

JERSEY WATERWORKS CONFERENCE 2022

DECEMBER 2, 2022 | THE WAR MEMORIAL, TRENTON

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Communicating Water Issues and Creating Outreach Plans



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THE STATE UNIVERSITY
OF NEW JERSEY

Communicating Water Issues and Creating Outreach Plans

Jersey Water Works Conference – December 2022

Jeanne Herb

Rutgers, The State University of New Jersey

Rutgers University Land Acknowledgment: We acknowledge that the land on which we stand is the ancestral territory of the Lenape People. We pay respect to Indigenous people throughout the Lenape diaspora- past, present, and future- and honor those that have been historically and systemically disenfranchised. We also acknowledge that Rutgers University, like New Jersey and the United States as a nation, was founded upon the exclusions and erasures of Indigenous peoples.

Challenges to communicating science



- ✓ Most Americans are not scientifically literate. Most adults try to make sense of science when they need it for a personal decision.
- ✓ Science is an important part of the decision-making process but people rarely make decisions based only on scientific information.
- ✓ People approach challenges and decisions from the perspective of their own value set and implicit bias. Values matter!

How do we communicate complex topics?



We listen

RADICAL
LISTENING
IS MORE THAN
JUST WAITING
FOR YOUR TURN
TO SPEAK

What do we listen for?



Trust



Values



Worry



Information Processing

Change in Americans' Confidence in Major U.S. Institutions, 2021-2022

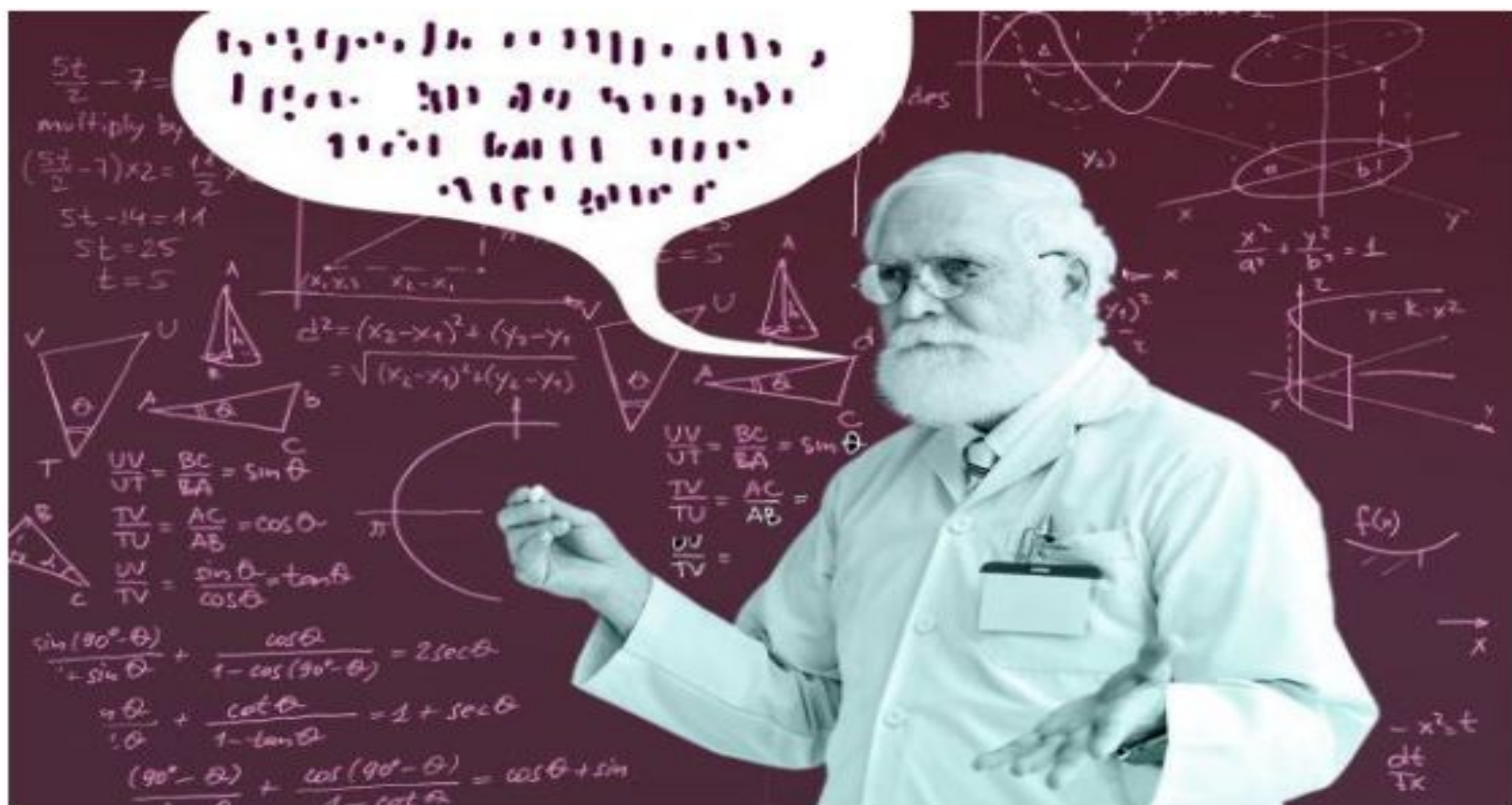
Now I am going to read you a list of institutions in American society. Please tell me how much confidence you, yourself, have in each one -- a great deal, quite a lot, some or very little.

	2021	2022	Change
	% Great deal/Quite a lot	% Great deal/Quite a lot	pct. pts.
Small business	70	68	-2
The military	69	64	-5
The police	51	45	-6
The medical system	44	38	-6
The church or organized religion	37	31	-6
The public schools	32	28	-4
Organized labor	28	28	0
Banks	33	27	-6
Large technology companies	29	26	-3
The U.S. Supreme Court	36	25	-11
The presidency	38	23	-15
Newspapers	21	16	-5
The criminal justice system	20	14	-6
Big business	18	14	-4
Television news	16	11	-5
Congress	12	7	-5

Institutions are ranked from highest to lowest confidence in 2022

Deficit Model of Science Communication

Values



Worry

Top 10 Fears of 2022	% of Very Afraid or Afraid
1. Corrupt government officials	62.1
2. People I love becoming seriously ill	60.2
3. Russia using nuclear weapons	59.6
4. People I love dying	58.1
5. The U.S. becoming involved in another world war	56.0
6. Pollution of drinking water	54.5
7. Not having enough money for the future	53.7
8. Economic/financial collapse	53.7
9. Pollution of oceans, rivers, and lakes	52.5
10. Biological warfare	51.5

Information Processing

Those with the least understanding of science had the most science-opposed views, but thought they knew the most.”

The New York Times

Health Facts Aren't Enough. Should Persuasion Become a Priority?

Those with the least understanding of science oppose it the most and also think they know the most, a study showed.

