
Water Equity Taskforce

Water Communication Wkgrp

Friday, December 11th, 2020

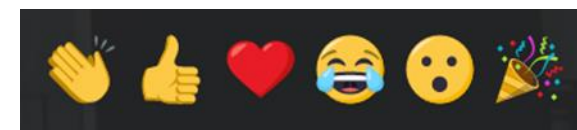
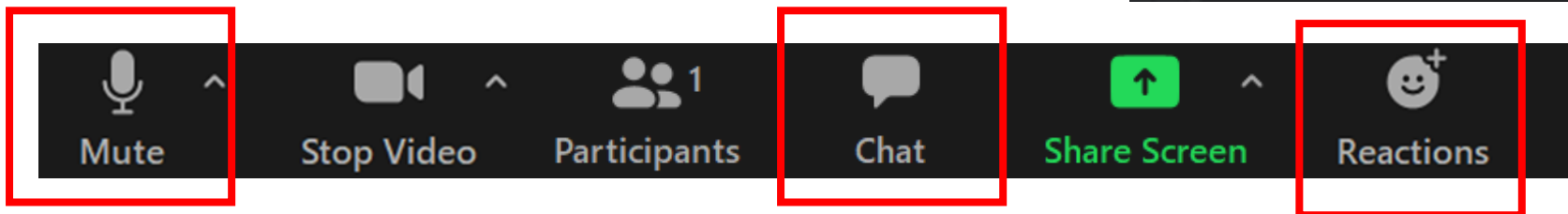
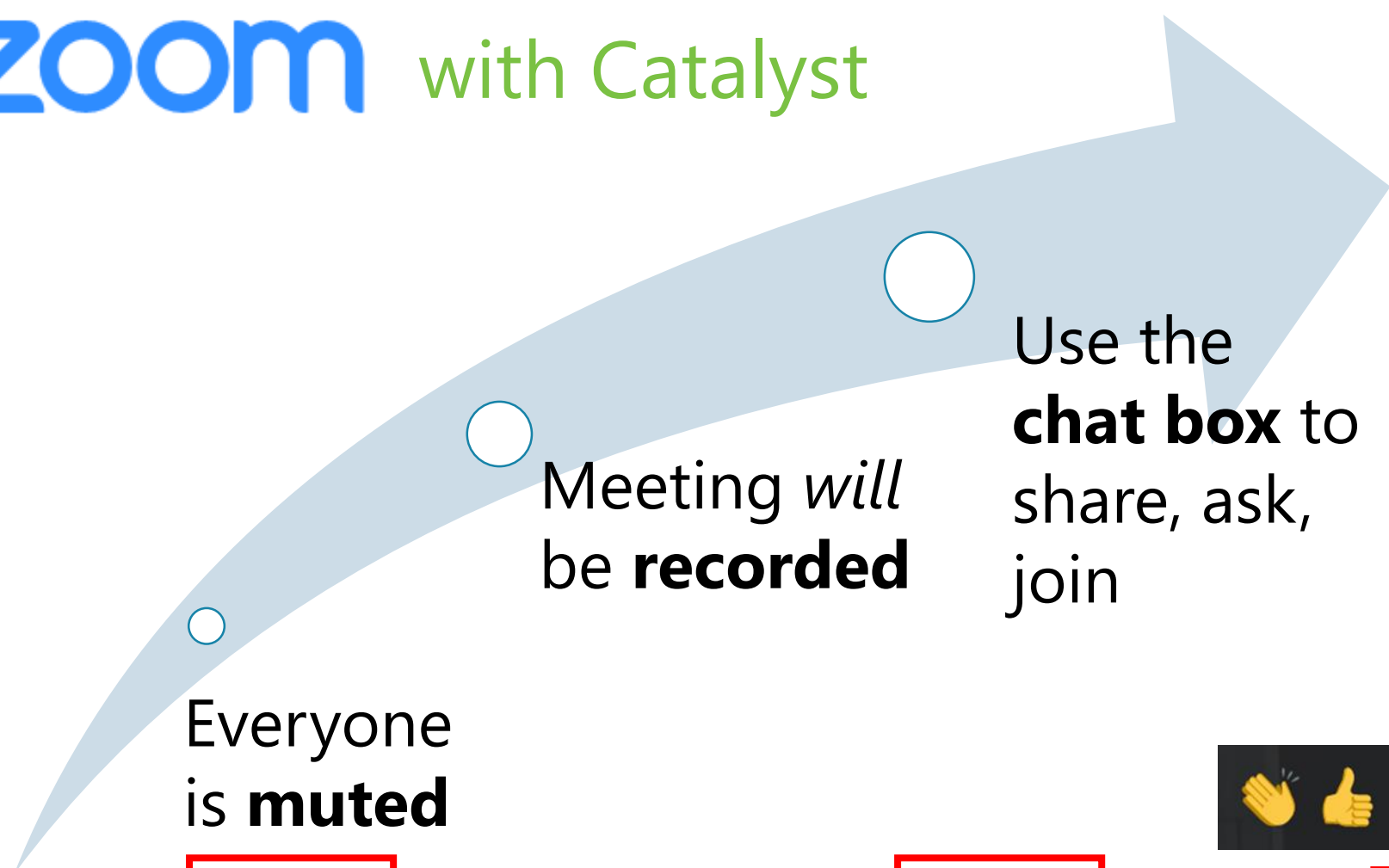


