  
be **recorded**

Use the  
**chat box** to  
share, ask,  
join

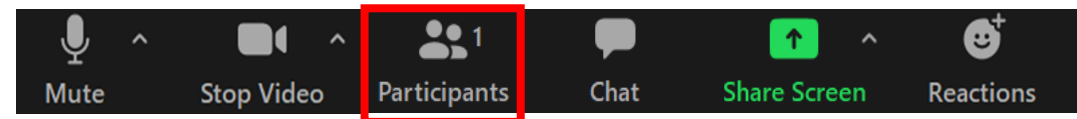
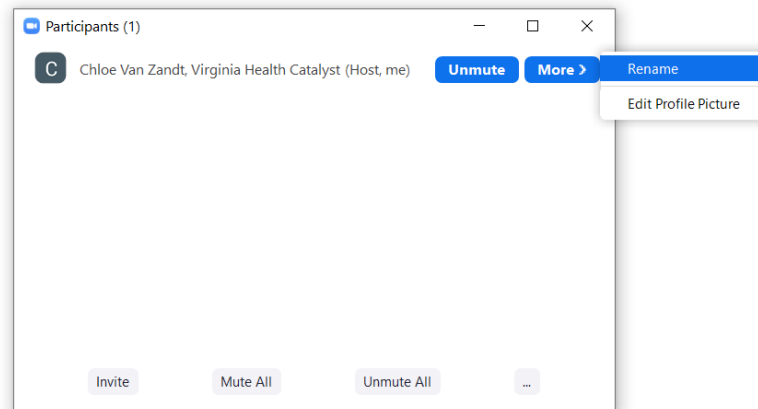


# Introductions and Ice Breaker

Please introduce yourself using the chat box. Include your:

- **Name, Organization**

Rename yourself in the participant list.



# Desired Outcomes

Shared understanding of WET progress

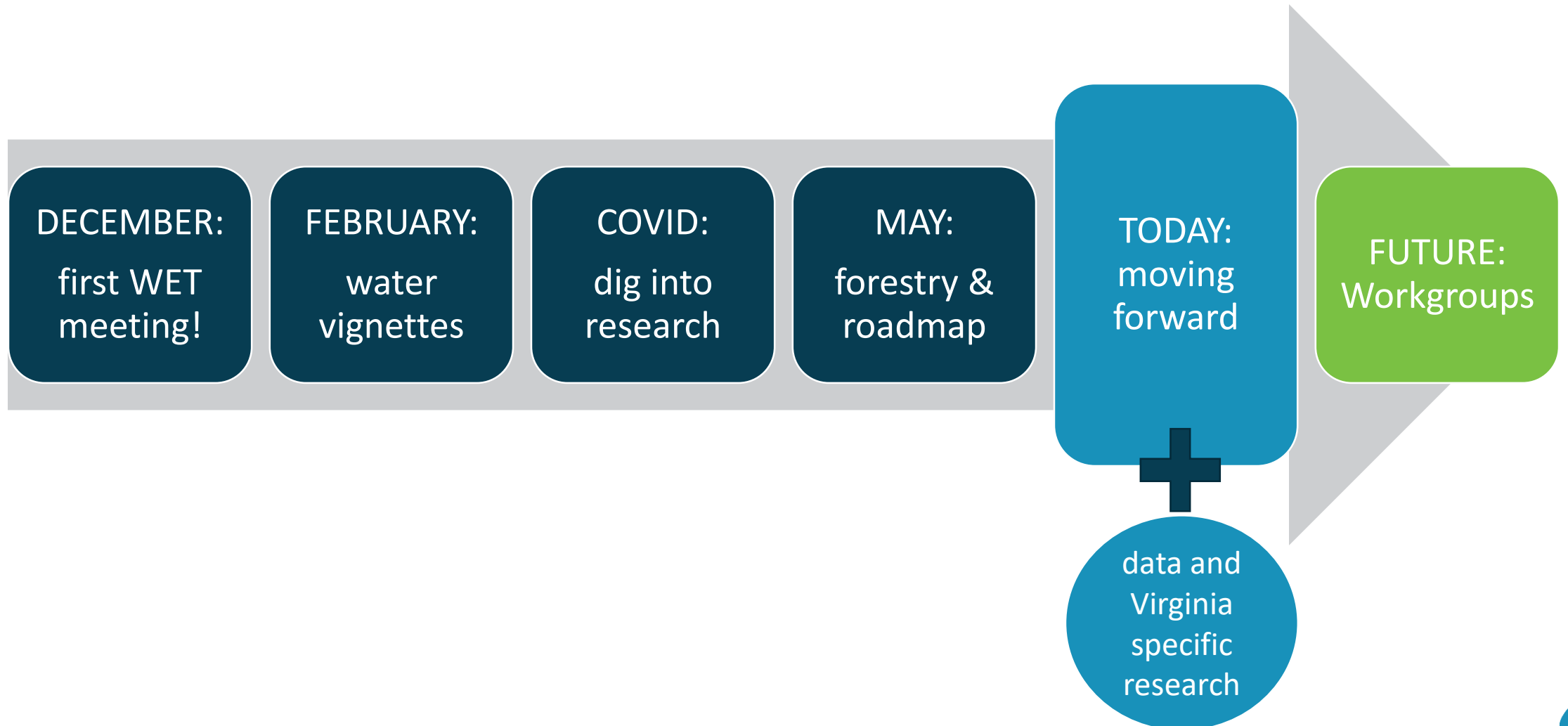
Shared understanding of public health implications of inequitable water access

