### Message Map* for ARSENIC in Private Wells (6-3-14)

**Target Audience:** Private Well Users/General Public, Health Care Providers, Town/City Officials, Policy Makers

<table>
<thead>
<tr>
<th>Key Message 1 – Exposure</th>
<th>Key Message 2 – Health Risks</th>
<th>Key Message 3 – Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Many people who use private wells are taking in arsenic from drinking and cooking with their well water.</td>
<td>Consuming water containing arsenic increases your risk for cancer as well as other diseases.</td>
<td>Test your well water. Some home water treatment systems can remove arsenic.</td>
</tr>
</tbody>
</table>

**Supporting Fact 1-1**
Arsenic is odorless, colorless, and tasteless so you won’t know if it is in your water unless you have it tested.

**Supporting Fact 1-2**
Private well water is not usually tested for arsenic.

**Supporting Fact 1-3**
Studies show that 1 in 5 private wells in New Hampshire have high arsenic.

**Supporting Fact 1-4**
Arsenic in New Hampshire’s well water comes from the rocks that the water flows through.

**Supporting Fact 2-1**
Arsenic causes cancer of the skin, lung, bladder, liver and kidneys as well as diseases of the nerves, lungs, heart and endocrine (hormonal) system.

**Supporting Fact 2-2**
New research shows that arsenic exposure causes health effects at levels once thought to be safe.

**Supporting Fact 2-3**
Infants and young children are more likely to be harmed by arsenic exposure because their bodies are developing.

**Supporting Fact 2-4**
Your chances of developing disease increase the longer you are exposed to arsenic.

**Supporting Fact 2-5**
There is no safe level of arsenic exposure. Reducing your intake of arsenic lowers your health risk.

**Supporting Fact 2-6**
Choose other sources of drinking water if you are unable to treat your well water.

**Supporting Fact 3-1**
Well water should be tested for arsenic every 3 to 5 years at an accredited laboratory. Testing is inexpensive; testing for arsenic typically costs less than $30.

**Supporting Fact 3-2**
Reducing the level of arsenic in your water to be as low as possible is important for your family’s health.

**Supporting Fact 3-3**
There are lower-cost water treatment choices. You can treat all of your water or just the water used for drinking and cooking.

**Supporting Fact 3-4**
Special home water treatment systems are needed to remove arsenic from water. Typical water softeners or carbon (“Brita”-type) filters do not remove arsenic. Heating and boiling your water will not remove arsenic.

**Supporting Fact 3-5**
Devices designed to remove arsenic need regular maintenance but maintaining your treatment system can be simple.

**Supporting Fact 3-6**
More information, including short videos, is available on Dartmouth’s Arsenic in Well Water Page and will soon be available on the NH Arsenic Consortium website.

If you need help regarding testing and treatment please call the NH Department of Environmental Services at 603-271-2513.

---

*The Message Map provides consistent messages with supporting facts. Use it as the basis for your publications, website, social media, communications with the press, public, etc. The map is not intended to provide the exact wording for your materials; specific word choice should depend on the target audience(s).