



WRAP 8.1: Key Recommendations for Communications Materials

May 28, 2024

The Water Reuse Action Plan, Action 8.1, “Compile and Develop Outreach and Communications Materials,” was completed in 2024. The action resulted in a living [Water Reuse Communications Library](#).

The action also includes “Milestone 9: *Develop a set of recommendations that could be championed by associations to develop new communication materials as needed.*”

This report outlines the top three opportunities for new communications materials as identified by focus group participants and ongoing feedback from water reuse communicators, as of May 2024:

Opportunity #1: Develop ready-to-use graphics for different recycled water treatment plant types and treatment train processes:

- Utilities could mix and match to depict their specific treatment process.
- Workshop participants noted that stakeholder feedback is essential to determine if the treatment process graphics are clear.

Opportunity #2: Produce a fact sheet that explains potable reuse from the lens of risk assessment.

- A [communications piece](#) contextualizing the risk from pharmaceuticals in non-potable recycled water was created in 2012, but nothing similar exists for potable reuse.
- The 2012 communications piece was based on a rigorous scientific study, so a similar study for potable reuse would likely need to come first.
- Alternative approaches could include a communications piece explaining contaminants of emerging concern and PFAS in comparison to other contaminant sources (takeout containers, household dust, cooking implements, etc.)

Opportunity #3:

- More classroom education resources: These resources must tie into curriculum standards or they won’t be used.
- A Project WET workbook for middle schoolers on water reuse exists, and many utilities may have created their own resources, more compilation and distribution of these local resources would be valuable.