

WHAT WE can do for YOU

Prepare and Review PFAS Communication **Materials**

- Fact sheets
- Notification letters
- Message Maps
- Press releases
- Website support
- Social media feeds
- Specific communication material needs
- Video Teleconference/Conference Call preparation
- Door-to-door notificaitons

Prepare and Review Risk and Communication **Plan**

- Strategy
- Team members
- Evaluation and impact measurements

Training

- Senior spokespersons
- Expert witnesses
- Messengers at events
- Team strategy/preparation
- Team refresher

Events **Assistance**

- Poster stations
- Comment table

People We've Helped



U.S. Department of Defense

NATIONAL ACADEMIES Sciences
Engineering
Medicine



Let Us Help You

CONTACT CRISIS COMMUNICATION.NET NOW

Your PFAS Communication Leaders



Dr. Vincent T. Covello

35 plus years' experience in high-risk crisis communication advising over 100 government agencies and 400 of the Fortune 500 companies on health risk and crisis communication issues, including opioid use, the COVID-19 pandemic, and PFAS.



Dr. Randall N. Hyer

35 plus years' experience as a physician in the public and private sectors educating people on diverse issues from COVID-19, bird flu, and PFAS. Dr. Hyer advises the National Academy of Sciences and lectures at Harvard University.

Crisis Communication Team Members Include

Tom Hipper
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Experts to help you communicate

PFAS

The "Forever Chemicals"
Communication
Challenge.



Challenging PFAS questions

WHO?

- WHO is responsible for PFAS in my water?
- Should I stop using my water - Is it safe to drink, give to pets, shower, water garden, livestock etc.?
- Are you still contaminating my water with PFAS?
- Are my (health problem) caused by PFAS?
- Should I have a medical test to see if I've been exposed?
- WHO will pay my medical bills?
- WHO will pay my water bill if my water isn't safe?
- Will this hurt my property value?

WHAT?

- WHAT are the chemicals you are investigating?
- WHAT actions will you take based on the results?
- WHAT health problems are caused by PFAS?
- DOES PFAS cause cancer?
- WHAT are current PFAS regulations?

WHERE?

- WHERE will you be sampling?
- WHERE have you sampled/have data previously?

WHEN?

- WHEN are you doing the sampling?
- WHEN will I know the results?
- WHEN did you know about the problem?

WHY?

- WHY are you doing the investigation here?
- WHY is PFAS a concern in drinking water?
- WHY now?

HOW?

- HOW did the water get contaminated?
- HOW will you do the sampling?
- HOW will you share the results?
- HOW long has PFAS been in my water?

YOU NEED TO ACT NOW



We can help you to:

- **Regain Public Trust:** Definitive and straightforward messaging can help you reassure employees, stakeholders, and the public that you are addressing the problem head-on.
- **Proactively Communicate:** Our team understands the latest PFAS regulations and can advise you on what to say.
- **Avoid Litigation:** Our team can help you communicate the challenges arising from PFAS.

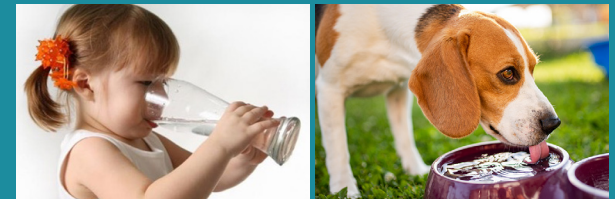


CENTER FOR RISK
COMMUNICATION
CRISIS
COMMUNICATION.net

PFAS Is Everywhere

Per- and Polyfluoroalkyl Substances

- More than 98% of the U.S. population have PFAS in their bodies
- Regulatory levels for PFAS are approaching zero - down over 90% to 4 parts per trillion



People are primarily exposed through ingestion:

- **Drinking Water**
- Food, breast milk
- Consumer products treated to repel water or resist stains
- Dust and soil



Potential health effects of PFAS include:

- Increased risk of certain types of cancer
- Increased cholesterol levels
- Changes in growth, learning, and behavior of the developing fetus and child
- Immune system changes
- Decreased fertility
- Altered hormone function

“Hyer and Covello’s ‘Communication Guide’ is a communicator’s dream.”

—Susan Young, HealthCare Communication News

