



Extension

UNIVERSITY OF WISCONSIN-MADISON

Initial Outreach

Objective: Craft an outreach strategy and materials used to recruit participants for well sampling and to inform the community.

- a. Connecting with potential collaborators
 - i. Project partners could be other local and county departments, Wisconsin Department of Natural Resources (DNR), Wisconsin Department of Health Services (DHS), Wisconsin Geological and Natural History Survey (WGNHS), and any other potentially interested parties.
 - ii. Send a brief introduction about the project via email. Request to schedule a meeting.
 1. Create a meeting agenda. Plan to introduce yourself and the project details, including methods and outreach materials. Kindly invite them to participate and collaborate on project efforts.
 2. Share project file folder with collaborators.
 - iii. Contact the Wisconsin State Lab of Hygiene (WSLH) or other [Wisconsin-certified lab for PFAS testing](#) and request PFAS sampling kits.
 1. For sampling private wells, you will want either the EPA 537.1 Test, or the EPA 1633A test. See the [WSLH website](#) for further information about the tests.
- b. Creating and editing all outreach materials
 - i. Make modifications to coincide with your project objectives and update links and contact information.
 - ii. Recommended materials include:
 1. Postcard ([Template 1B Side1](#), [Template1B Side2](#))
 - a. Postcards are a simple first step that can quickly inform private well owners about the project and

Division of Extension

University of Wisconsin-Madison
432 N Lake Street Madison, WI 53706
info@extension.wisc.edu | extension.wisc.edu

include a QR code to the online survey. This can be edited or recreated in Adobe, Canva, or other similar platforms.

2. [Online Survey \(Template 1D\)](#)

- a. The survey is used to collect homeowner availability and consent. There are two identical versions in different formats, including a virtual survey and a mail-in survey ([Template 1E](#)).
- b. Use Google Forms, Microsoft Surveys, Qualtrics, or other survey platforms to develop the survey. The template includes questions that should be used to gather information.
 - i. Questions should include:
 1. Homeowner availability for sampling (day/s & time/s)
 2. Address
 3. Email and Phone number

3. [Introductory Letter \(Template 1C\)](#)

- a. The introductory letter includes information about the sampling purpose, timeline of sampling, contact information, and opt-in instructions. The letter will be accompanied by the mail-in survey, return envelope, and PFAS flyer.
 - i. QR codes can be created using various online platforms, including Canva.

4. [Mail-in Survey \(Template 1E\)](#)

- a. This will be a printed duplicate of the online survey. It is formatted to be half a page and double-sided. When printing, there should be two per single sheet of paper. This survey can be edited with Adobe Acrobat or similar platforms.
- b. This will accompany the introductory letter, and it should also include a return envelope with pre-paid postage.

5. [PFAS Flyer \(Template 1F\)](#)

- a. This is a one-page handout that introduces PFAS and a few related resources. This can be included in mailings and should be given to residents when collecting samples.

- c. Beginning a sample collection plan and identify wells for outreach

- i. Based on your project goals, determine how many total wells you intend on sampling.
 1. Consider the project budget. Various costs, including sample kits, outreach and sample shipping expenses, and travel should be accounted for.
- ii. To decide where to prioritize sampling collection, determine the top wells of interest. For example, this could be based on proximity to an identified contaminated well (hotspot) or suspected source of PFAS contamination.
 1. Choose a subset of wells to prioritize. You will conduct outreach to these addresses first.
 2. See the “Well Identification” document for more information on well selection and prioritization.
- iii. For outreach to private well owners, expect roughly a 40% response rate. Considering this, determine the total number of private well owners you will send materials to.
 1. Customize, address, and send postcards.
 2. Send the letter, mail-in survey, return envelope, and PFAS flyer if more responses are desired.
 3. Track outreach using the Well Identification Spreadsheet ([Template 1A](#)). Add a description of the materials sent (i.e. postcard, letter, or both) and the date of mailing in the “Outreach Method” column.