Give this article



522

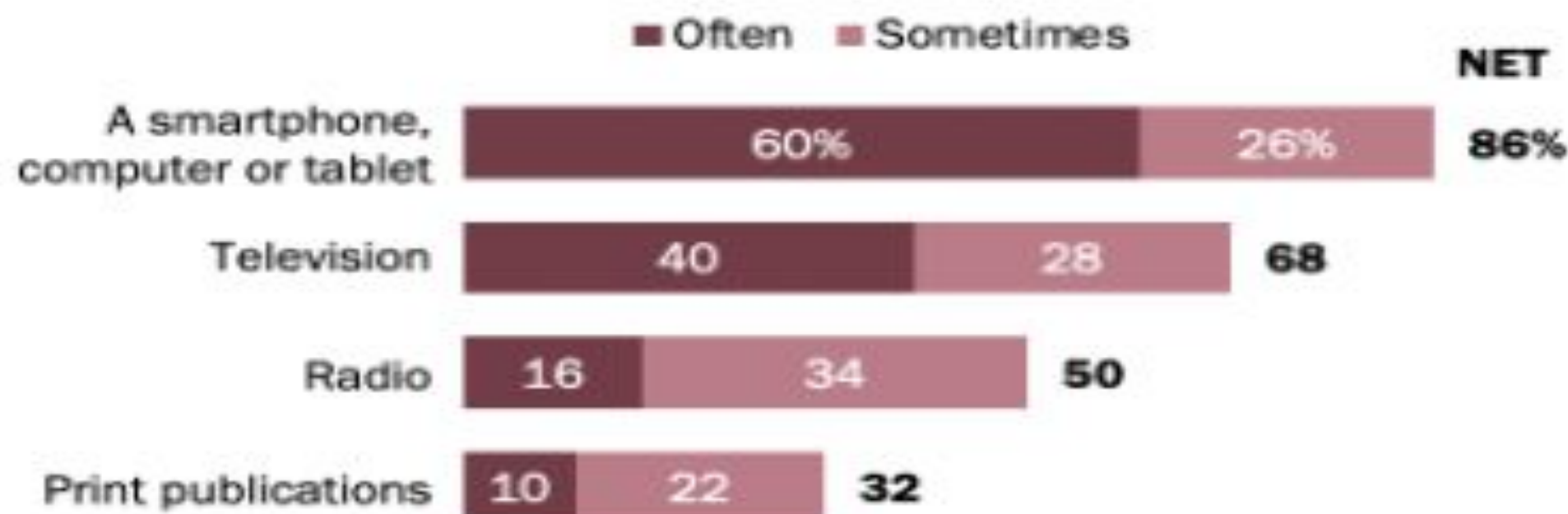


<https://www.nytimes.com/2019/07/22/upshot/health-facts-importance-persuasion.html>

Sources of Information

Large majority of Americans get news on digital devices

% of U.S. adults who get news _____ from ...



Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

PEW RESEARCH CENTER

**We ask why
are we
communicating**

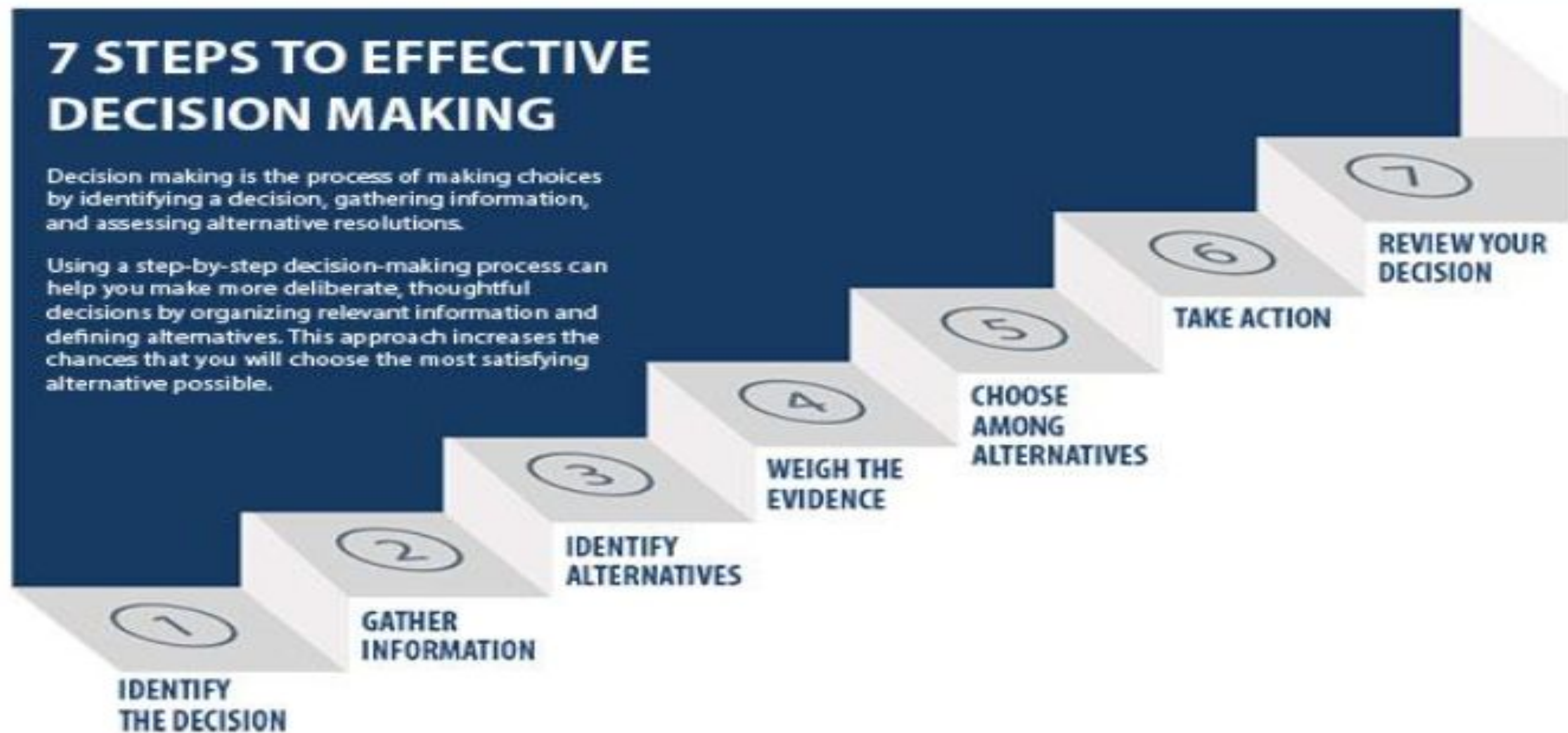


- General education?
- Research results (that they paid for)?
- Soliciting funding?
- Inform a general decision?
- Inform a particular decision?

7 STEPS TO EFFECTIVE DECISION MAKING

Decision making is the process of making choices by identifying a decision, gathering information, and assessing alternative resolutions.

