



Water Filter Distribution - Guidance

Version 1.0 July 2022

The purpose of this guidance is to aid water systems when electing to proactively distribute water filters to customers as an additional measure in protecting public health. The Bureau of Safe Drinking Water (BSDW) does not acknowledge point of use filters as a long term or permanent solution for a violation or action level exceedance; however, it recognizes some water systems may distribute filters as an interim protective measure. The BSDW recommends following and maintaining the criteria below when temporarily distributing water filters. This information should remain on site and available upon request.

Filter Selection

1.

- Ensure filter(s) selected are NSF certified for the appropriate contaminant(s). Visit <http://www.nsf.org/>.
 - Determine whether pitchers, filters for mounted faucets, or both are preferable for your customers/consumers.
 - Maintain all specifications and decisions
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2.

Develop a Written Plan

- Criteria for customer/consumer eligibility.
 - Identify how the filters will be distributed (i.e., locations, days/times filters are available for pickup).
 - Identify how replacement cartridges will be distributed, if applicable.
 - Identify how the system will track the distribution of filters (e.g., customer/consumer address, filter type, model number, date provided).
 - Identify the length of the filter program.
 - Highlight funding sources.
 - Include an outreach component.
 - Use public notice and public education documents, if applicable.
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3.

Customer/Consumer Outreach

As the water system, if you are providing filters as an interim public health measure, public outreach is essential to ensure your goal is met.

- Inform the BSDW of your filter distribution program.
- Explain why filters are being provided, who is eligible, and how customers can receive one.
- Provide information on how to properly install, use, and maintain the filters.
- Inform customers where they can learn more information about their water quality (e.g., water system website, NJ Drinking Water Watch).
- Include recommendations and availability in all public notice and public education materials, if applicable.
- Choose delivery methods appropriate for your customer base.
 - Website (with video instructions for filter installation).
 - Mail, Hand Delivery, Press Release, etc.



4.

Assessing Effectiveness

- Sample pre and post point-of-use filters to ensure you are adequately protecting public health. These samples will be special purpose, non-compliance samples.
 - Develop a written sampling plan, sampling protocol, representative sampling pool and Quality Assurance Project Plan.
- Develop an action plan to address ineffective or less-effective filters.

Key Points

Inform the BSDW of any filter distribution program

Confirm filters are NSF certified for the contaminant of concern

Have a plan and document

Educate
Educate
Educate

Train your staff including customer service, meter readers and others that interact directly with the public

Include the municipalities you serve

For further assistance, contact the Bureau of Safe Drinking Water at 609-292-5550 or watersupply@dep.nj.gov.