



Advancing
Environmental
Solutions

ITRC PFAS

Risk Communication Technical Guidance and Toolkit

2020 ECOS STEP MEETING

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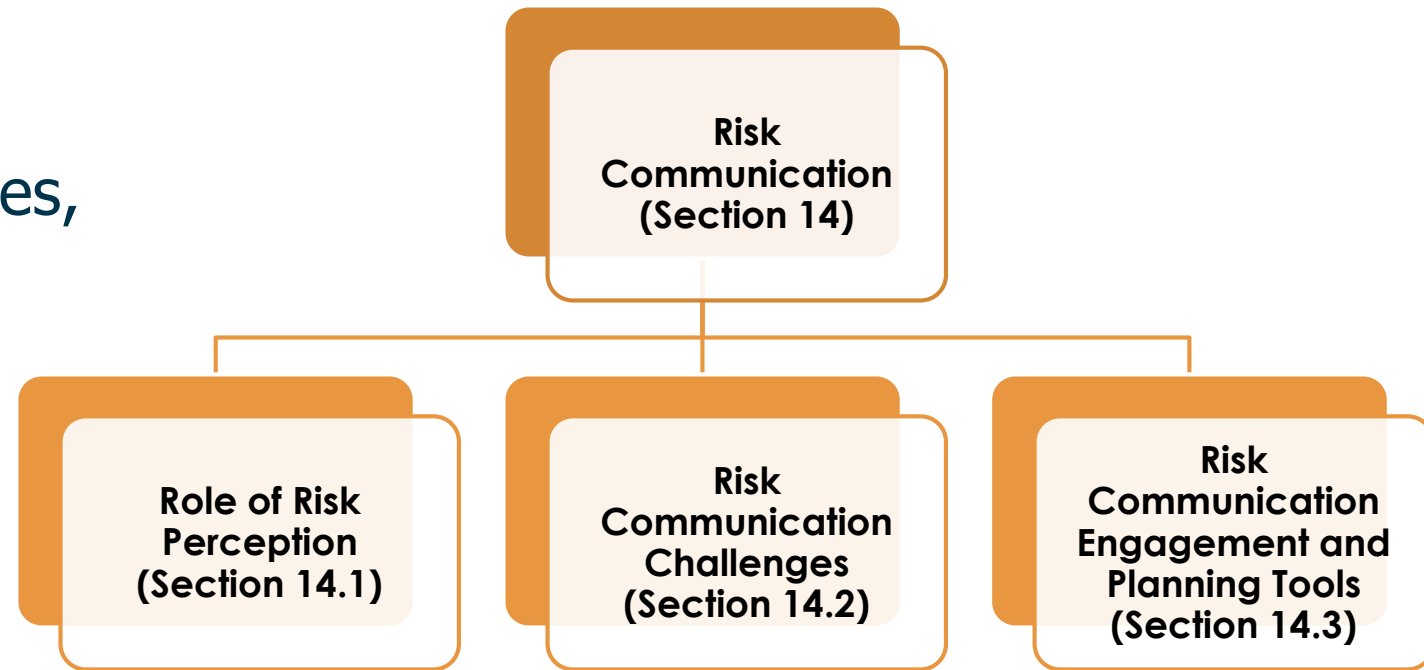


ECOS

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PFAS Technical and Regulatory Guidance Document Published

- ▶ Final web document PFAS-1:
<https://pfas-1.itrcweb.org>
- ▶ Risk Communication, Section 14
- ▶ Risk Communication Case Studies, Section 15.4
- ▶ Stakeholder Perspectives, Section 13



Risk Communication Toolkit Document Published

- ▶ Final web document, Risk Communication Toolkit RCT-1:
 - ▶ <https://rct-1.itrcweb.org/>
 - ▶ Developed by the PFAS, 1,4-Dioxane and Harmful Cyanobacterial Blooms (HCBs) teams
 - ▶ Recognize that risk communication is broader than any specific environmental issue
 - ▶ Highlight the value of this science-based communication approach
 - ▶ Additional tools and case studies added and updated by ITRC teams as they are developed

