

Risk and Crisis Communication
Message Mapping Template

Question:

Key message 1 (Bold face):

- *Supporting Information 1:*

- *Supporting Information 2:*

- *Supporting Information 3:*

Key message 2 (Bold face):

- *Supporting Information 1:*

- *Supporting Information 2:*

- *Supporting Information 3:*

Key message 3 (Bold face):

- *Supporting Information 1:*

- *Supporting Information 2:*

- *Supporting Information 3:*

Sample Risk and Crisis Communication Message Map

1) Question: What are chloramines?

Chloramines are disinfectants used to treat drinking water.

- Chloramines are most commonly formed when ammonia is added to chlorine to treat drinking water.
- The most typical purpose of chloramines is to protect water quality as it moves through pipes.
- Chloramines provide long lasting protection as they do not break down quickly in water pipes.

Chloramines of greatest regulatory interest are monochloramine, dichloramine, and trichloramine.

- If chloramines are used to disinfect drinking water, monochloramine is the most common type.
- Dichloramine and trichloramine are produced when treating drinking water but at much lower levels than monochloramine.
- Trichloramines are typically associated with disinfected water used in swimming pools.

The Environmental Protection Agency regulates the safe use of chloramines.*

- EPA requires water utilities to meet strict health standards when using chloramines to treat water.
- EPA chloramine regulations are based on the average concentrations of chloramines found in a water system over time.
- EPA regulates chemicals formed when chloramines react with natural organic matter** in water.

Additional Supporting Information:

*The drinking water standard for chloramines is 4 parts per million (ppm) measured as an annual average. More information on water utility use of chloramines is available at <http://www.epa.gov/safewater/disinfection/index.html> and in the 1997-1998 Information Collection Rule, a national survey of large drinking water utilities for the Stage 2 Disinfection Byproducts Rule (DBPR). Information on the Stage 2 DBPR is available at <http://www.epa.gov/safewater/disinfection/stage2/>.

**Natural organic matter is a complex mixture of compounds formed as a result of the breakdown of animal and plant material in the environment; source: http://www.iwahq.org/templates/ld_templates/layout_633184.aspx?ObjectId=661579.