

Where Are We Going with EPA Online?

November 2009



The Key Question

How to best serve the public
for what we spend on [epa.gov](https://www.epa.gov)?

Rethinking Web Structure

- Improving coordination
- Topical navigation, not organizational
- Respect search vs. browse preferences
- Make it easier to find content

What OPA is Doing

- Redesigning home page, Administrator site
- Rethinking information about EPA
- Leading, learning, teaching about social media



Good Things About epa.gov

- Huge collection of technical and regulatory information
- Instances of excellent communications
- A lot of local information
- Some use of social media, innovative tools
- Creative staff committed to mission
- Commitment to communicating
- And there's more ...

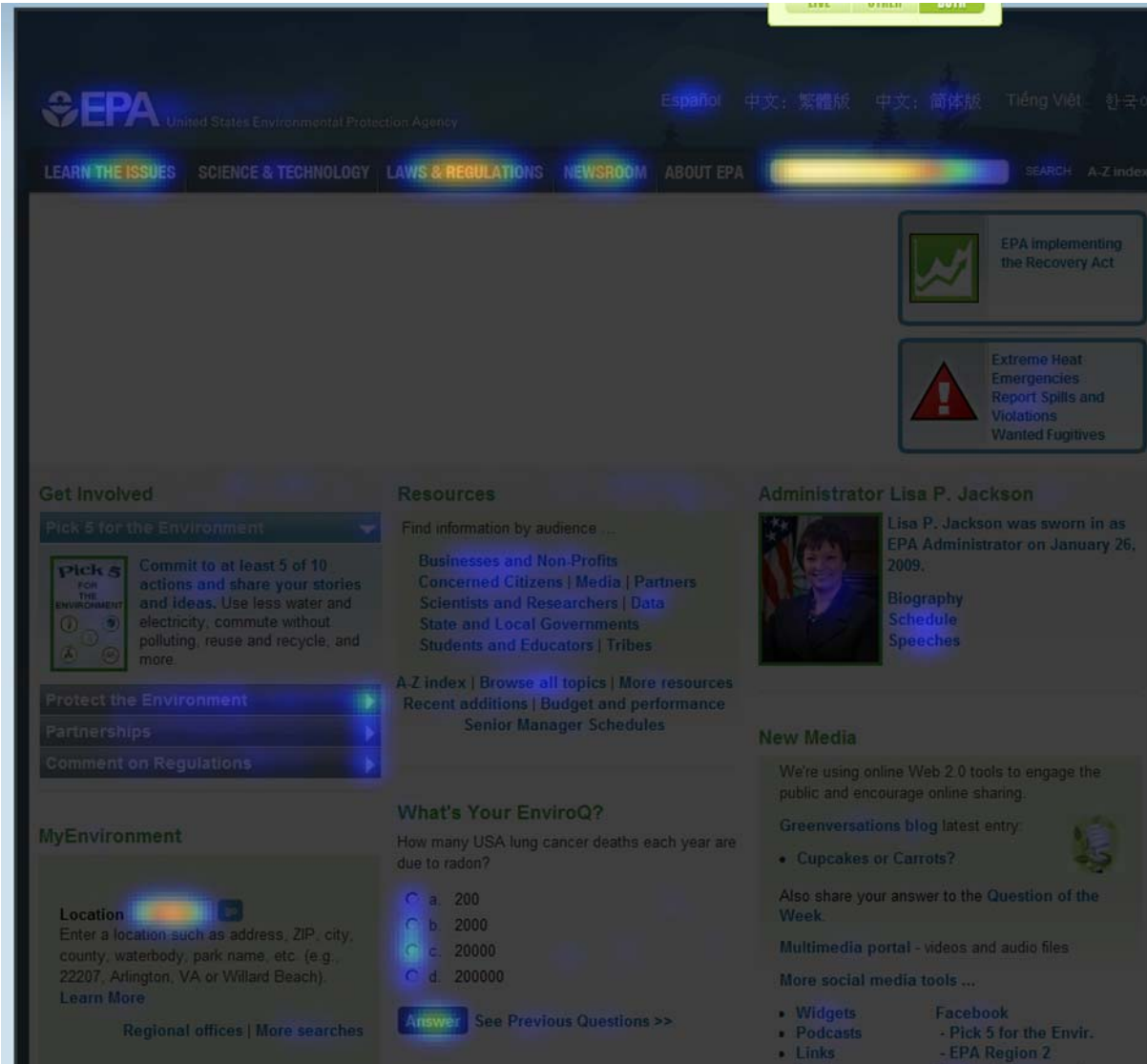


Stumbling Blocks

- Lack of coordination
- No overall prioritization
- “Putter upper” mentality
- Lack of metadata

How do people get to information?