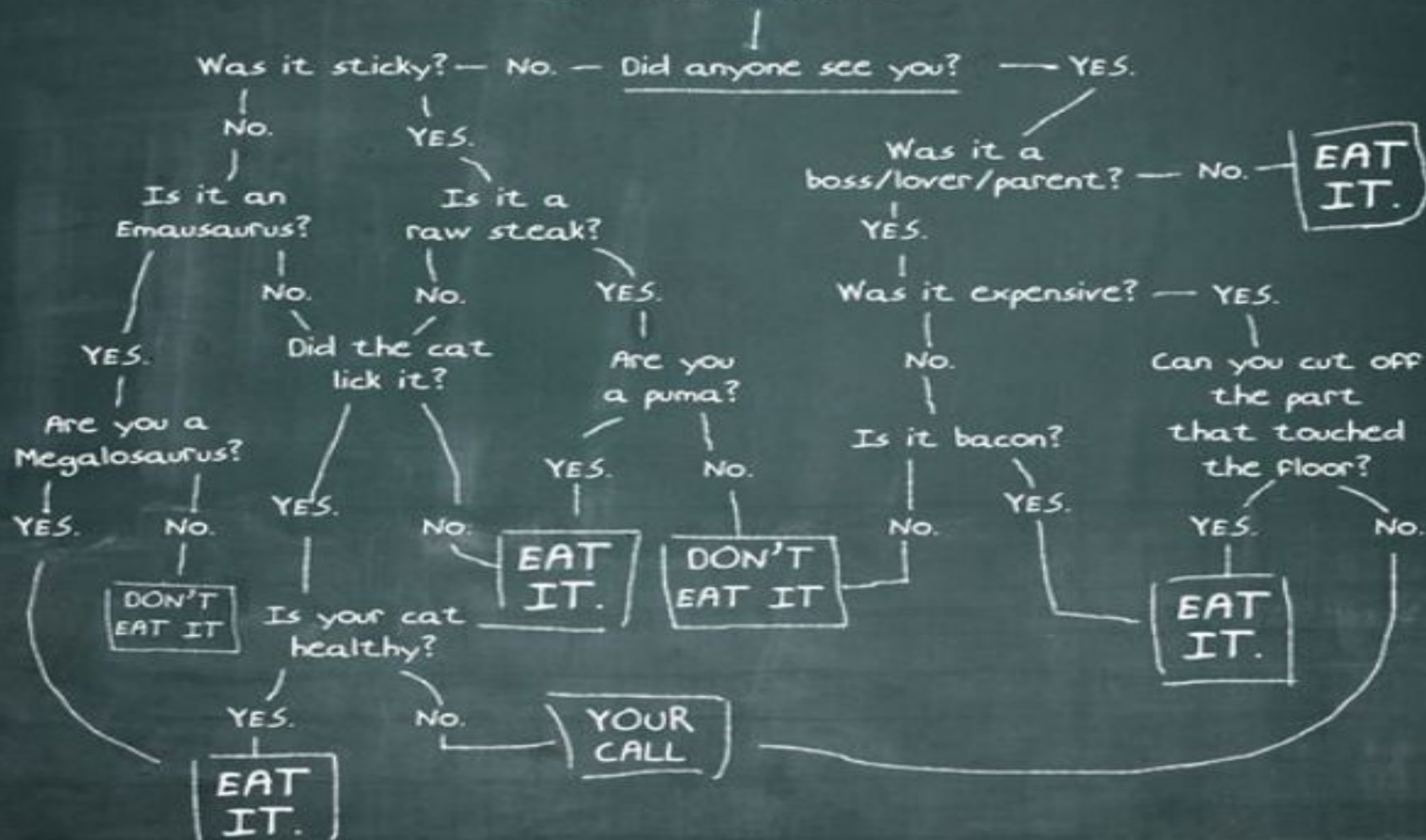
Using a step-by-step decision-making process can help you make more deliberate, thoughtful decisions by organizing relevant information and defining alternatives. This approach increases the chances that you will choose the most satisfying alternative possible.



HOW YOU MAKE A DECISION



You Dropped Food on the Floor Do You Eat It?



**We frame our
messages**

Why frame?

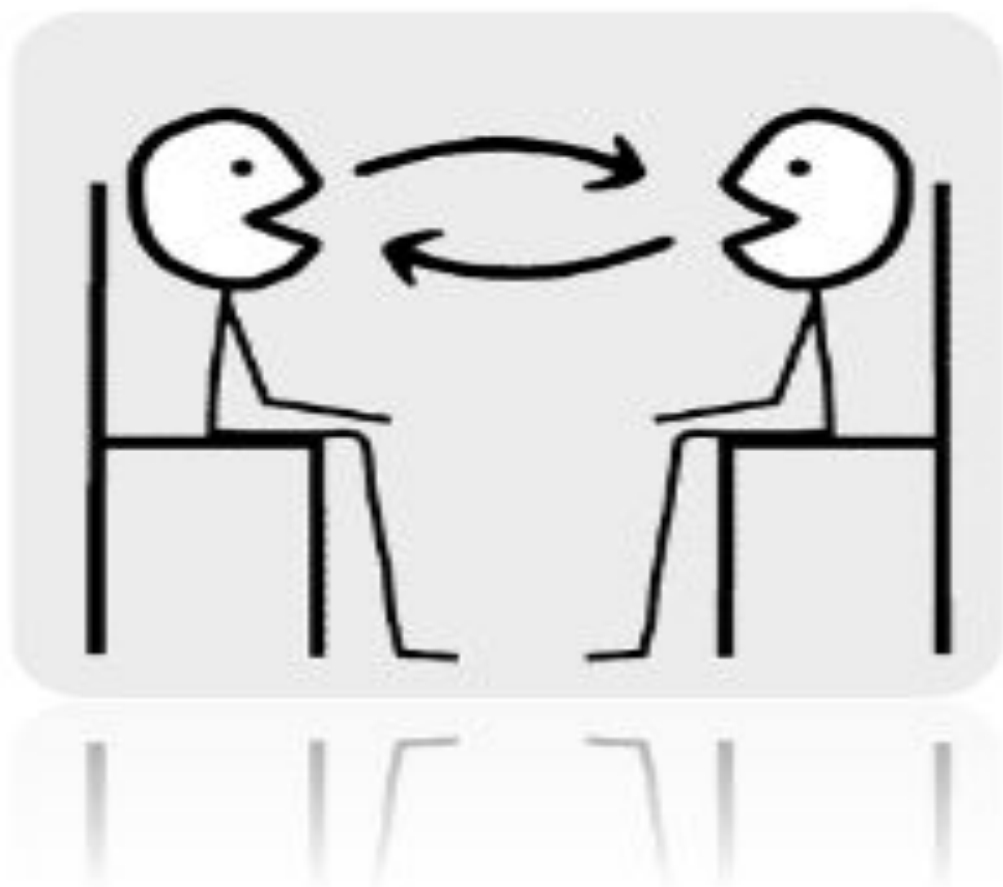
**Make your message
relevant**

Find shared values

Motivate action

**Build trusting
relationships**

Maximize impact



Why Does It Matter? Why Might it Matter?



NJ SPOTLIGHT
NEWS, ISSUES AND INSIGHT FOR NEW JERSEY

BUDGET EDUCATION ENERGY & ENVIRONMENT HEALTHCARE
RISKY WEATHER COMMUNITIES ELECTRICITY WATER IMMIGRATION

OPINION

ARTICLE SUMMARY 16

OP-ED: LEADERSHIP NOW CAN PROTECT NJ'S WATER SUPPLY FROM FUTURE CLIMATE CHANGE

TOM KEAN SR. AND JIM FLORIO | SEPTEMBER 26, 2016

New report is catalyst to begin identifying risks to water supply posed by climate change and implementing measures to reduce vulnerability



TOM KEAN SR. AND JIM FLORIO

Clean, plentiful drinking water is critical for New Jersey's families, businesses, and the future health and wellbeing of our state. In addition to the challenges that water-supply regulators and utilities have faced in the past, a new two-volume report released by the New Jersey Climate Adaptation Alliance brings attention to the challenges a changing climate poses to our drinking-water supplies. The report also offers solutions for

Health
Business
Energy Security
End to Subsidies
Technological Innovation
Food, Clothing, Shelter
Infrastructure Integrity
Livable communities
National Security
Moral Responsibility
Equity
Legacy for Our Children
Good For the Economy
Energy Choice

We ground engagement on JEDI



Who has a seat at the table?

“If you don’t have a seat at the table, you’re probably on the menu.”

- Elizabeth Warren





- **Who's table is it?**
- **Who's at the head of the table?**
- **Who gets to decide what's on the table?**
- **Is it built so everyone can participate?**
- **Who isn't used to sitting at the table and may need additional support to ensure that the table is level?**
- **Did the people most affected have input on the table design?**

Sometimes the process is more important than the product

Does the process....