Build consensus on WET's top priorities and areas of opportunity

Develop meeting structure moving forward



# WET Timeline



# Water Equity – Nat'l Framework

(with some Virginia tweaks!)



Our Mission: All Virginians have access to safe, trusted, affordable, fluoridated water – and they drink it!

**All people have access to clean, safe, affordable water**



**Virginians choose tap water as their preferred beverage**

- Trust
- Literacy
- Promotion

- Water is affordable
- Communities are resilient to climate changes
- Water infrastructure supports communities



# How'd we get here?

Lack of  
funding

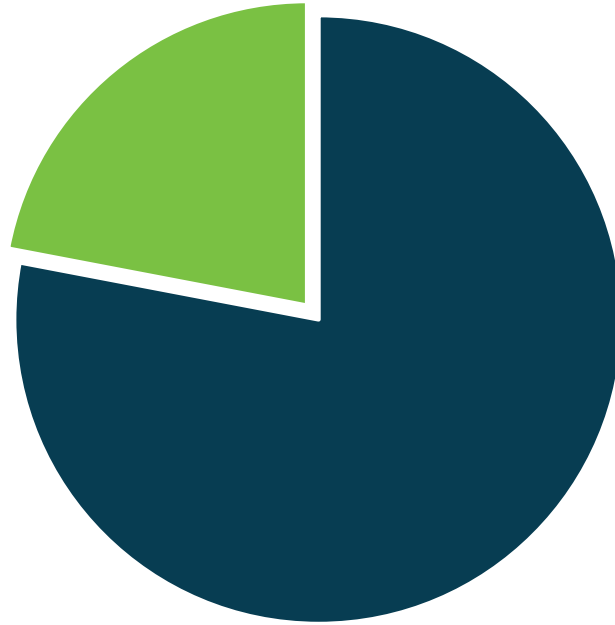
Aging  
infrastructure

Individual barriers  
(public perception, literacy,  
real concerns of safety,  
affordability)

