EMERGING CONSTITUENTS
IN THE MEDIA

Strategies for Moving Forward
...and Integrating with Social Media
Social Media Feedback
Traditional Media Uses Facebook & Twitter as Broadcasting Tools
Links Lead to More Information & Wider Distribution
March Issue: Testing Water Filters

Dr. Shane Snyder
Leading expert on EC’s

Filters That Really Work

No home filter has been certified to remove pharmaceuticals and certain other (emerging) contaminants. But as it turns out, some refrigerator filters do a great job of it, and some tabletop pitchers work very well, too. That’s what months of testing by the GH Research Institute, partnering with the Arizona Laboratory for Emerging Contaminants at the University of Arizona, revealed in a groundbreaking experiment — part of our in-depth report on water safety.

By The Good Housekeeping Research Institute

ZeroWater 8-Cup Pitcher, $35

WHAT IT REMOVED
Above 95% of estrone, PFOA, PFOS, fluoxetine, BPA, ibuprofen; above 80% of atrazine, tonalide, TCEP, DEET, and all other drugs but primidone (73%)

GOOD TO KNOW
Since our testing, the company has modified the filter to speed up its flow rate, which may affect its performance.
EWG’s Blog

ENVIRONMENTAL CONNECTIONS TO PUBLIC HEALTH

RECENTLY
- Pesticide Defenders Say the Darndest Things
- Marine brass wets to limit Camp Lejeune water report
- Peaceful Protesters
- Louisville Water Co. slashes Chrome-6 pollution

SEARCH ENVIROBLOG
Enter search terms
Search

FEATURING
- Toxins in Our Kids' Foods: Where is the FDA?
- Why, oh why is there plastic in my aluminum water bottle?
- Fluoride in Your Water: How much is too much?
- Borax: Not the Green Alternative It’s Cracked Up to Be

I spend more time than most people reading about scientific studies on the environmental and public health effects of exposure to toxic...
Showing 2 comments

Atlanta Green Mom

This is why I do what I do. If we (mothers) band together, vote with our dollars, contact our government officials, and demand reform, perhaps our children’s children will not have to share the same concerns as we unfortunately do.

5 days ago  3 Likes

Cheryl Tymczak

I know a lot of moms who are green and I also know a lot who are not. We need to get the word out and help other moms make the switch over to better, safer products for our families health & the environment. It is up to us as Moms because the Government is doing nothing to stop it! Stop being brainwashed & make the switch, every little thing helps!!

4 days ago
Facebook

Environmental Working Group

Non-Profit Organization

Wall

Share: Post Link

Write something...

Environmental Working Group

Of course, it won't be on the label, illegally in U.S. were laced with metalloid Texas, contained 131,000 times that the California drinking water.  [1]

Enviroblog: FDA Welfare
www.enviroblog.org

Smart discussion of the problem.

129 people like this.

13 people like this.

12 shares

Working for Green EWG: Do water filters that use reverse osmosis or Brita, Pur etc. take chromium-6 out...or is bottled water the only solution for Coachella Valley residents/visitors?

February 21 at 9:33am • Like

Environmental Working Group

Federal lawmakers want to cut programs that protect our drinking water and the land that we need to feed future generations. We wondered how conservation pioneers such as former President Teddy Roosevelt and Aldo Leopold would react to these cuts while billions of taxpayer dollars go to mega-farms that engage in farming practices that destroy our resources. What do you think they would say?

http://www.epa.gov/owow/
Comment from a resident:

“I would think everybody would want (water agencies) to do something about it right away, but I suppose they're not going to until the government tells them they have to.”

Danielle Blacet, a water quality expert for the Association of California Water Agencies:

“Our members are all about public health, but you have to draw the line somewhere.”
Our first and only priority is the health of everyone who drinks our water.

It’s personal: we live here, we drink our water, and we give it to our kids.
Messengers: Blog

Your People

- Lab technicians
- People involved in the cleaning process
- People with children, nieces, nephews, grandchildren

The Ultimate Vote of Confidence:
“I drink this water and so do my kids.”
Where is Our Audience?

- Mom forums
- Kid health sites
- Kid-oriented community groups
Timeline

March - April
Create Content (curriculum of blogs + tweets & posts for 2 months) & Get Approval

Early May
Launch Blog & Implement Outreach

May - December
Create Content (any extra blog entries + tweets & posts each month) & Get Approval Monthly & Constantly Run Outreach