



OPINION
RESEARCH
& STRATEGY

PFAS COMMUNICATIONS

SYNCING ANALYSIS, POLICY, & OUTREACH

Emily Barnett

Central San

Communications & Government
Relations Manager

WHAT ARE PFAS?

PFAS (per- and polyfluoroalkyl substances) are humanmade, “**forever**” chemicals used in many common household products including cookware, clothing, and personal care products. Known for their strong chemical bonds, PFAS can build up in the environment and our bodies over time, harming the planet and our health.

SOME PRODUCTS CONTAINING PFAS



Nonstick Cookware



Shampoo



Dental Floss



Furniture



Clothing



Carpets



Paint



Pizza Boxes



Popcorn Bags

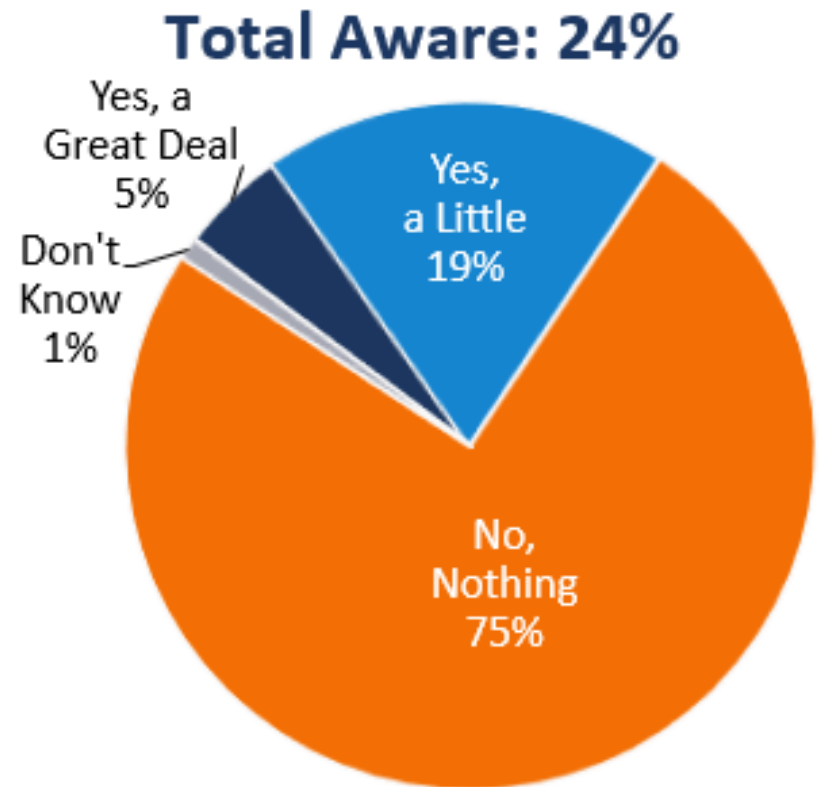


Lubricants

ONE-QUARTER OF CALIFORNIANS HAVE HEARD ABOUT PFAS RECENTLY

Have you heard, read, or seen anything recently regarding PFAS, a specific kind of contaminant that may be found in homes and the environment, including some water supplies?

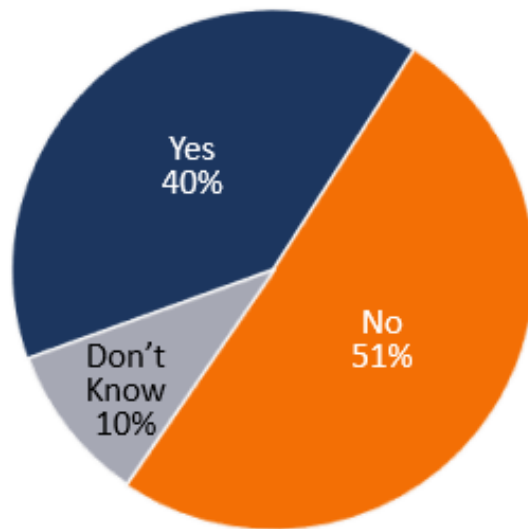
Only 5% of Californians have heard a great deal about PFAS