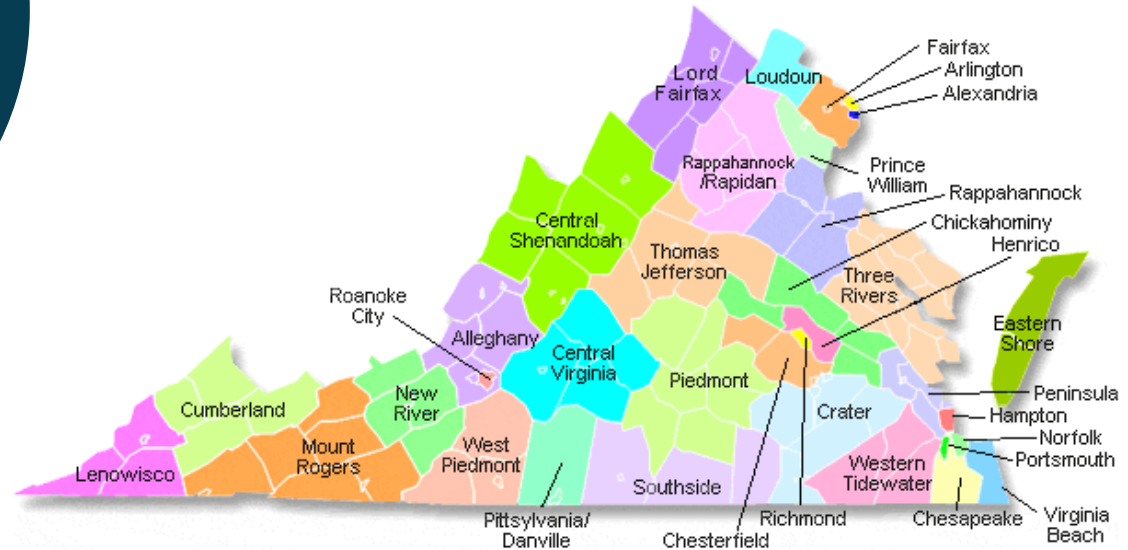


# Different types of water access

**22% on Private Water**



**78% on Public Water**

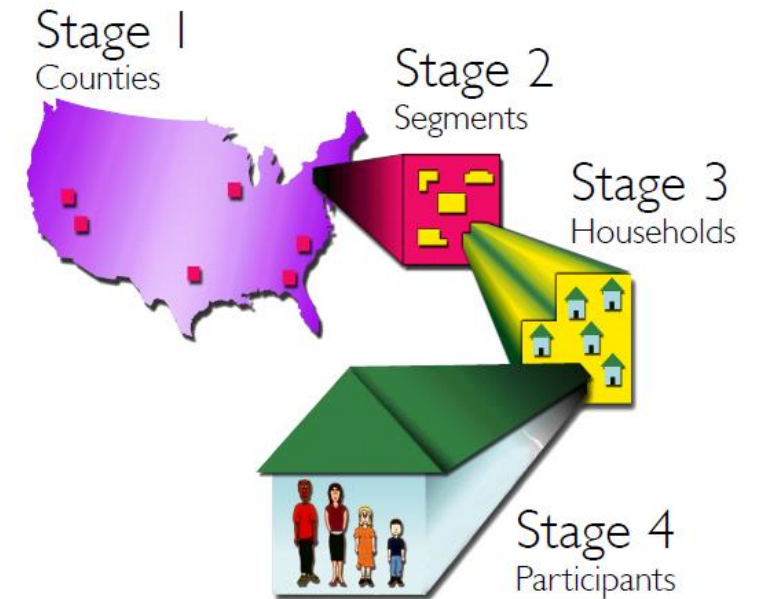




# NEW STUDY! (June 2020)

## Disparities in Tap Water Consumption

- By: Dr. Asher Rosinger - July 1, 2020
- Atherton Hertzler Early Career Professor in Global Health
- Assistant Professor of Biobehavioral Health & Anthropology
- Data Source: National Health and Nutrition Examination Survey (NHANES)



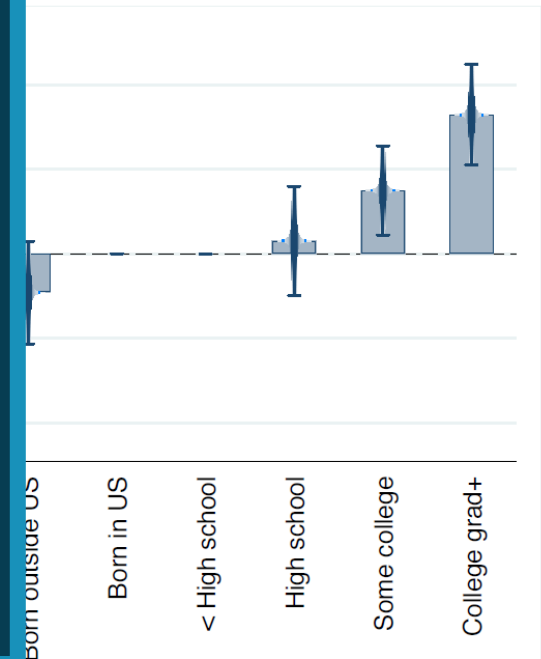
# People don't drink enough tap water

- Adults and children don't drink enough tap water among low-income groups.
- Children in NH black and low-income families, water consumption is low and children are not high-educated.

