BAY AREA POLLUTION PREVENTION GROUP (BAPPG)
PFAS EDUCATION
ONLINE OUTREACH

Spring 2025

Why did BAPPG do a public outreach campaign on PFAS?

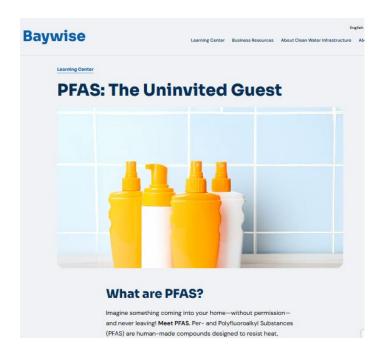
- BAPPG conducts 2 campaigns/year with contractor assistance
- BAPPG members voted PFAS as top concern for FY25.
- Most messages focus on FOG, Trash, and Wipes. PFAS was new!
- Aiming for neutral tone



- 1. Increase awareness that PFAS source control is needed
- 2. Update and share information about PFAS on the Baywise website
- 3. Share PFAS outreach efforts from others







Spring 2025 PFAS Campaign Metrics

Tactic	Planned Impressions	Delivered Impressions	Clicks	Click Through Rate
Digital Display	881,273	883,804	1,315	0.15%
Spanish Display	473,333	473,082	234	0.05%
English Mobile Ad Messenger	588,200	589,532	18,642	3.16%
Spanish Mobile Ad Messenger	294,100	295,114	9,733	3.30%
Total	2,236,906	2,241,532	29,924	.33%

Display Ads



Mobile Messenger (Banner)

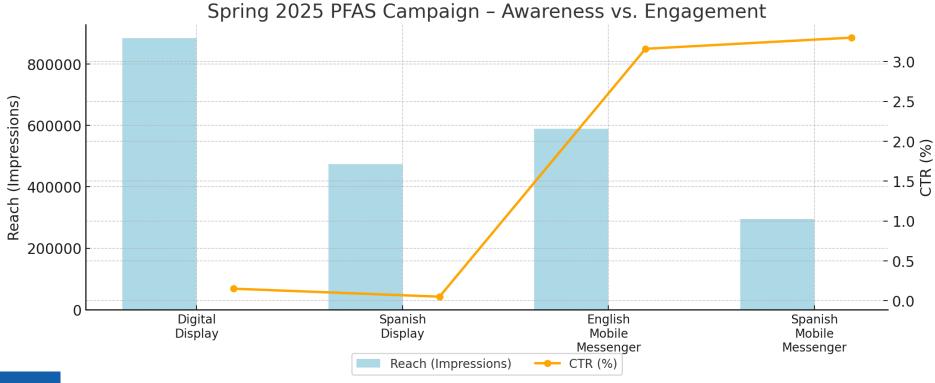
PFAS: The uninvited guest. Baywise.org



PFAS: *El invitado inesperado.* Baywise.org



Spring 2025 PFAS Campaign Metrics





Display Ads – low click rates, but high # of impressions; reached a wide audience; good for awareness

Mobile Messenger (Banner)

Stronger engagement / interest; better for engagement

PFAS: *El invitado inesperado.* Baywise.org

What you see on Baywise.org

What are PFAS?

Imagine something coming into your home—without permission—and never leaving! **Meet PFAS.** Per- and Polyfluoroalkyl Substances (PFAS) are human-made compounds designed to resist heat, water, oil and stains – making them VERY popular in everyday products. Since the 1930's, PFAS have been used in cookware,

You can help kick PFAS out

What's the best way to deal with an uninvited guest? Don't let them in at all. The most cost-effective and impactful way to prevent PFAS pollution is by removing PFAS from the products we use.

California has already banned PFAS from several product categories, but PFAS still sneak into thousands of other products



Kicking PFAS out of California consumer products

Cosmetics

As of January 1, 2025, the Toxic-Free Cosmetics Act of 2020 (AB 2762) and the PFAS-Free Beauty Act of 2022 (AB 2771) ban intentionally added PFAS for

Juvenile Products

As of July 1, 2023, intentionally added PFAS is not allowed in

cosmetics sold in California.

Textiles

As of January 1, 2025, the
California Safer Clothes and
Textiles Act of 2022 (AB 1817)
bans intentionally added PFAS
for most clothing and other
textiles sold in California.

Food Packaging

The California Safer Food
Packaging and Cookware Act

Resources

PFAS Central, an initiative from the Green Science Policy Institute, provides an extensive list of PFAS-free products, including cosmetics, household cleaners, cookware, outdoor apparel, and more.

The Environmental Working Group provides an extensive list of PFAS-free products, including links to company policies regarding these chemicals.

Center for Environmental Health – Guided by advanced science, CEH reduces exposure to toxic chemicals in our air, water, soil, food, and the products we use every day.

Shop PFAS-Free. Live PFAS-Free.

Many manufacturers are now offering PFAS-free products and alternatives. As a consumer, you can avoid using products that contain PFAS, such as:

- Rain jackets Choose products that are free of PFAS, heavy metals, PVC, and phthalates.
- Floor waxes and cleaning products Switch to chemical-free options or avoid products with perfluorinated compounds.
- Dental floss Choose products made with cotton and natural waxes or silk.

BAPPG
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ONLINE OUTREACH

RESOURCES AVAILABLE:

BACWA.ORG/PFAS-LINKS

BAYWISE.ORG/PFAS/

THANK YOU!

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