



Risk, Crisis, and General Communication

A certificate of attendance will be offered for this webinar

November 28, 2023 from 2 to 3 p.m. ET

**Optional Q&A session
from 3 to 3:30 p.m. ET**

Conversations With Customers: What We've Learned From Talking With Them

Brenda Culler, Cleveland Water

Since funding became available for LSLRs, Cleveland Water has been developing and implementing a proactive LSLR Program using adaptive management principles to create long-term success while working within the requirements of changing federal and state laws. This presentation will highlight lessons learned from talking with customers during LSLRs, phone calls to both Cleveland Water Department's phone lines dedicated to lead and water quality inquiries, and presentations about water.

Drinking Water Risk Communication Toolkit

Alycia Overbo, Minnesota Department of Health

With many emerging issues facing drinking water and societal changes in how we access and share information, communicating about drinking water and public health risks can be challenging. This presentation discusses practical tools and resources used in Minnesota to help public water systems communicate about risk with their customers, including the Drinking Risk Communication Toolkit, and will include examples of how the toolkit has been used and future areas of expansion.

EPA Flint Water Response: Risk Communication Case Study

Diane Russell, EPA Region 5

This presentation will highlight EPA's drinking water response in Flint, Michigan, including the communication challenges. EPA's engagement strategy will also be discussed.

Registration: us02web.zoom.us/webinar/register/WN_8V5gXr4SQ8-l0d98LzYHdA

Who should attend?

The series is designed for state, tribal, and territory personnel responsible for drinking water regulations compliance and treatment technologies permitting. Water system operators, technical assistance providers, local government personnel, and others may benefit from attending.

Looking for more webinars?

EPA's Small Drinking Water Systems Webinar Series is typically held on the last Tuesday of the month from 2 to 3:30 p.m. ET.

epa.gov/water-research/small-drinking-water-systems-webinar-series



About the Presenters



Brenda Culler

Cleveland Water

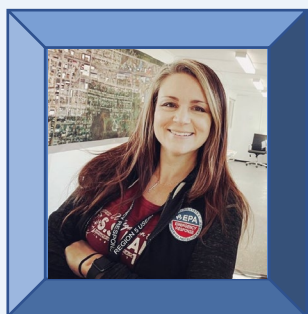
Brenda has been involved in Lake Erie and water quality communications for 23 years, including as a reporter. In her current role, she leads the team developing the Cleveland Water Department's Lead Service Line Replacement Plan and applying for millions in federal funding to remove lead water services. She specializes in taking scientific data, legislative requirements, and engineering and industry standards to create customer-focused materials on topics ranging from source water to the treatment process to premise plumbing.



Alycia Overbo

Minnesota Department of Health

Alycia is the supervisor of the Communications and Strategic Initiatives Unit at the Minnesota Department of Health. In this role, she oversees planning, evaluation, and coordination of communications and strategic policy initiatives for the public Drinking Water Protection program. Alycia is a Ph.D. candidate in the Water Resources Science program at the University of Minnesota, where she researches sources of chloride pollution to Minnesota groundwater and surface waters. Alycia holds an M.S. in public health from the University of North Carolina at Chapel Hill, a B.S. in biology from St. Olaf College, and was a Peace Corps volunteer in Mozambique.



Diane Russell

EPA Region 5

Diane is a community involvement coordinator with EPA's Region 5, where she leverages her position in a Michigan field office to maximize engagement and relationship building in communities experiencing an emergency or living through long-term cleanups. Some of her high-profile projects include dioxin and furan cleanup in and along the Tittabawassee River, PCB cleanup in and along the Kalamazoo River, DDT and PBB cleanup at the Former Velsicol Chemical Plant in St. Louis, Missouri, PFAS and heavy metal waste removal in Rockford, Michigan, and community engagement in the Flint Water Response and the East Palestine Train Derailment in Ohio. Diane holds a B.S. with double majors in geophysics and earth science secondary education from Western Michigan University.