## Drink recommendations for children:

- At 6 months:
  - offer tap water, ideally with fluoride, to help children develop a palate for water
- Ages 1-6:
  - no more than 4oz of 100% fruit juice a day
  - Children should have access to water throughout the day

Results: tap water intake



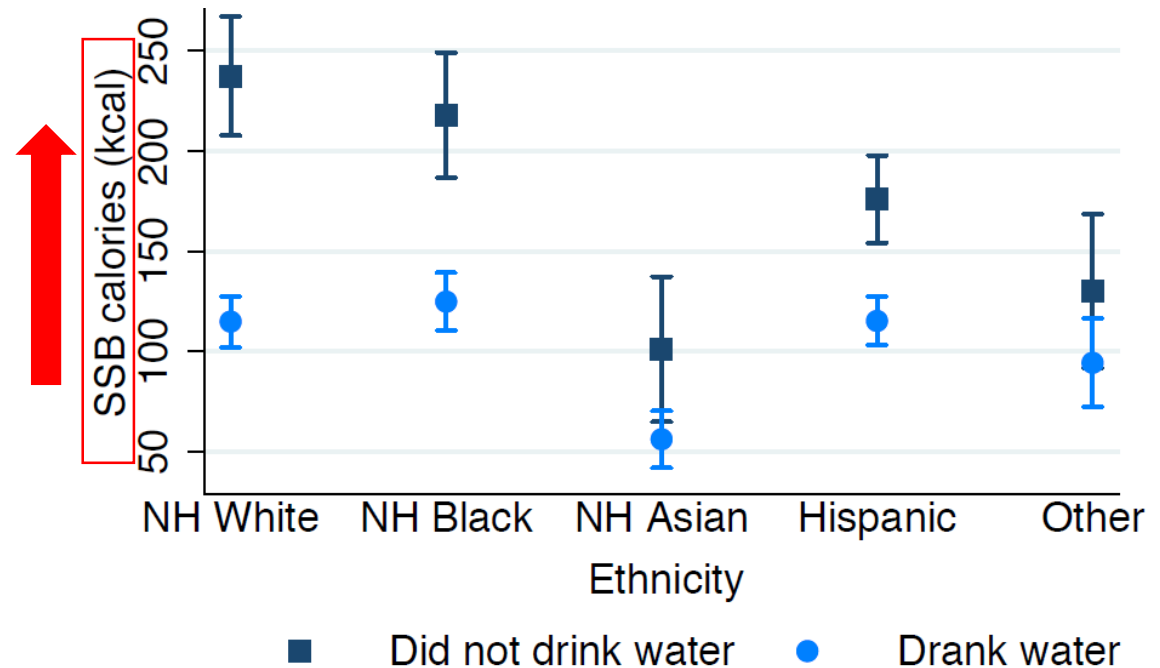
N=8,000

Note. Data source: NHANES 2011-14. Models adjusted for all variables shown as well as sex and age



## Neither do kids

- 20% of US kids do NOT drink any water on a given day
- Those who don't drink water consume twice as many calories from SSB



# Why?... Safety, and concerns about safety

## Water Quality Violations

Reports or news of **water quality violations** likely change people's perceptions of tap water safety and, resultingly, their avoidance behaviors (Jackson, 2017)

In counties reporting **water quality violations**, bottled water sales (a proxy of tap water avoidance) increased by 2.3% (Allaire et al., 2019)



## Perceived Lack of Water Quality

**Perception of water quality** is most influenced by individual and household indicators of socioeconomic status – education level, household income, racial or ethnic minority status. (Pierce & Gonzalez, 2017)



The increase in tap water avoidance corresponded to the timing of the **Flint water crisis**.



## ... and lack of equitable access

- Vulnerable communities face various forms of water stress: lack of quality, unaffordability, water connection inconsistencies, etc. (Deitz & Meehan, 2019)
- Previous studies have pointed to this being a particular problem for renters, those living in mobile home parks (Pierce & Jimenez, 2015), and families that experience housing insecurity, which disproportionately affect low-income and minority populations (Deitz & Meehan, 2019; Switzer & Teodoro, 2018)



### Virginia Specific

- Residents of southwest Virginia are at higher risk of living near polluted waters and experiencing the negative effects of coal mining than other regions of the state.
- Adults in southwest Virginia and other rural communities have voiced barriers to tap water consumption, including concerns about chemicals or contaminants, cancer risk, and poor taste.



