



ECOS PFAS Panel – September 2021



3M Settlement – Importance of Communications

- Fish, water and sediment were collected
- Fish consumption advisory were issued for east metro
- Fish advisories are available on MN DNR Lake Finder

Communications Areas of Concern

- Long process—people may assume decisions are made
- High emotions around safety—people may be quick to assume things are not equitable
- Complex scientific information and people can come to the wrong conclusion
- The settlement is not occurring in a vacuum and other outside issues can impact directions

- High Concern/High Interest
- Information is critical
 - Educate and inform
 - Instill Confidence
 - Barriers
 - Timeliness
 - Message source



Questions?