Home Page Heat Map

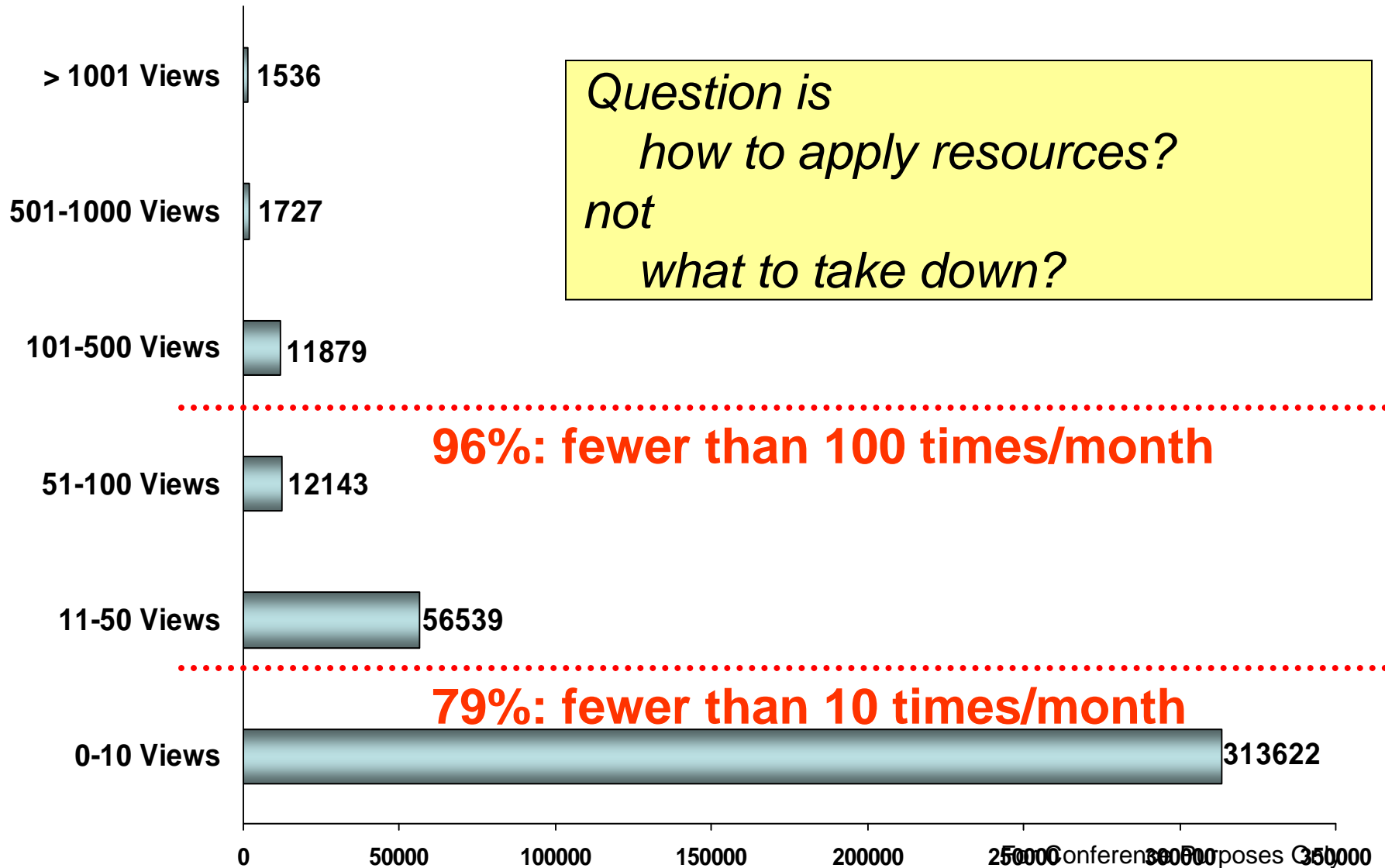


People use search; they're not expecting fully-developed navigation to every page on the site

For Conference Purposes Only

Are people using our information?

How many times are EPA pages viewed? July 2009



How do we handle major
topics now?

Lead in Paint, Dust, and Soil

Share

Contact Us Search: All EPA This Area Go

You are here: [EPA Home](#) » [Prevention, Pesticides & Toxic Substances](#) » [Pollution Prevention & Toxic](#) » [Lead in Paint, Dust, and Soil](#)



- Lead Home
- Basic Information
- En Español**
- Where You Live**
- Renovation, Repair and Painting
- Lead Professionals
- Grants
- Lead in the News
- Rules & Regulations
- Resource Center
- Lead Hotline
- Lead in Air
- Lead in Drinking Water



Why Do You Need to Be Concerned About Lead?

