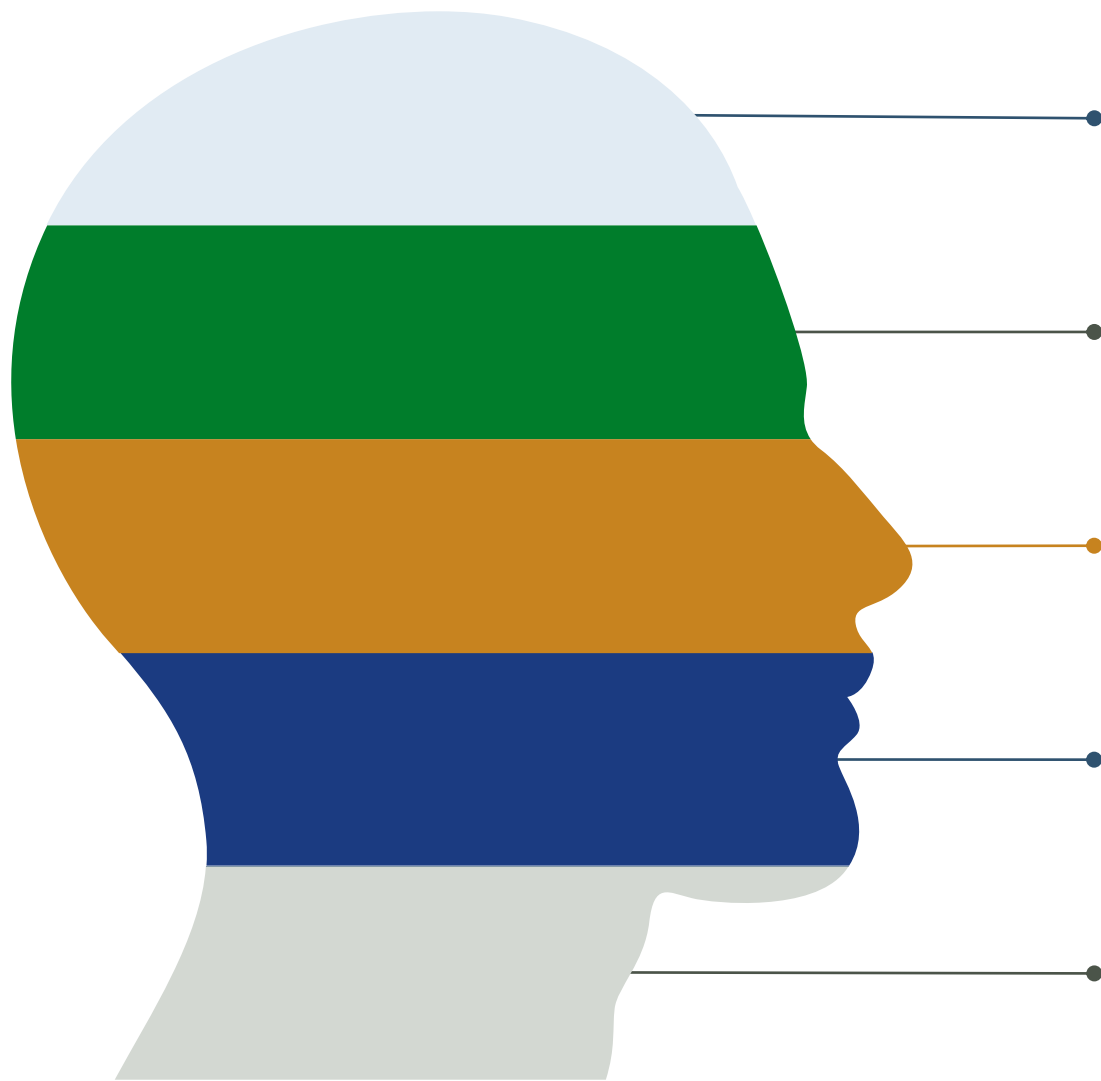




# EFFECTIVE COMMUNICATION: Increasing Participation in Communities with Vapor Intrusion Concerns

# ARE YOU COMMUNICATING?



I CAN'T UNDERSTAND YOU

YOU ARE NOT SPEAKING IN MY LANGUAGE

I PERCEIVE DECEIT

CAN YOU HEAR ME?

I DON'T TRUST YOU

# Why Effective Communication is Important



**Cooperation**

**Worthwhile Efforts**

**Win-win for all Stakeholders**

	1997-2021 average	2020	2021
	%	%	%
<b>Federal government:</b>			
Federal government handling international problems	59	48	39
Federal government handling domestic problems	53	41	39
<b>Federal government branches:</b>			
Judicial branch	68	67	54
Executive branch	52	43	44 
Legislative branch	47	33	37
<b>State and local governments:</b>			
State government handling state problems	62	60	57
Local government handling local problems	70	71	66

**Source:** Gallup - <https://news.gallup.com/poll/355124/americans-trust-government-remains-low.aspx>

**Failure to Understand Purpose**



**Communication Barriers**

**Stigma**



**Lack of Trust**



# Effective Communication Strategies

## Address Concerns Swiftly

It builds trust and sets the right expectations.

## Use Multiple Channels

Repetition works.



## Empathy

Engage as partners rather than experts

## Transparency

Make them a part of the process  
Use language they can understand

## Address WIIFM

WIIFM is an acronym for What's In It For Me?

**Thanks for Watching**

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