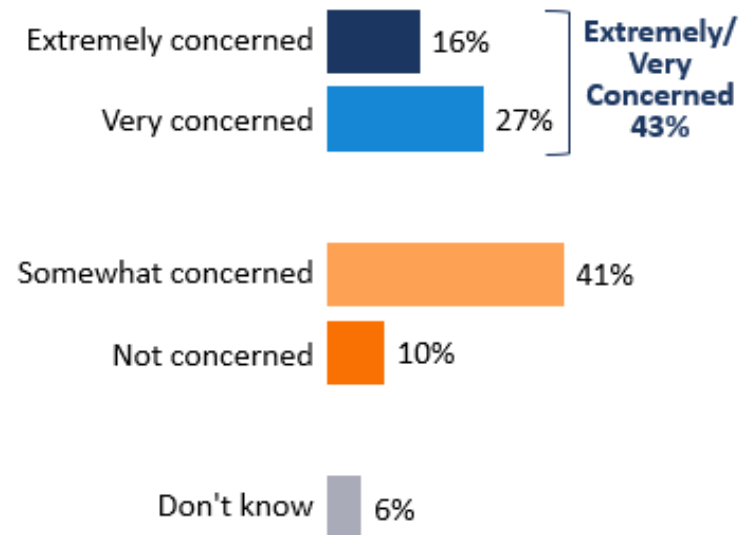
2 IN 5 SAY THEY ARE FAMILIAR WITH PRODUCTS CONTAINING PFAS - A SIMILAR PROPORTION IS "VERY CONCERNED" ABOUT THE ISSUE

ASKED OF THOSE WHO HAD HEARD OF PFAS

Are you familiar with which products contain PFAS?



How concerned are you about PFAS in general?

