

5 Messages Highlighting High Self-Efficacy

These emphasize the individual's ability to perform the recommended action (e.g., using a pitcher filter):

1. You can easily order a pitcher filter online that can remove PFAS; make sure the filter is certified to remove PFAS (filter saying: NSF/ANSI 53 or NSF/ANSI 58). No installation is required.
2. Even if you've never used a water filter before, step-by-step instructions make it simple to get started.
3. Affordable filters that can remove PFAS are available at most major retailers, protecting your water doesn't have to be expensive. Make sure the filter is certified to remove PFAS (filter saying: NSF/ANSI 53 or NSF/ANSI 58).
4. Maintaining your filter is easy, just set a reminder to replace it every few months. Changing the filter cartridge takes less than a minute
5. Thousands of Wisconsin residents have successfully used pitcher filters to protect their families. You can too.



- Division of Extension
- Department of Life Sciences Communication
- Department of Communication Arts