

Communication Plan Step 5: Identify Messages

Message Mapping Worksheet, Source: (Covello, Minamyer, and Clayton 2007)

See also this website for a template of the message mapping worksheet:

https://www.orau.gov/cdcynergy/erc/content/activeinformation/resources/Covello_message_mapping.pdf

<p>Stakeholder: Community member</p>	<p>Question/Concern/Issue: What are PFAS and why is the state concerned about them?</p>	
<p>Key Message/Fact 1: PFAS are a family of human-made chemicals in many products used by consumers and industry.</p>	<p>Key Message/Fact 2: PFAS are emerging contaminants of concern.</p>	<p>Key Message/Fact 3: PFAS may adversely impact human health.</p>
<p>Keywords: Supporting Facts 1.1 PFAS are a large group of thousands of manufactured compounds, produced and used for over 60 years.</p>	<p>Keywords: Supporting Facts 2.1 PFAS are contaminants of active scientific research. Scientific knowledge is changing rapidly.</p>	<p>Keywords: Supporting Facts 3.1 Some PFAS can build up in the body (bio accumulate) and take a long time to leave the body.</p>
<p>Keywords: Supporting Facts 1.2 PFAS have been used in coatings for textiles, paper products, and cookware and to formulate some firefighting foams, and have a range of applications in the aerospace, photographic imaging, semiconductor, automotive, construction, electronics, and aviation industries.</p>	<p>Keywords: Supporting Facts 2.2 Laboratory methods may or may not exist to detect all the PFAS contaminants that we know about; methods are developing and evolving with the emerging science.</p>	<p>Keywords: Supporting Facts 3.2 Some PFAS have been found to impact fetal development and are passed to babies through nursing and bottles.</p>
<p>Keywords: Supporting Facts 1.3 PFAS are found throughout the environment, in people, and in animals and fish.</p>	<p>Keywords: Supporting Facts 2.3 Federal and state regulations are changing as the scientific knowledge evolves; this leads to guidance and recommendations that may vary across the country.</p>	<p>Keywords: Supporting Facts 3.3 Studies in exposed humans suggest that some PFAS may cause high cholesterol, higher liver enzymes in blood, decreased response to vaccines, decreased birth weight, and testicular and kidney cancer.</p>