Reflect a design informed by input from people most affected?

Ensure that equitable outcomes are everyone's responsibility?

Include design components to ensure that barriers are removed?

Commit to address root causes? Can it?



Thank you

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Communicating Water Issues and Creating Outreach Plans

Kim Gaddy

National and New Jersey EJ Director



November 2022

www.cleanwateraction.org/nj

Key Elements to Good Communication

- 1. Honesty is the best policy !**
- 2. Action Oriented with clear timelines**
- 3. Consistent Message**
- 4. Make Materials and Format Inviting**
- 5. Easy to Access and Use**
- 6. Use Trusted Messengers**

1. Honesty is the Best Policy

- **Truthful**
- **Transparent**
- **Timely disclosure**
problem, data, next steps
- **If you don't know, say so!**
- **Don't say its safe if you don't know it's safe**
- **Only promise what you can deliver**



2. Action Oriented Communication

- **Define problem**
- **Tell public what the remedy is**
- **What utility will do & by when**
- **What public can do to be part of solution**

Regulatory Requirement but how useful is it?

Tap water samples were collected for lead and copper analysis from homes in the service area							
Contaminant	Units	Action Level	MCLG	Amount Detected (90 th %tile)	Homes Above Action Level	Compliance Achieved	Typical Source
Copper ¹³ 2014	ppm	1.3	1.3	0.234	none	Yes	Corrosion of household plumbing systems
Lead ¹³ 2014	ppb	15	0	3	1	Yes	Corrosion of household plumbing systems

Action Level = if 10% of more of samples are above 15 ppb (parts per billion) then water system must take steps to reduce lead levels through corrosion controls and/or service line replacement.

MCLG = Maximum Contaminant Level Goal for lead is ZERO. No level of lead is safe.

NOTE: Homeowners are responsible for service lines from the home to the curb.

NEWARK DOOR HANGER

Lead Source

Health Issue

Remedy Utility & You

•Line Replacement

•Filter Use
Distribute

•Multiple
Ways to
Sign Up

GET THE LEAD OUT

Important notice from:
Department of Water and Sewer Utilities

CLEAN WATER ACTION

Newark's records indicate that your home has a lead water service line. Exposure to lead in drinking water may cause serious health problems including damage to the kidneys and brain. Infants, children and pregnant women are especially at risk.

The City has two programs to help protect your family from exposure to lead in drinking water.

Water Filter Distribution Program

Newark is distributing **FREE** water filters to eligible residents. You can check if you are eligible for a filter at newarkleadserviceline.com. To get a filter for your kitchen faucet you can:

Pick up your **FREE** filter at a designated distribution center. Visit newarkleadserviceline.com for a list of distribution centers and times **OR** call 973-733-6303.

If you are not eligible for a filter, the City is offering to perform **FREE** water testing for lead upon request. To schedule an appointment, contact 973-733-6303 or waterandsewer@ci.newark.nj.us

Lead Service Line (LSL) Replacement Program

The City is offering lead service line replacements to residents at a **DISCOUNTED** cost of up to \$1,000. Your lead service line will be replaced with a copper service line from the water main in the street to the water meter in your home. A monthly, interest-free payment plan is available.

- To register for the program, use the form on the back or visit newarkleadserviceline.com
- If you are not sure if you have a lead service line, you can request a **FREE** inspection by contacting 973-733-6303 or waterandsewer@ci.newark.nj.us

What can I do RIGHT NOW?

- Visit the website or call 973-733-6303 to determine your filter eligibility, obtain a filter and install it.
- Sign up for the LSL Replacement Program. See the form on the back.
- Do not use hot water directly from the tap for cooking or preparing baby formula.
- Remove and clean faucet strainer to remove loose lead particles.
- Do not boil water for the purpose of removing lead.
- Replace old fixtures and faucets in your home with lead free plumbing materials.

Diagram: This is the portion of the water service line that the City will replace under the Lead Service Line Replacement Program. Labels: Water Main (City-owned), Corporation Stop, Sidewalk, Curb Stop, Property Boundary, Water Service Line (Homeowner-owned), Internal Plumbing, Shut-off Valve, Water Meter.

Still have questions?
973-733-6303 | info@newarkleadserviceline.com | newarkleadserviceline.com
For more information on lead in drinking water, visit: newarkleadserviceline.com or cleanwateraction.org/leadnj or epa.gov/lead

Lead Service Line Replacement Registration Form

OR scan this code to complete on your smart phone

Take a photo of the form and email to info@newarkleadserviceline.com
OR complete the form on the website: newarkleadserviceline.com/register

Name
First name _____ Last name _____

Property Address
Line 1 _____
Line 2 _____
City _____ State _____ Zip/postal code _____

Contact Information
Phone number _____ Cell ☐ Home ☐
Email address _____

Participation Options

☐ **Yes** – I want my lead service line servicing my property replaced. I understand this requires a financial contribution of up to \$1,000 which can be paid in monthly installments.

☐ **No** – I decline the City's offer to replace my lead service line servicing my property at a reduced cost. I understand the health risks associated with having a lead service line.

☐ **No** – I previously had my entire lead line servicing my property replaced.

How do I register for the Lead Service Line Replacement Program?

3. Consistent Message

- **Use same catchy slogan, logo etc.**
- **Make sure info/instructions are uniform**
- **Can be communicated easily by others**

**Take Back The Tap!
Let the Water Run.**



4. Make Materials & Format Inviting

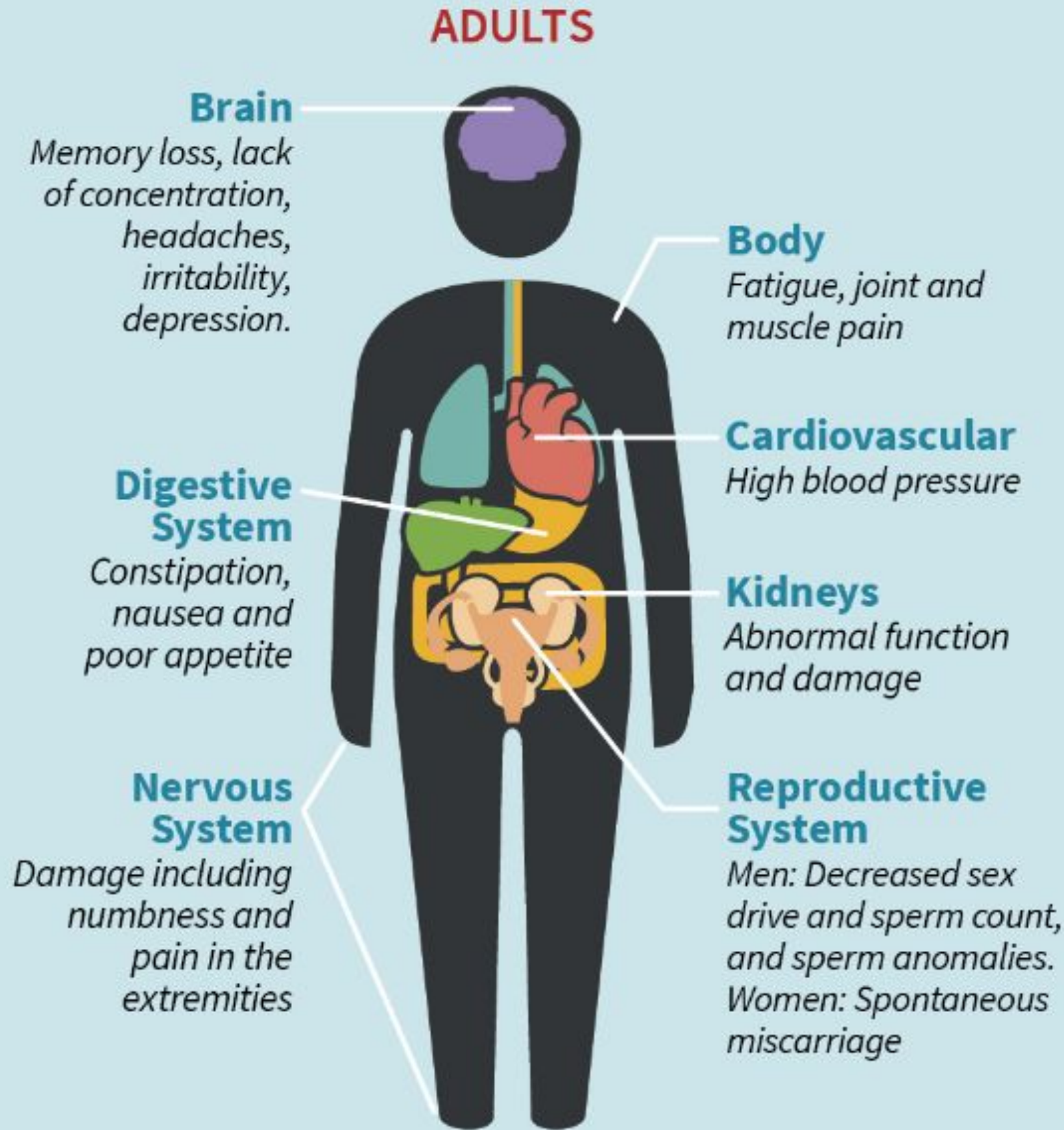
- **Eye Catching with pictures & graphics**
 - **Easy to Understand, Relatable, WIFM**
 - **Vary Content Style** (words, hands on & visuals)
 - **Multiple Venues** (in person, media & electronic)
 - **Be interactive**
 - **Produce Authentic Translations**
 - **Display in Public View**
- 

