Drinking Water Risk Communication Toolkit

If you’ve ever answered a question like: “Is my water safe?” or “Why does my water have an odor/color?” then you have engaged in risk communication.

Risk communication is a science-based approach to information sharing that helps people understand their risk, teaches them how the risk can be reduced, and encourages a behavior change to reduce the risk.

Use MDH’s Drinking Water Risk Communication Toolkit to:

- Request example messages on challenging topics from MDH.
- Create simple-to-use, accurate and clear messages about drinking water.
- Identify effective ways to communicate about drinking water.
- Develop consistent messages to maintain and build confidence in tap water.
- Share your successes with other public water systems.

Why is risk communication so important?

- 21st century communication moves faster than ever and people want immediate and frequent information.
- Engaging in risk communication makes sure your audience gets the right information at the right time.
- Good risk communication builds trusted relationships between you and your customers.

Visit the Drinking Water Risk Communication Toolkit online: [www.health.state.mn.us/communities/environment/water/toolkit/index.html](http://www.health.state.mn.us/communities/environment/water/toolkit/index.html)

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