Mission:

To increase the public's trust of tap water and promote water literacy in Virginia



zoom with Catalyst



Introductions

- Name
- Organization
- Role



The relationship of perceptions of tap water safety with intake of sugar-sweetened beverages and plain water among US adults

Stephen J Onufrak ¹, Sohyun Park ¹, Joseph R Sharkey ², Bettylou Sherry ¹

Highlights:

- National study
- 13% disagreed that their local tap water was safe to drink
- 26% agreed that bottled water was safer than tap water
- Non-white racial/ethnic groups who disagreed that their local tap water was safe to drink were more likely to report low intake of plain water

WCW Take-aways:

- Public health efforts to promote healthy beverages should recognize the potential **impact of tap water perceptions** on water and SSB intake among **minority populations**

Qualitative Application of the Theory of Planned Behavior to Understand Beverage Consumption Behaviors among Adults

Jamie Zoellner, PhD, RD; Erin Krzeski, MS, RD; Samantha Harden, PhD; Emily Cook, MS; Kacie Allen; Paul A. Estabrooks, PhD

Highlights:

- Specific to **rural Southwest Virginia**
- Investigated culturally specific **attitudes, subjective norms, and perceived behavioral control constructs** related to the consumption of SSB and water
- Notable themes: taste, availability/convenience, habit/addiction, and cost

WCW Take-aways:

- Incorporate strategies aimed at **debunking media-driven myths pertaining to beverages**, using clear communication strategies to **convey convincing evidence-based recommendations** regarding the health benefits and consequences across all beverage categories, and addressing **safe-water strategies**

Utility approaches to evaluating the effectiveness of consumer confidence reports

Jessica Evans^{*,1,2}, Adam T. Carpenter¹

Highlights:

- Studies to determine **effectiveness** of CCR, **consumer recall** of CCR, audit of **CCR components**
 - Summary statements of water quality or condensed info is NOT required
 - Majority of consumers want to know more about their water quality
 - Consumers more likely to recall receiving their CCR if a “primer” sent letting them know it’s coming
 - Effective CCRs include 6th or 7th grade reading level content
 - Less than 2% utilities nationwide reported evaluating consumer confidence in their water supply
 - CCRs won’t address consumer concerns if utilities don’t know what information consumers want to know
 - 70% of utilities deliver their CCR electronically (which is allowed but optional)

WCW Take-aways:

- Include evaluation method for consumer confidence + understanding (i.e. follow up survey 2-4 questions)
- For large utilities required to send 2 CCRs/ year develop a “primer” to promote ahead of time
- Evaluate reading level of all current CCRs → adjust to 7th grade reading level where necessary
- Use regional resident focus groups to develop visual and language updates

Write Consumer Confidence Reports Customers Can Understand

Highlights:

- 3 page recommendation document on how to best improve CCR's
 - Shorter sentences
 - Eliminate technical jargon
 - Use simple vocabulary
 - Add media (online)
 - Use whole numbers
 - Explain standard violations in terms a layperson can understand

WCW Take-aways:

- Resource to share with partners!



Highlights:

- Letter from the Association of State Drinking Water Administrators to the EPA on CCR improvement recommendations
 - CCR Frequency: Large water systems send twice, July and Dec, with same data
 - Readability: highlight salient information
 - Electronic Delivery: poses challenges (billing and links)
 - Risk Communication: have standard language for water violations

WCW Take-aways:

- Ideas to integrate into WCW toolkit
 - Address electronic challenges
 - Develop

Guest Speakers

Andy Crocker

SERCAP, Virginia State Manager

Sarah Hinderliter

VDH-ODW, Training and Outreach Coordinator



Next steps...



Discussion



Timeline and future meetings

Catalyst will :

- Synthesize our discussion today
- Draft workplan

Next meeting

- Friday, January 22nd
10:00 - 11:00 a.m.

Thank you!