Exposure to Lead

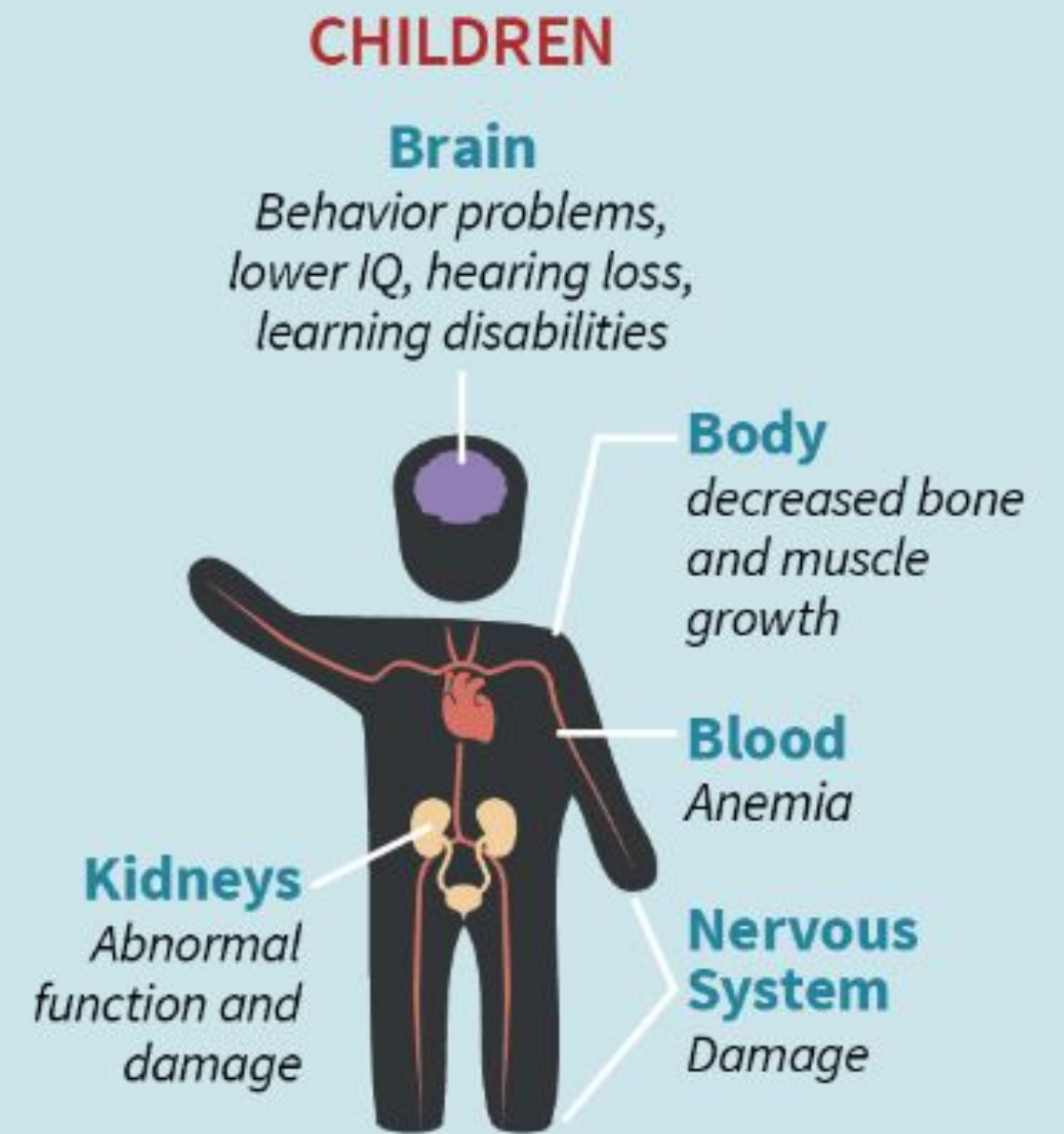
Lead negatively impacts our health in many ways — and we have known this for as long as we have used lead.

Lead exposure can occur through inhalation, ingestion and to a lesser extent, dermal contact. The most common way people are exposed is from ingestion of old lead paint. As the paint ages, it peels and breaks down into dust, then enters the body through hand to mouth contact or contamination of food or water.