Lead is a toxic metal that was used for many years in products found in and around our homes. Lead also can be emitted into the air from motor vehicles and industrial sources, and lead can enter drinking water from plumbing materials. Lead may cause a range of health effects, from behavioral problems and learning disabilities, to seizures and death. Children six years old and under are



Use your creativity to create a video on how you can prevent lead in your home or about the

Most Common Sources of Lead

- Deteriorating lead-based paint
- Lead contaminated dust
- Lead contaminated residential soil

On this Web site:

- [Basic Information](#) [Información](#)
- [Facts about lead](#)
- [Health effects of lead](#)
- [Where lead is found](#)
- [Where lead is likely to be a hazard](#)
- [How to check your family and home for lead](#)
- [What you can do to protect your family](#)
- [Are you planning to buy or rent a home built before 1978?](#)
- [Renovating, repairing or painting a home, child care facility or school with lead-based paint](#)
- [Other EPA pamphlets on lead](#)

Link to Lead in Drinking Water page and to regional lead pages (Sept. views: 21,000)



Lead in Drinking Water

Share

Recent Additions | Contact Us Search: All EPA This Area Go

You are here: [EPA Home](#) » [Water](#) » [Safewater](#) » Lead in Drinking Water

Lead, a metal found in natural deposits, is commonly used in household plumbing materials and water service lines. The greatest exposure to lead is swallowing or breathing in lead paint chips and dust.

But lead in drinking water can also cause a variety of adverse health effects. In babies and children, exposure to lead in drinking water above the action level can result in delays in physical and mental development, along with slight deficits in attention span and learning abilities. In adults, it can cause increases in blood pressure. Adults who drink this water over many years could develop kidney problems or high blood pressure.

Lead is rarely found in source water, but enters tap water through corrosion of plumbing materials. Homes built before 1986 are at risk. However, new homes are also at risk: 10 percent lead. The most common problem is lead pipes and lead solder in fixtures which can leach significant amounts of lead into the water.

For more information on lead contamination, see the links listed below:

Fact Sheets

- [Is There Lead in My Drinking Water?](#)
- [Basic Information](#)
- [Consumer Fact Sheet](#)

Local Lead Information

- [Where You Live](#)
- [For District of Columbia Residents](#)

Regulatory Information

- [Lead's Action Level](#)
- [Regulatory Information](#)
 - [2007 Revisions to Regulations Controlling Lead in Drinking Water](#)
- [Compliance Help](#)

More Lead Resources



Information on LEAD

[Water](#)

4791

Information 1404

on Lead

Lead in Drinking Water page links to OW's own state-level information, not the regions.

(Sept. views: 2500)

Lead in New England

Serving Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont & 10 Tribal

[Recent Additions](#) | [Contact Us](#) Search: All EPA This Area

You are here: [EPA Home](#) » [EPA New England](#) » [Air / Communities / Pollutants](#) » [Lead](#) » Lead in New

Lead in New England

Our Goal:

"Eliminate medically confirmed blood lead levels greater than 10 ug/dL among children under age 6 in New England by 2010."

Lead is a toxic metal that may cause a range of health effects, from behavioral problems and learning disabilities, to seizures and death. Children six years old and under are most at risk, because their bodies are growing quickly. In the 1980's, the use of lead was phased out of gasoline and paint. But since New England has a lot of housing which is more than 25 years old, many of our houses may still contain lead paint. Exposure to lead usually occurs due to the presence of deteriorating lead-based paint, lead contaminated dust (particularly from renovations), and lead-contaminated residential soil.

This site provides information about lead, lead hazards in built paint assistance and enforcement efforts, and provides some protect your family.



Region 1 has a very comprehensive site, but it's general information with a single page of regional contacts.

(Sept. views: <20)

[NEW] Renovators, Remodelers, Contractors and Landlords Housing:

- [EPA's new rule aimed at protecting children from lead based paint hazards \(PDF\)](#) (79 pp., 848 KB, [about PDF](#))
- The new rule requires contractors and construction professionals that work in pre-1978 housing or child-occupied facilities to follow lead-safe work practice standards. [View the effective dates of the rule.](#)

Lead in New England

Serving Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont & 10 Tribal

Recent

You are

Region 2

Serving New Jersey, New York, Puerto Rico, US Virgin Islands and 7 Tribal Nations

[Contact Us](#)

Search:



All EPA



This Area

Go

You are here: [EPA Home](#) » [Region 2](#) » [Lead & Lead Poisoning](#) »

Lead and Lead Poisoning

Lead is a toxic metal that can cause a range of health effects. Children six years old and younger have the greatest risk of developing lead poisoning. Adults exposed to high levels of lead, usually in the workplace, are also at risk. The frequency and severity of medical symptoms increases with the concentration of lead in the body. In children, lead levels tend to increase rapidly from 6 to 12 months of age to 24 months.

