

Risk Communication Tips, Ideas, and Strategies from Minnesota Communities

- Visits to customers' homes to discuss drinking water questions are effective. *Eden Prairie*
- Our biggest resource is the newspaper. We have a direct relationship with reporters that works well. *Bemidji*
- Share talking points with all staff to help everyone keep the message consistent. *New Brighton*
- One-on-one interactions with customers work well. We don't dismiss their concerns and give them facts. *Minneapolis*
- Keep it simple. We use infographics and visuals when possible. *Rochester*
- Facebook has been a helpful way to communicate with customers. *Foley*



Systems throughout Minnesota—large and small—are using risk communication strategies!



DEPARTMENT OF HEALTH

- Develop trust.**
Be truthful and open; respond in a timely manner.
- Know your message & stick to it.**
Come prepared with your information.
- Be kind and caring.**
Express empathy and treat customers with respect.
- Recognize customer concerns.**
Practice having respectful, difficult conversations.
- Tell a clear story.**
Include the steps you are taking and any action they should take.
- Share your success story with us!**
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