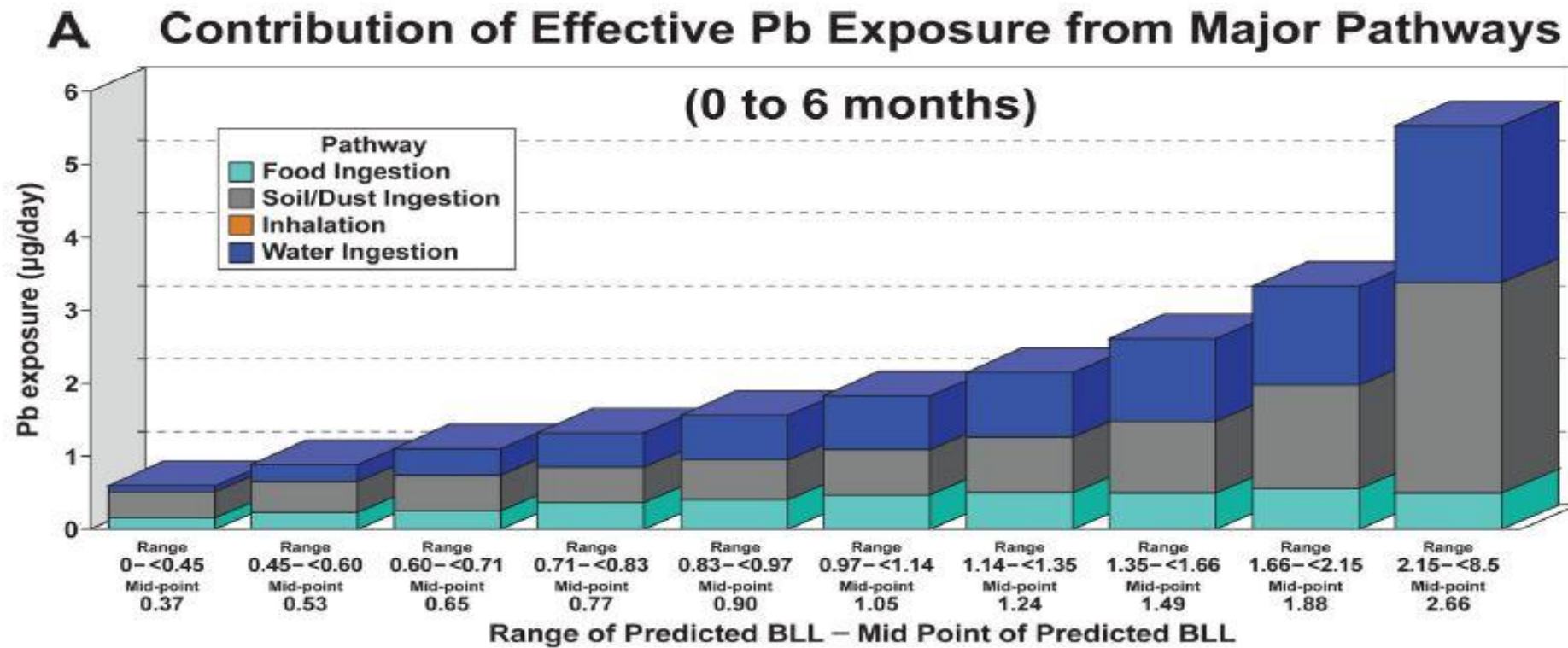
There are also risks of workplace exposure in fields that may come into contact with lead, including, but not limited to the construction, manufacturing and solid waste/recycling sectors.



Exposure to high levels of lead can cause severe damage to the brain, blood and kidneys. Children under six are most at risk from lead poisoning. Even low levels of lead exposure have been found to permanently reduce cognitive ability and cause hyperactivity in children.

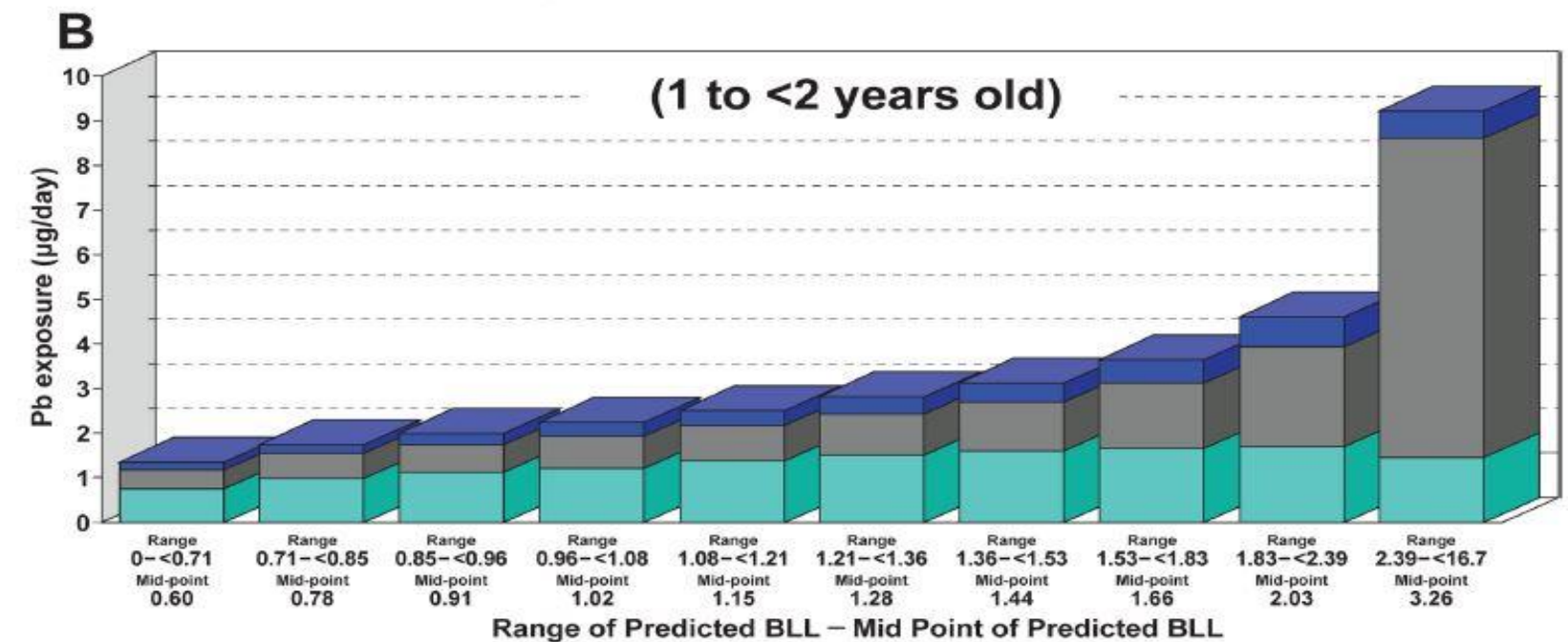
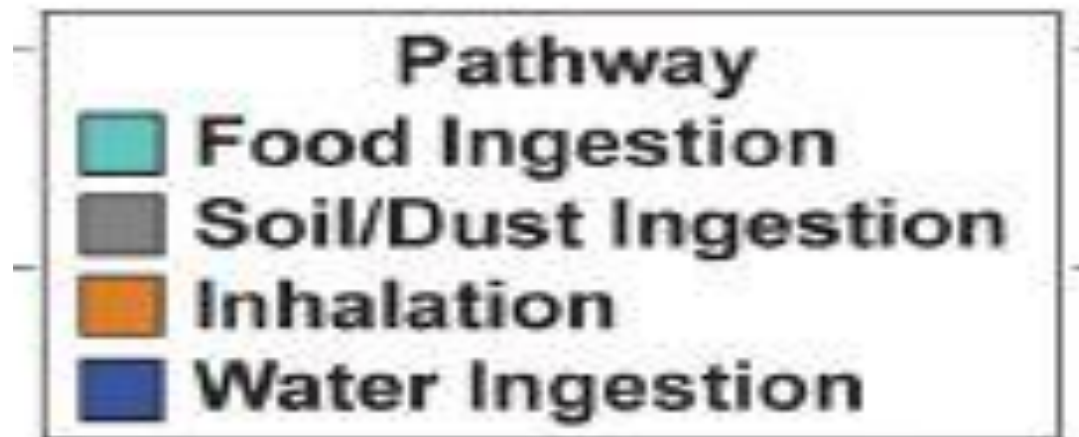