Health Effects:

Lead may enter the body by accidental ingestion or inhalation of lead dust. Lead is more dangerous for children because they absorb more lead. Their brains and nervous systems are still developing, so the effects of lead are more severe. If undetected, children with high lead levels can experience: damage to the brain and nervous system, behavioral problems, growth, hearing problems and headaches. The only way to know if you or your child is poisoned by lead is to get a blood test. Adults who are exposed to lead may experience reproductive problems, high blood pressure and hypertension, and muscle and joint pain.

Where Lead is Found:

Lead-based paint is the main source of lead in homes. Many homes built before 1978 were painted with lead-based paint. When this paint peels, chips, chalks, or cracks, the lead paint may also be a hazard when found on surfaces that children can chew, or that children can touch. Lead may also be found in soil, household dust, drinking water, old toys and furniture, and lead-contaminated containers.

How to Prevent Lead Poisoning:

It is very important to have your child checked for lead levels in his or her blood. You should also test for lead. A paint inspection tells you the lead content of every different type of paint. A lead assessment will tell you if there are any sources of serious lead exposures, and what you can do to reduce them. If your family, you should clean floors, window frames, window sills, and other surfaces

Region 2 also has a great deal of general information. There are links to state/local agencies, but no geographic information.

(Sept. views: 490)

Serving Connecticut, M

Recent

You are

Lead

Our O

"Elimin
than 1
Englan

Lead i
effects
disabi
old an
are gr
phase
Englan
years
paint.
prese
contac

The
pa
pr

Region

Serving Ne

Contact U

You are he

Lead

Lead is a
younger
levels of
medical s
lead leve
24 month

Health E

Lead ma
inhalatio
absorb n

Serving

Contact

You are North Dakota, South Dakota, Utah, Wyoming and 27 Tribal Nations

EPA re
enviro
preven
of Fed
our na

You are here: EPA Home » Region 8 » Toxics & Pesticides » leadpnt » Lead Poisoning Prev

Region 8 Lead Program

On this page:

- [Introduction and State Lead Resources](#)
- [Region 8 Lead Program Contacts](#)
- [Forms, Applications, and Instructions](#)
- [EPA Lead Brochures](#)
- [Region 8 Lead Program Events and Activities](#)

Introduction and State Lead Resources

Region 8's Lead Program strives to provide information to the public about sources of lead p
ns and resources.

ough direct mailings, participation at relat
training sessions on lead regulations. To in

ntion and awareness activities in yo

shak: 701.328.5188, Swashek@nd.gov

406.444.0695

ia: 307.777.6015, steve.melia@health.w

6.4451, rwford@utah.gov

303.692.3261, David Willer 303.692.3

adez: 303.312.6304, valadez.victor@ep

Go

d Paint Hazarc

s issuing new rule
er the new rules,
s of lead during re

Everyone is at ris
ass, hand-to-mout

riorating, it may p

nce 1978. Childre
Lead poisoning ca
n. Pregnant wom

r physician do a b
er private doctors
lead, insist on the

Possible symptom


Region 8 provides a great deal of regional information and contacts, but does not appear to link to the HQ lead page.

(Sept. views: 147)

assessment will con
your family, you should

For Tribal Nation information, contact contact Teri Bahrych: 303.312.6788, bahrych.teri@ep

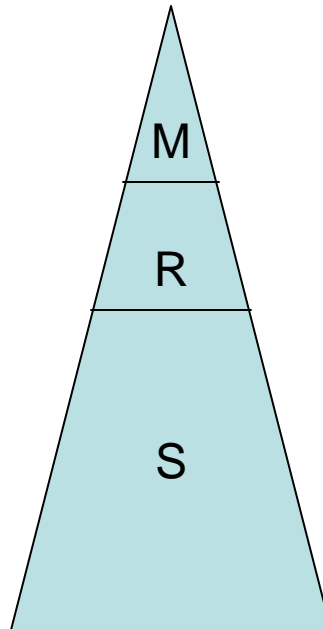
oses Only



New Structure

Model: A Library

- Small set of well-developed microsites (e.g., lead, SF Bay, careers)
- Resource directories
- Searchable main collection





Managing Microsites, Resource Directories

- Set regional, national priorities regularly
- Help visitors accomplish their top tasks
- Develop microsites, resource lists
 - topics
 - geographic areas
 - audiences
- Evaluate, adjust as needed

Regional, AAship Presence

- Rethinking presentation, not removing information
- Topics, geographic areas, audiences: microsites and resource lists
- Organizational info: About EPA
- News: EPA newsroom

Managing Searchable Collection

- Create metadata
- Review for currency, relevance, accuracy
- OEI will support with tools, services

Measures of Success

- Using a content management system with perfect metadata
- Pages in displays viewed more
- Regular evaluation
- Flexibility to move on emerging issues
- Increase in overall engagement with public
- Higher customer satisfaction scores

Goal

We're serving the public the best we can
for whatever we spend