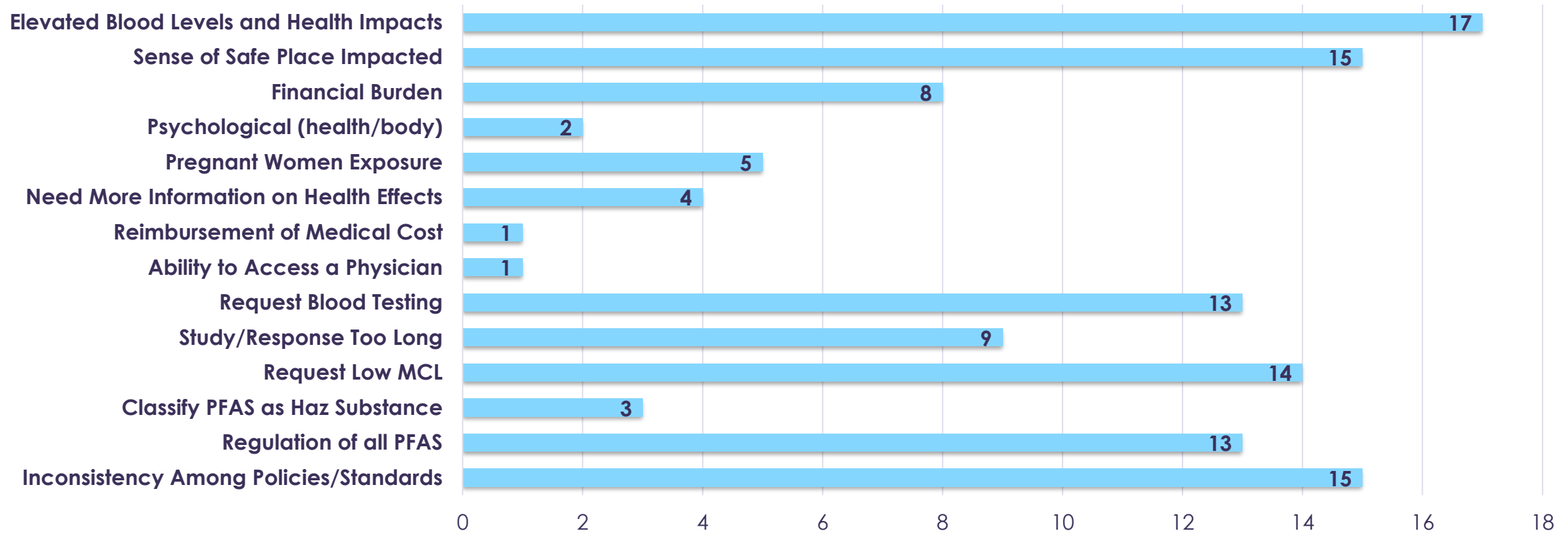
Role of Risk Perception: Public Stakeholders and Decision Makers

- Understanding every public stakeholders' and interested party different perceptions of risk to the hazard(s) will assist in effectively communicating and educating the potential risks and mitigation strategies of PFAS.