Sources of Lead Exposure

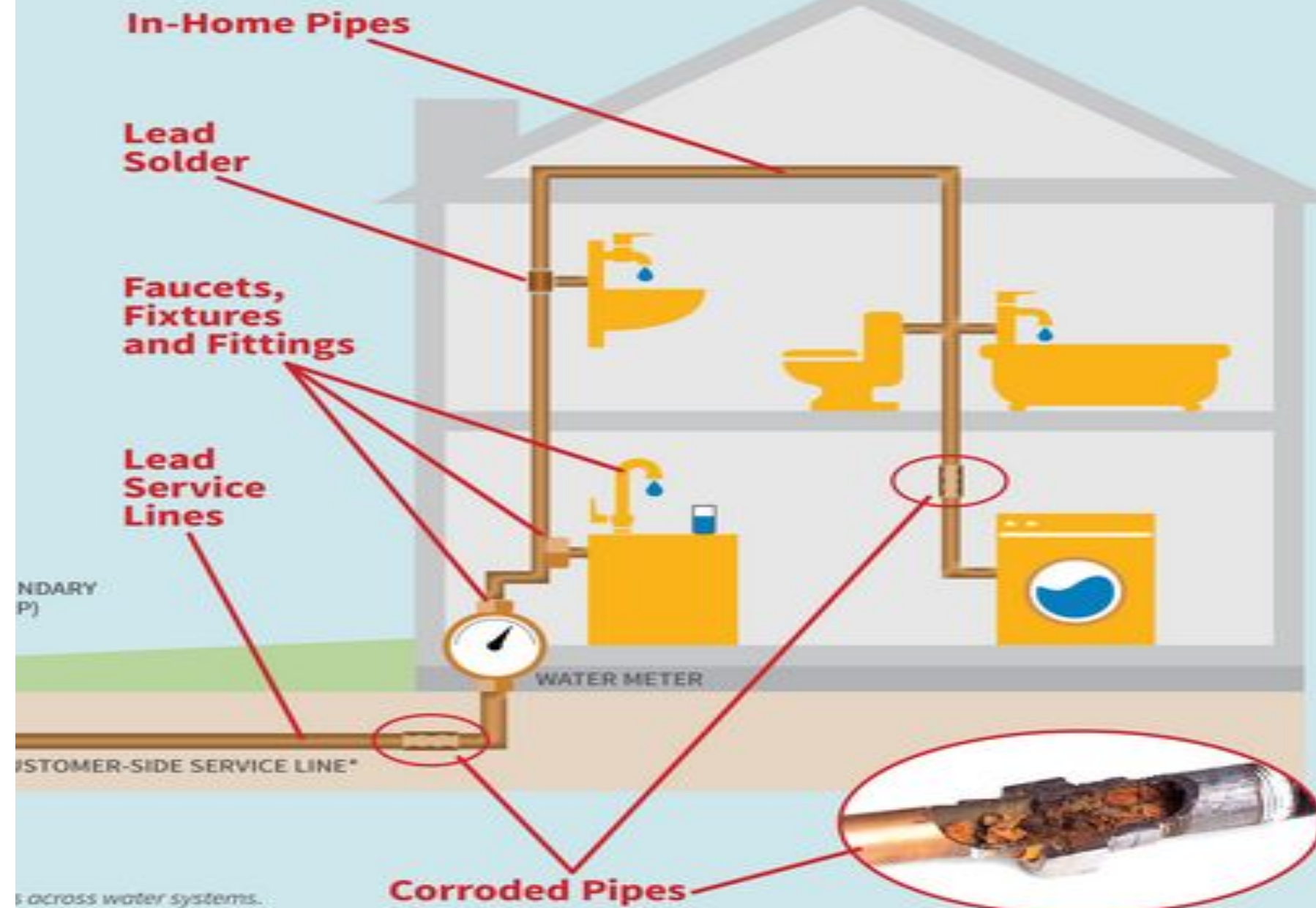


Infants: 40-60% water

Toddlers: 80% paint, dust, soil



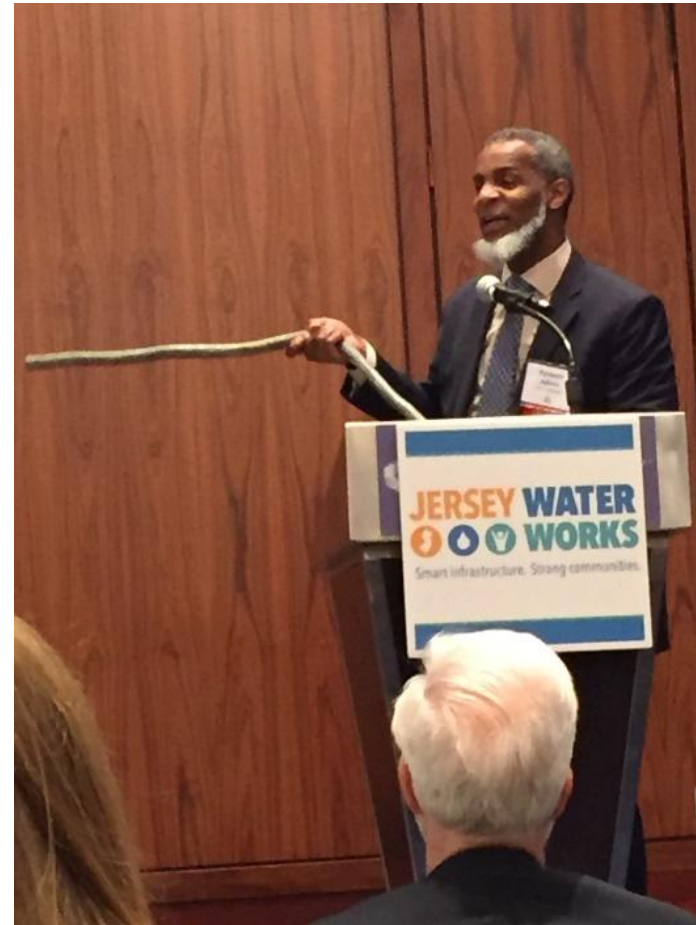
Drinking Water



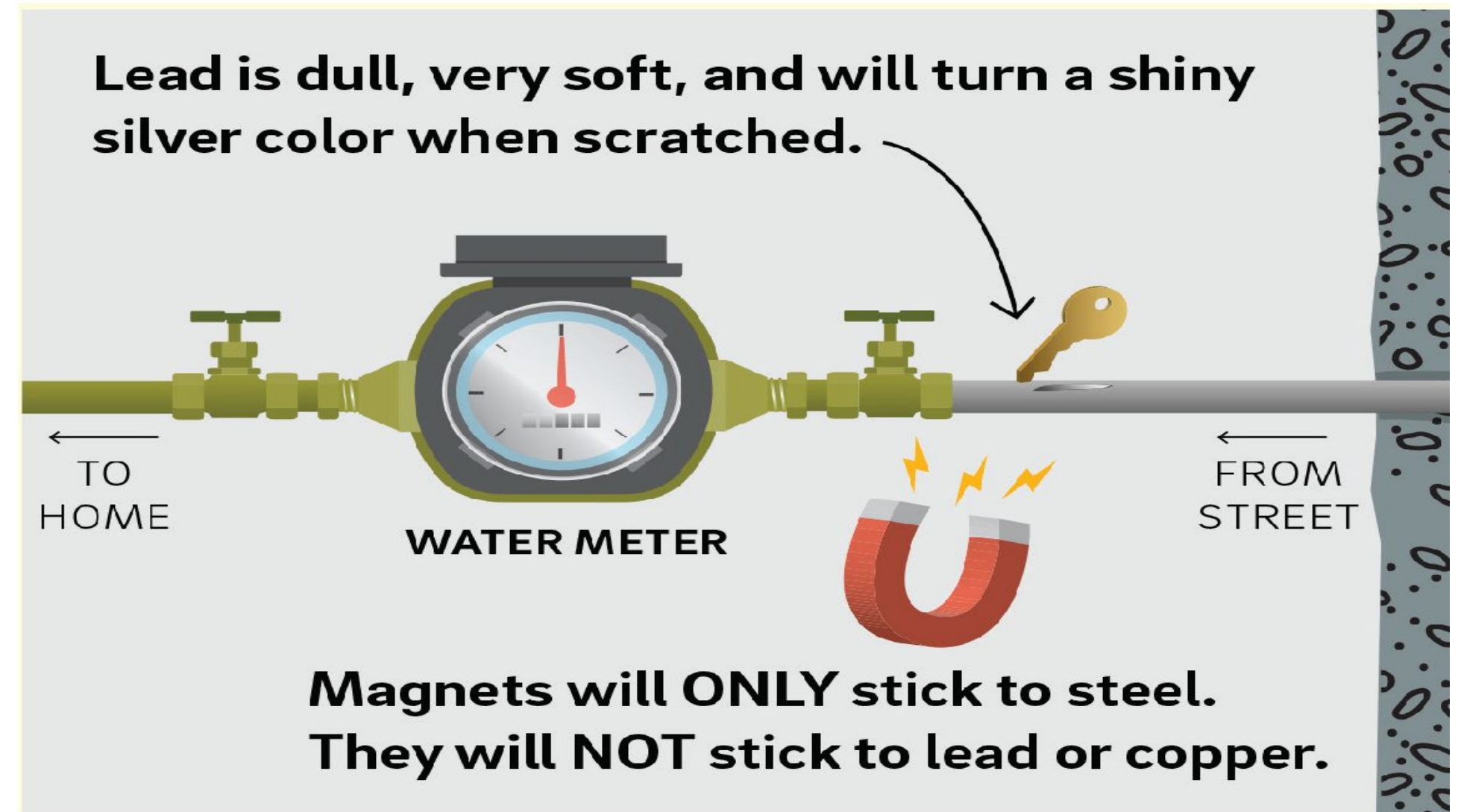
Sources of Lead in Drinking Water

Lead leaches from the pipes, fixtures & solder joints into the water.

Do I have a lead service line?



You can visually inspect the water service line entering and inside your home. Lead service lines are generally a dull gray color and are very soft. You can easily scratch them with a key or coin.



If a pipe is made of lead, the area scratched will turn a bright silver color. Do not use a knife or other sharp instrument. Be careful not to puncture a hole in the pipe.

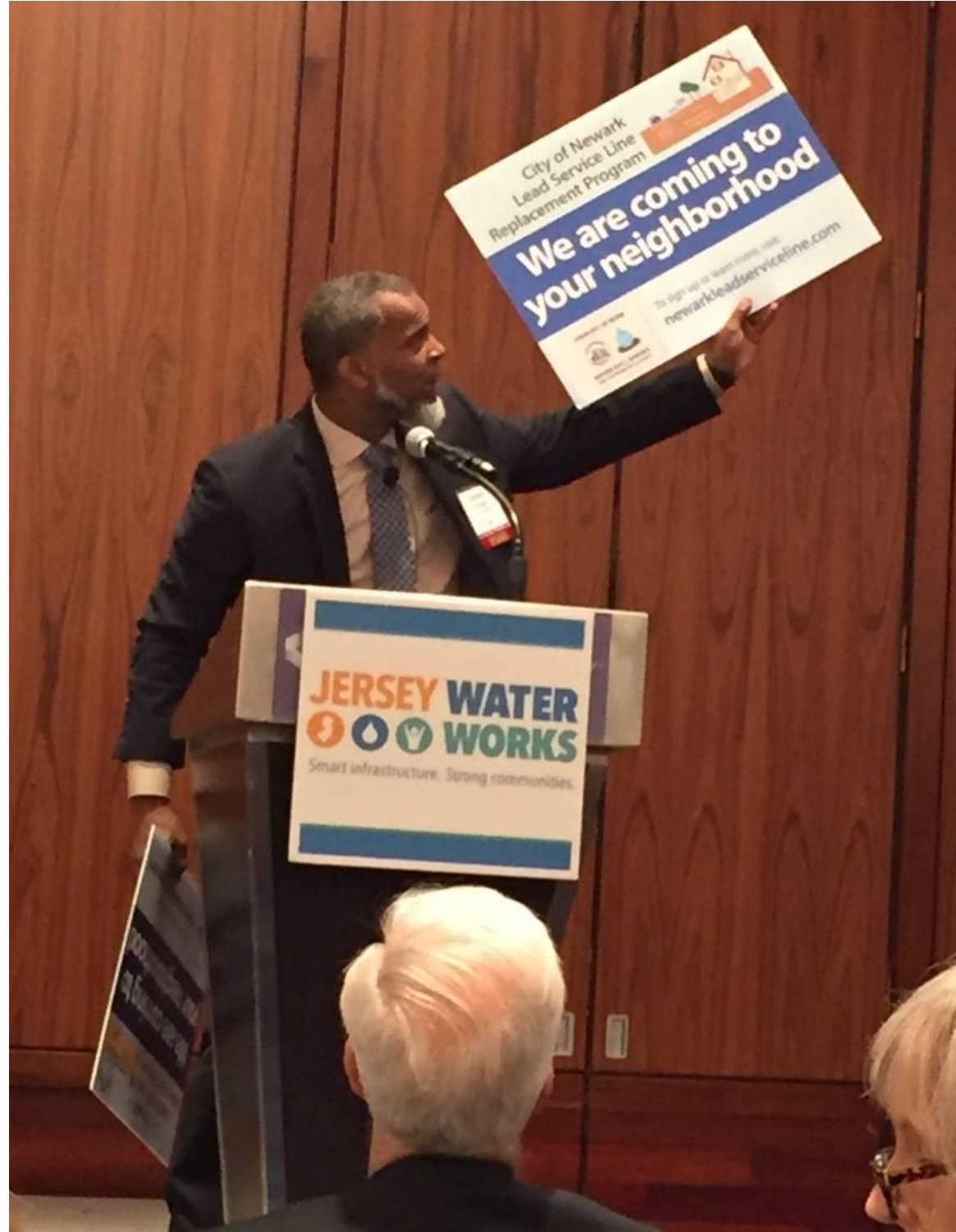
Do a Live Demo or Use a Video



how to install a water filter



<https://www.youtube.com/watch?v=A5wpCkR04II>



Newark Lawn Signs

Calling on residents to sign up for lead service line replacements

Once replaced, post a lawn sign announcing line replaced to encourage others

1. Easy to Access and Use

**You are NOT communicating,
if the method you are using:**

- is not easy to use or understand
- isn't typically used by the community or at that age
- involves technologies they may or may not use
(e.g. smart phones v. computers)

Vary methods and increase frequency, you might get response.

- Handouts
- Website
- Public displays
- Social Media
- Phone or text alert system
- Events
- Ad – print, radio, TV, Cable, buses, transit shelters

Focus on communications you can sustain and adjust as needed.

6. Use Trusted Messengers

MOST IMPORTANT ADVISE !

- Public is often **suspicious** ! Distrustful of people who didn't protect them.
- Utilities and city officials are **not always best communicators**.
- Supplement by **training trusted messengers** in community to engage public:

Community Leaders

Religious Centers

Leadership Youth Groups

Block Associations

Neighborhood or Civic Groups

Service Providers

Neighbor to neighbor canvassing

Childcare or After School Providers

- Adjust materials to **engage most vulnerable** – pregnant and nursing women

Kim Gaddy

National and New Jersey EJ Director

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GENERAL INFORMATION

www.cleanwateraction.org/nj



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Q & A

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Thank You!

Stay Involved!
Jersey Water Works



www.jerseywaterworks.org



info@jerseywaterworks.org