



MEDIA FAQ

1. What should I tell the public about PFAS?

Emphasize “what we do know” about the science, but also be transparent about “what we do not know.”

When communicating information about environmental contaminants of emerging concern, it is important to thoughtfully craft your message, especially when scientific evidence is still being developed. Emphasize “what we do know” about the science, but also be transparent about “what we do not know.” Use language that is easy to understand and be mindful of the message’s tone to avoid misrepresentation.

See other states’ risk communication templates or [Section 14](#) on treatment technologies in ITRC’s PFAS Technical and Regulatory Guidance Document.

A couple of sample lines include:

“Determining health effects from PFAS exposure is an active area of research and new information is becoming available on an ongoing basis. Stay updated by visiting [insert relevant state environmental or health agency website here].”

“Long-chain PFAS chemicals, including PFOA, PFOS, perfluorononanoic acid (PFNA), and perfluorohexane sulfonate (PFHxS), are no longer manufactured or used in the U.S. Other PFAS may still be manufactured, used, or found in imported goods.”

2. How should I respond to questions about PFAS?

Keep in mind that guidance from these experts may continue to change as new research findings become available. In order to keep community members informed, stay apprised of local alerts and legislative guidance at both the state and federal levels.



When responding to community members’ questions or concerns, consult guidelines established by state and/or federal agencies, or refer individuals directly to resources from the state environmental and health agencies, the U.S. Environmental Protection Agency ([EPA](#)) and the Agency for Toxic Substances and Disease Registry ([ATSDR](#)).

Keep in mind that guidance from these experts may continue to change as new research findings become available. In order to keep community members informed, stay apprised of local alerts and legislative guidance at both the state and federal levels. Publicizing these advisories may mean recommending that the public drink only bottled water for a specified period of time.

3. What are important considerations when sharing news on PFAS contamination?

Use social media to direct people to credible resources or a public meeting rather than using it as a forum to discuss the science on PFAS.

Social media can be useful for communicating time-sensitive information succinctly, but the spread of conflicting messages on social media can create challenges for the public. To reduce the spread of misinformation, verify that the information source is credible before sharing any information with the public. Use social media to direct people to credible resources or a public meeting rather than using it as a forum to discuss the science on PFAS.



When discussing past environmental concerns in the community, be cautious of your story's angle. Maintaining objectivity in the message is important for gaining public trust, and it affects public opinion about following recommendations.