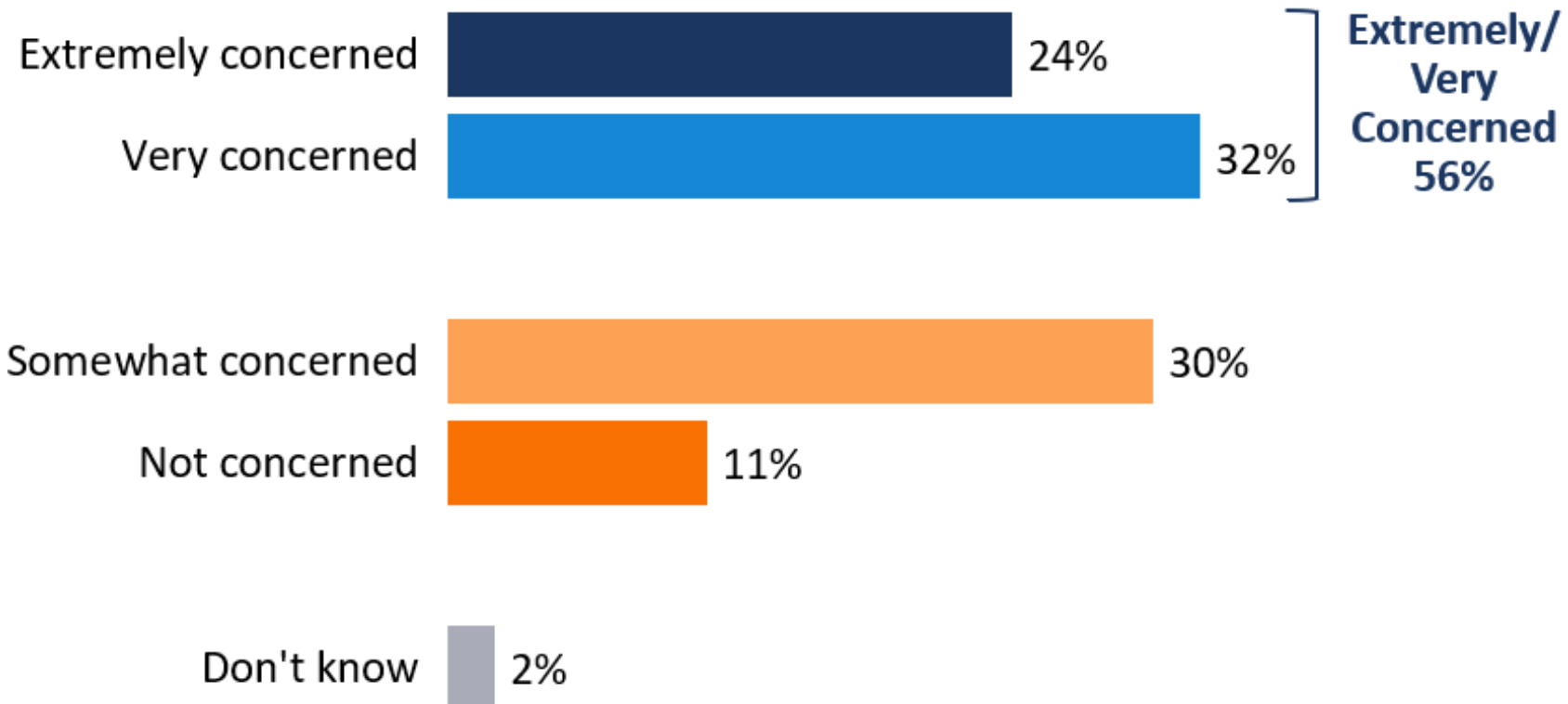


BACKGROUND INFORMATION PROVIDED

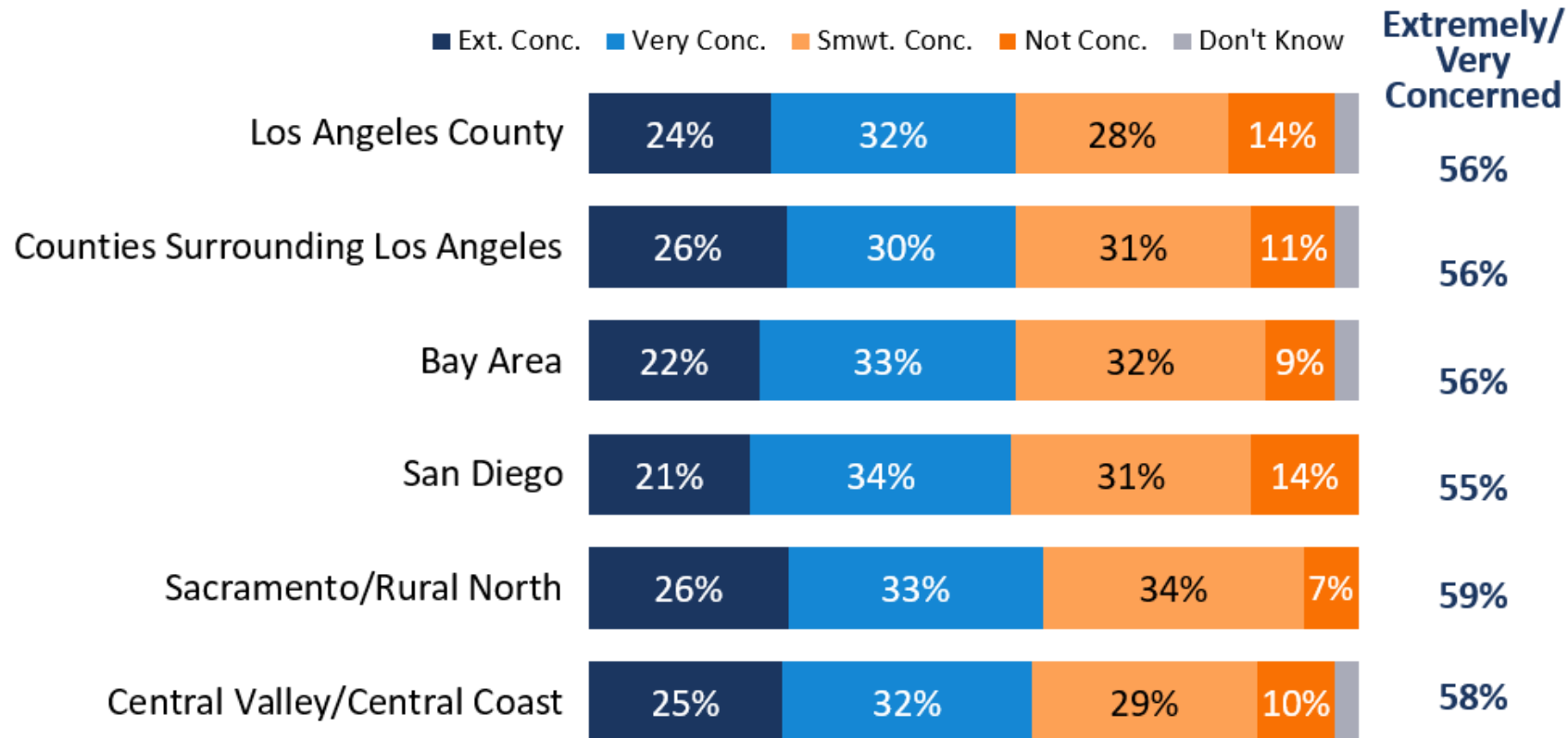
PFAS are humanmade chemicals that have been in commercial use since the 1940s and are abundant in today's society. They are used to create many common non-stick, water- and stain-resistant, or non-flammable household products, like cookware, furniture, clothing, carpets, cosmetics, and food packaging. Although the US has banned some types of PFAS, there are still over 5,000 types in use.

