Risk Communication Tips, Ideas, and Strategies from Minnesota Communities

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!
Email health.drinkingwater@state.mn.us

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

Visits to customers’ homes to discuss drinking water questions are effective. *Eden Prairie*

Share talking points with all staff to help everyone keep the message consistent. *New Brighton*

Keep it simple. We use infographics and visuals when possible. *Rochester*

Our biggest resource is the newspaper. We have a direct relationship with reporters that works well. *Bemidji*

One-on-one interactions with customers work well. We don’t dismiss their concerns and give them facts. *Minneapolis*

Facebook has been a helpful way to communicate with customers. *Foley*

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