# Public perceptions and CCR

- All community water systems
- A brief annual water quality report
  - source water
  - detected contaminants
  - compliance
  - educational information

NOW IT COMES WITH A  
LIST OF INGREDIENTS.



What's in your tap water besides water? A short new report from your water supplier will tell you where your water comes from, what's in it, and how safe it is. Look for the report in your mail, and read it. Because when it comes to understanding your drinking water, the most important ingredient is you.



**DRINKING WATER. KNOW WHAT'S IN IT FOR YOU.**

Call your water supplier or the Safe Drinking Water Hotline at 1-800-426-4791.  
Or visit [www.epa.gov/safewater/](http://www.epa.gov/safewater/)



# Table of Detected Contaminants

## Substances Detected in Our Water

SUBSTANCE (UNITS)	LEVEL DETECTED (RANGE)	SAMPLE DATE	MCL (ALLOWED)	GOAL (EPA's MCLG)	TYPICAL SOURCE	MEETS STANDARD
Total Organic Carbon (TOC) (ratio)	2.60 (1.0 - 3.48)	2017	Treatment Technique	n/a	Naturally occurring organic matter	✓
Trihalomethane (THM) (ppb)	67.1 (14.6 - 106)	2017	80	n/a	Byproduct of drinking water disinfection	✓
Turbidity <sup>6</sup>	0.08	2017	Treatment Technique	n/a	Soil runoff	✓

- Written at 11<sup>th</sup>-14<sup>th</sup> grade reading level  
(6<sup>th</sup>-7<sup>th</sup> grade recommended by NIH)
- Readability Ease: equivalent to the Harvard Law Review...
- Message Clarity: average grade = 50 = F  
(using CDC's Clear Communication Index, scored 0-100)



