

# Flush for Flint

Multi-media campaign to help repair Flint  
water system



# Flush for Flint campaign

- Joint effort by EPA, State, City of Flint
- Goal:
  - To remove particulate lead
  - Help move orthophosphate through entire system
- Urging all water users to turn on faucets (bathtub and sink) for 5 minutes each, each day, for 14 days
- No charge for water in May (still have sewer charge)

# Outreach to community

- Network and cable TV (500 GRPs w/ 1000 GRP bonus spots). Starts today.
- Radio (300 GRPs over four weeks w/ bonus), Starts today.
- YouTube, Facebook ads
- Earned media
- Fliers

# Earned media

- News conference with Mayor Weaver, Gov. Snyder, federal officials (HHS, EPA)



# Earned media

- Ongoing coverage by reporters
- Looking for opportunities
  - Wash your car
  - Businesses wash sidewalks
  - National Guard use city water to wash vehicles
  - Other ideas?

# Community outreach

- Prepared text for religious leaders
- Fliers throughout community (English/Spanish)
  - Water distribution sites
  - Places of worship
  - Businesses
  - Door to door