

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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