Examples of PFAS Related Community Concerns

Represents number of stakeholders

USEPA 2018 Community Meeting Concerns

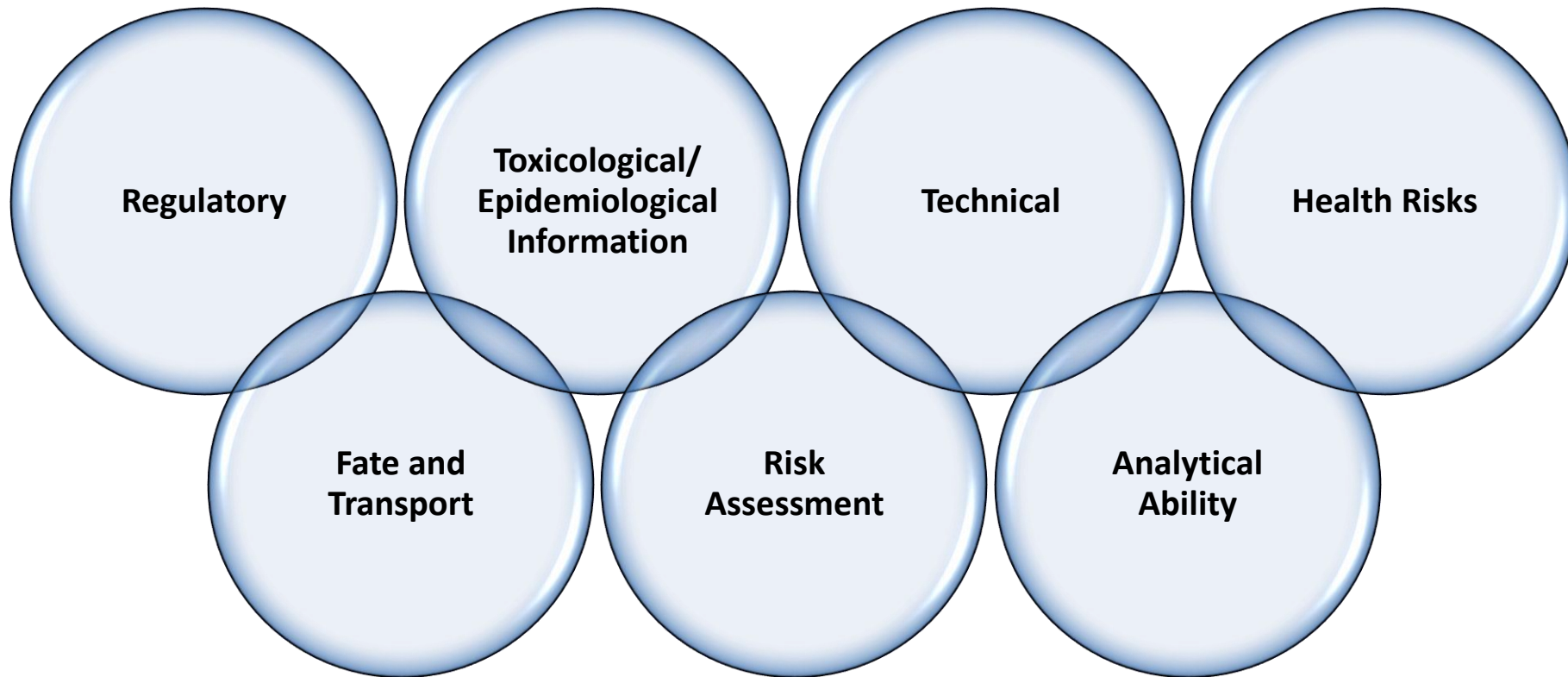


Represents number of stakeholders, data from 4 USEPA 2018 community meetings.

<https://www.epa.gov/pfas/pfas-community-engagement>

The number of stakeholders is not an indicator of relative importance.

PFAS Risk Communication Challenges



Risk Communication Plan Process Diagram

- ▶ Risk communication plan process adapted from the work of NJDEP 2014
 - ▶ Based on the work of Chess, Hance and Sandman from Rutgers University
 - ▶ Facilitates the development of project-specific plans
- ▶ Web document, RCT-1
 - ▶ Appendix A includes a template to download and fill-in
 - ▶ Section 4 describes the process steps
 - ▶ Section 5 includes links to case studies
 - ▶ Section 6 Additional Information, includes appendices of tools and examples
 - ▶ Additional case studies and tools to be linked as developed by other ITRC Issue teams



Source: Modified from NJDEP 2014

ITRC Risk Communication Toolkit

Compilation of **PFAS Fact Sheets, FAQs and other resources** developed by the ASTHO and ECOS are available:

- <https://www.astho.org/PFAS/>
- <https://www.eristates.org/projects/pfas-risk-communications-hub/>

Steps 1 & 2 Identify the Issue & Set Goals

- Agenda for First Internal Communication Team Planning Meeting
- PFAS-specific SMART Goals

Steps 3 & 4 Audience Assessment

- Actor Mapping Tools, including PFAS-specific examples

Steps 5 Identify Messages

- Message Mapping Guide
- PFAS-specific Key Messages

Step 6 PFAS-Specific Communication Methods

- Case Studies
- Active Centralized Information Repositories
- Community Education Classes
- Guidance for Writing Analytical Results Summary Letters
- Guidance for Writing Press Releases
- Social Factors Vision Board
- Analytical Data Package Public Information Fact Sheet
- Tracking Form of Media Correspondence