# What can we do about it? Opportunities abound!

**Affordability**

**Water Quality**

**Infrastructure**

**Water Literacy**

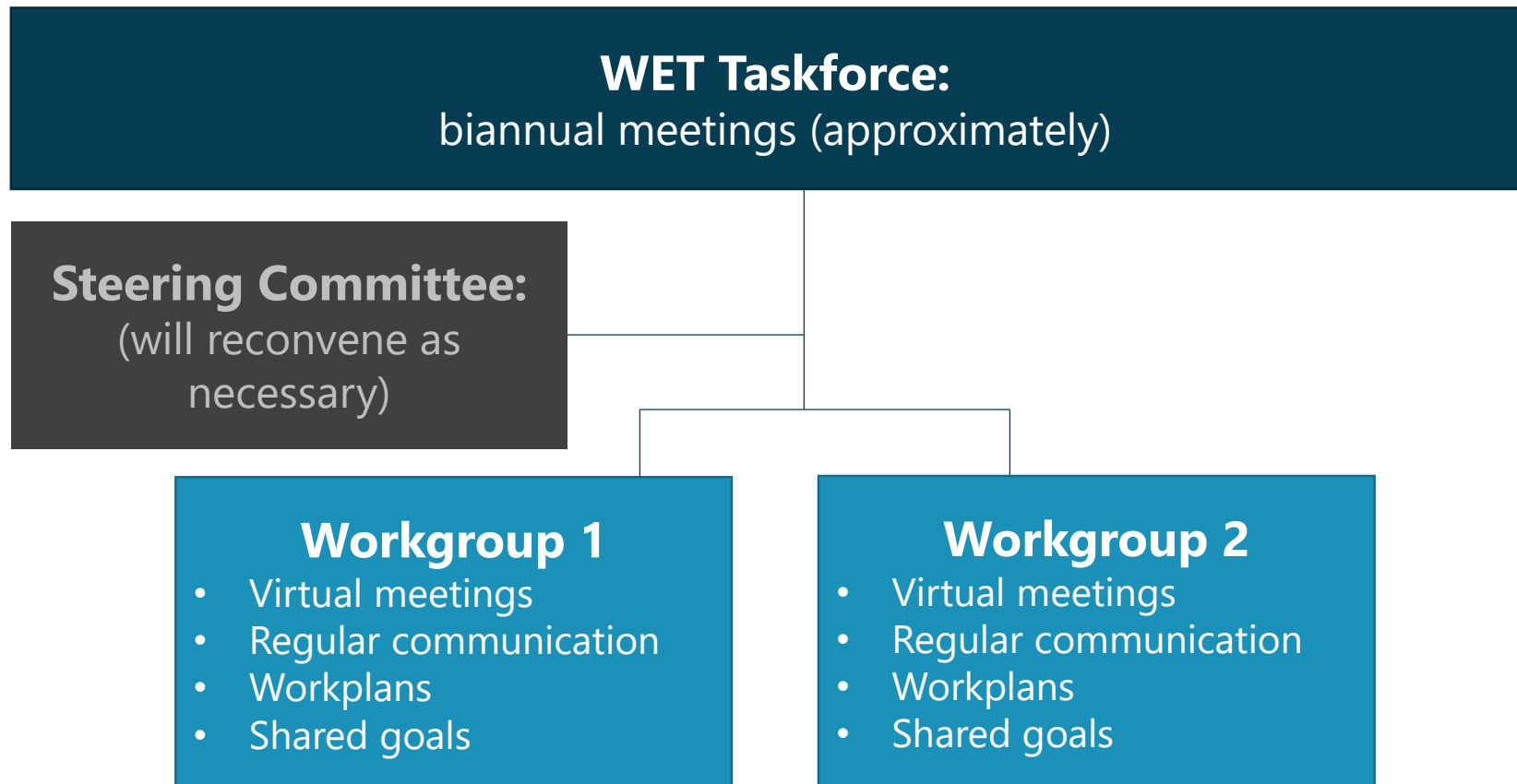




# WET Structure



## Collective Impact structure



# Workgroups

## 1. **Communication:** Virginians choose tap water as their preferred beverage

- Trust
- Literacy
- Promotion

## 2. **TBD. What do you think...?**

Examples



### Affordability

- Statewide water assistance program
- Explore all available funding resources

### Access

- Water fountains in schools
- Improve water equity data

### Water quality

- Increased water testing w/VT
- Program to help failing wells

### Policy

- Require impact assessments for new developments
- Income-based water rates



# Help narrow the focus!

- Hover at the top of the screen to see the “View Options”.

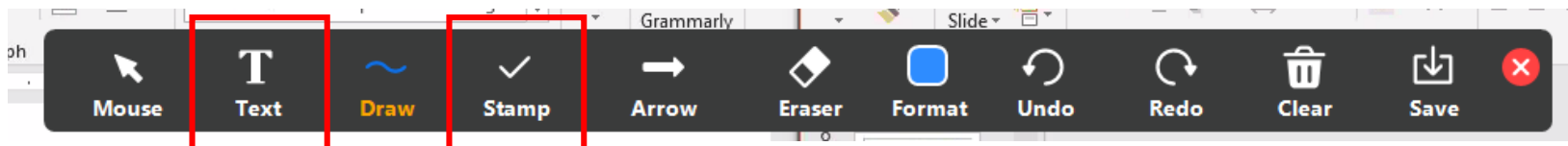
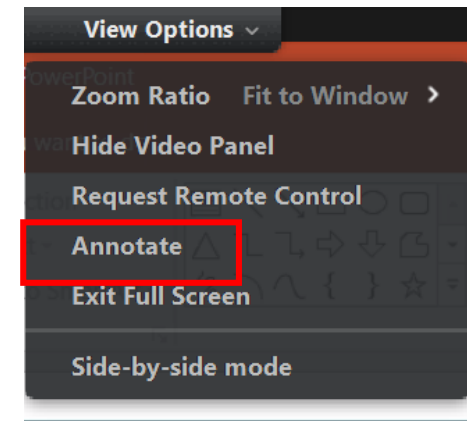
You are viewing Sarah Holland's screen

View Options ▾

- Click the drop down menu and click “Annotate”

- Click on “Stamp” to pick an icon, and place it next to your opinion of the highest priority.

- Click on “Text” to add your own option



# Workgroups

## Affordability

- Statewide water assistance program
- Explore all available funding resources

## Access

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## Water quality

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## Wrap Up

- In the chat, write what workgroup you would like to sign up for!
- Future meeting schedule

# Join the Virtual 2020 Virginia Oral Health Summit!

## October 7-9, 2020

### **Building Community Resilience: Applying the Pair of ACEs to Practice**

*Featuring: Wendy Ellis, DrPH, MPH*



### **Pandemic, Policing, and Protest: On Racism and Health**

*Featuring: Rhea Boyd, MD, MPH,*



October 1, 2020

