EPA Risk Communication and PFAS

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Warning about my officemates:



Risk Communication: Definitions

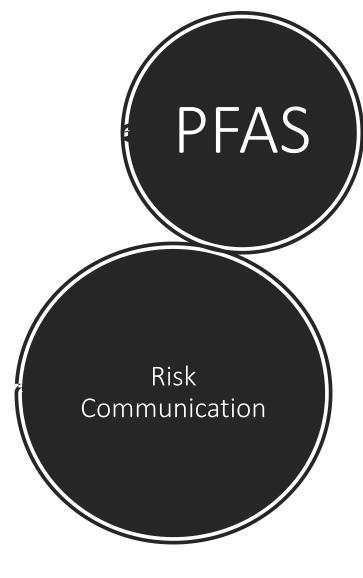
Risk Communication:

communication intended to provide a general or specific audience with the information they need to make informed independent judgements about risks to health, safety, and the environment (Fischoff).

At EPA, this means providing MEANINGFUL, UNDERSTANDABLE, and ACTIONABLE information to the American public. Acceptability of Risk: Key Hazard Characteristics

PFAS

More Acceptable	Less Acceptable
Affects adults especially the elderly	Affects children especially babies
Observable	Invisible
Exposure is known to exposed	Can be exposed without knowing
Contained in known and understood locations	Dispersed, could be anywhere
Shared Equally/ Equitably	Unfair or unequal distribution
Well understood and defined	New or poorly understood
Voluntary	Involuntary
Mild consequences	Catastrophic
Immediate effect	Delayed or unpredictable effect
Controllable by individual	No meaningful control steps available
Natural	Man made



- Establish shared values.
- Meet audience concerns.
- Provide needed background knowledge.
- Explain uncertainties.
- Give action steps.

SALT Framework

- Strategy
- Action
- Learning
- Tools

Caveat: Still under development.



Content Rich Risk Communication Toolkits ...Coming Soon

- PFAS
- Lead
- Ethylene Oxide



The EPA Mission is to Protect Human Health and the Environment.

 Risk Communication is deeply embedded in virtually all parts of this mission.

