



Protect Your Tap, Protect Your Health

Empowering households to protect our children,
one tap at a time.



Why Filter Your Tap?

Lead can still be found in home plumbing, especially in homes built before 1986. Although water utilities are required to replace lead service lines (pipes that connect the home to the water main), this work won't be completed until 2031, and indoor lead plumbing components will not be replaced. Certified point-of-use filters offer a proven, accessible way to remove lead right where water is used for drinking and cooking — putting protection directly in your hands today.



What's at Stake: Why Every Drop Matters

Exposure to lead in drinking water can contribute to elevated blood lead levels, specifically in young children, leading to developmental delays, behavioral issues, and long-term health consequences. Increasing awareness and access to certified water filtration can provide immediate, practical solutions to reducing exposure while long-term infrastructure improvements are underway.

Join the Campaign!

1 Filter Your Tap

Filter Your Tap is a public education initiative created to help New Jersey residents, especially renters, understand how to use NSF/ANSI-certified water filters to reduce lead exposure from drinking water.

2 Help Us Reach Every Home: How to Spread the Word

This campaign will utilize a multi-channel approach that includes digital outreach, educational materials, community events, and partnerships with trusted local messengers. Activities will include social media engagement, live demonstrations of filter use at community events, distribution of educational materials through Healthy Homes toolkits, and collaboration with organizations such as local health departments, WIC programs, schools, and community health workers.

3 Advocate for Filter Forward Public Policies

Lead in older home plumbing disproportionately affects low-income communities and communities of color. No family should wait for systemic fixes alone. Renters and families in overburdened communities may have limited control over building infrastructure, limiting their ability to replace internal lead plumbing and lead service lines. The families most at risk to lead in drinking water exposure may also be unable to afford drinking water filters. Through innovative funding mechanisms, such as the Medicaid Waiver program, public policies can support lead-free water for all.



Join the
Campaign
and Learn
More at:

LEADFREENJ.ORG/FILTERYOURTAP

