# Kentucky Lead Workgroup Communication & Public Education

March 15, 2017

#### Communication & Public Education

- Overview of current communication
- Identify opportunities for small, medium & large utilities
- Recommendations for communication & public education
- Available resources



### **Current Communication**

- Much of the current communication primarily focuses on lead and drinking water
- Media attention focuses largely on the water utility/water treatment aspect
- Most Kentucky water utility websites contain little to no information on lead

# **Communication Gaps**

- Lack of a holistic communication on lead (more than drinking water)
- Water utility providers not always positioned as the experts on water quality
- Reactive communication
- Gap in overall communication about water quality/public health

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### Communication Gaps

- Materials are wordy, lots of text and limited visuals
- Silo communications lack of coordination in relaying information to the public
- Communication/public education training for water utility professionals

### **Opportunities**

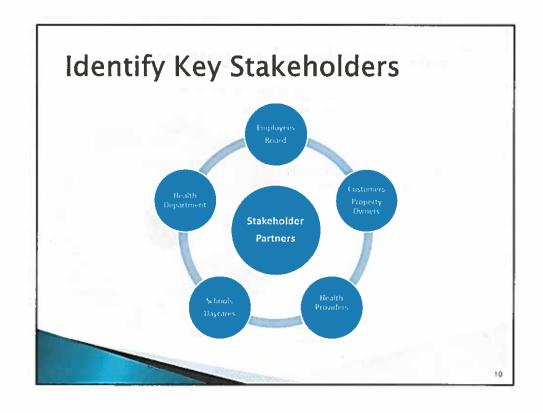
- Create a community dialogue on lead with a foundation on overall water quality
- Includes water providers, customers, health departments, doctors and other key stakeholders
- Develop consistent messages that are easy to locate, visual and available in a variety of formats

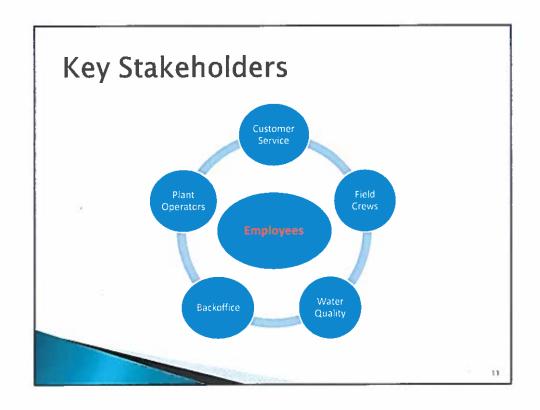
### **Opportunities**

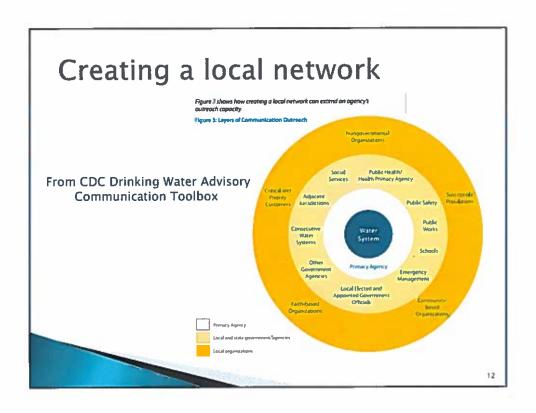
- Elevate the overall recognition of water quality/public health
- Develop training opportunities for water quality professionals - fold communication/education into existing training
- Develop communication/education course

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# Focus on water quality WATER QUALITY Public Health Lifeline to a Community Use the attention on lead/drinking water to create an overall focus on safe drinking water







## Delivering the Message

- Identify communication channels
  - In-person
  - Printed materials
  - Website
  - Stakeholder websites
  - Media (traditional and digital)
  - Assets within key partners (bulletin boards, newsletters)
  - State resources (KY DOW, Dept. Of Public Health, statewide campaigns)
  - National resources (AWWA, NRWA, EPA, CDC)

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## **Consistent Message**

- Templates/key messages that can be tailored to communities
- National efforts underway:
  - AWWA customizable materials on general lead information, testing drinking water, plumbing, service line replacements, aerators, etc.
  - LSLR Collaborative Independent non-profit brought together over 20 organizations to focus on service line replacements

## Consistent Message

- CDC Drinking Water Advisory Communication Toolbox - materials can be tailored for a variety of water quality messages
- Kentucky Division of Water overall information on lead/copper rule in Kentucky
- EPA overall information lead (sources, poisoning, drinking water, etc.)

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## Move to a visual message

Text and photos relay an easier to understand message



# Summary

- Working with key stakeholders, develop a holistic communication on lead
- For drinking water, develop consistent, visual messages
- Develop communication/education training look to fold this into existing training