Due to the widespread use of PFAS, scientists have found these pollutants all over the globe, in water, air, soil, animals, and people. PFAS are sometimes called forever chemicals because they can build up in the environment and our bodies over time, harming the planet and our health. Studies have shown exposure to certain levels of PFAS may lead to increased cancer risk, developmental delays in children, and interference with the body's natural hormones and immune response.

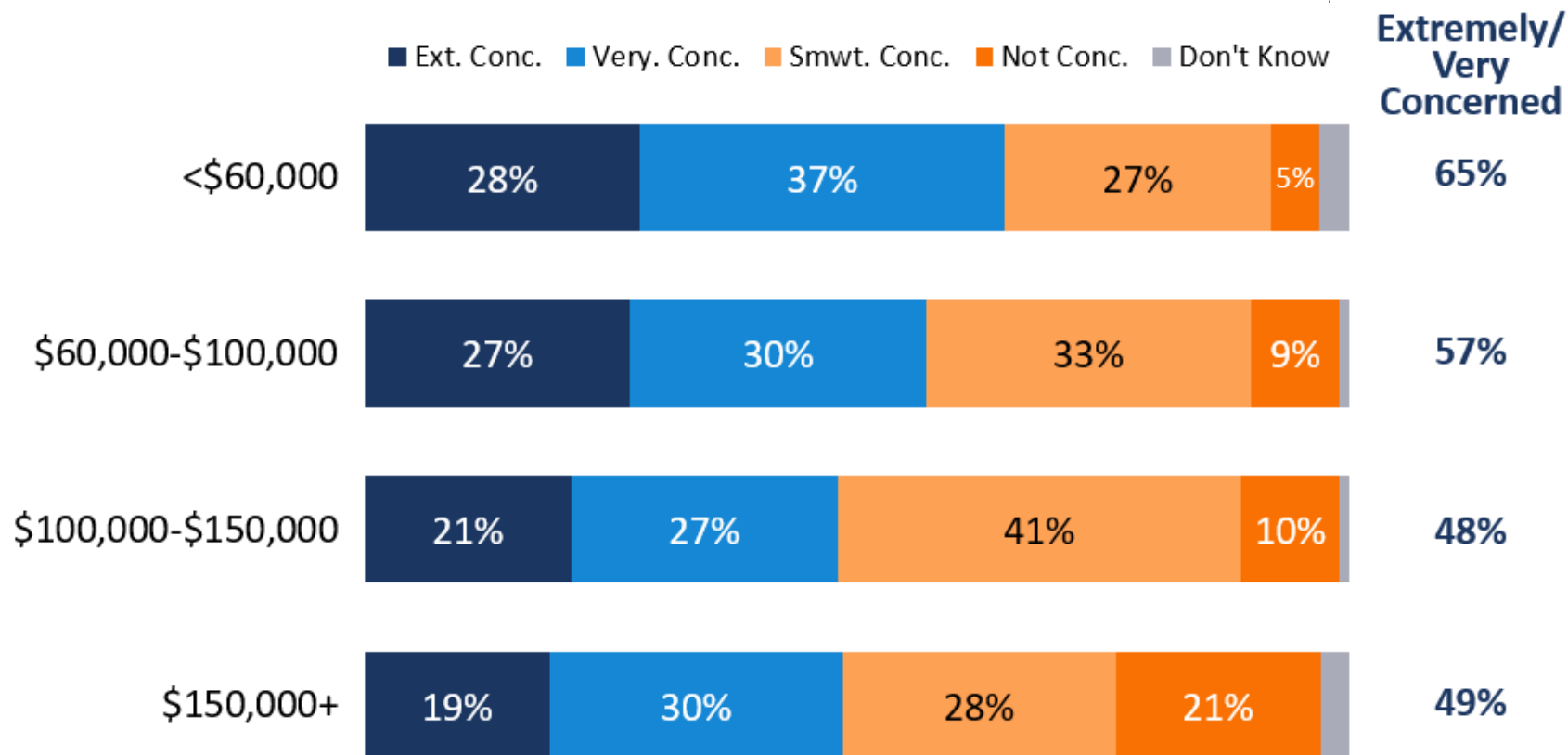
AFTER HEARING MORE ABOUT PFAS, A MAJORITY IS “EXTREMELY” OR “VERY CONCERNED”



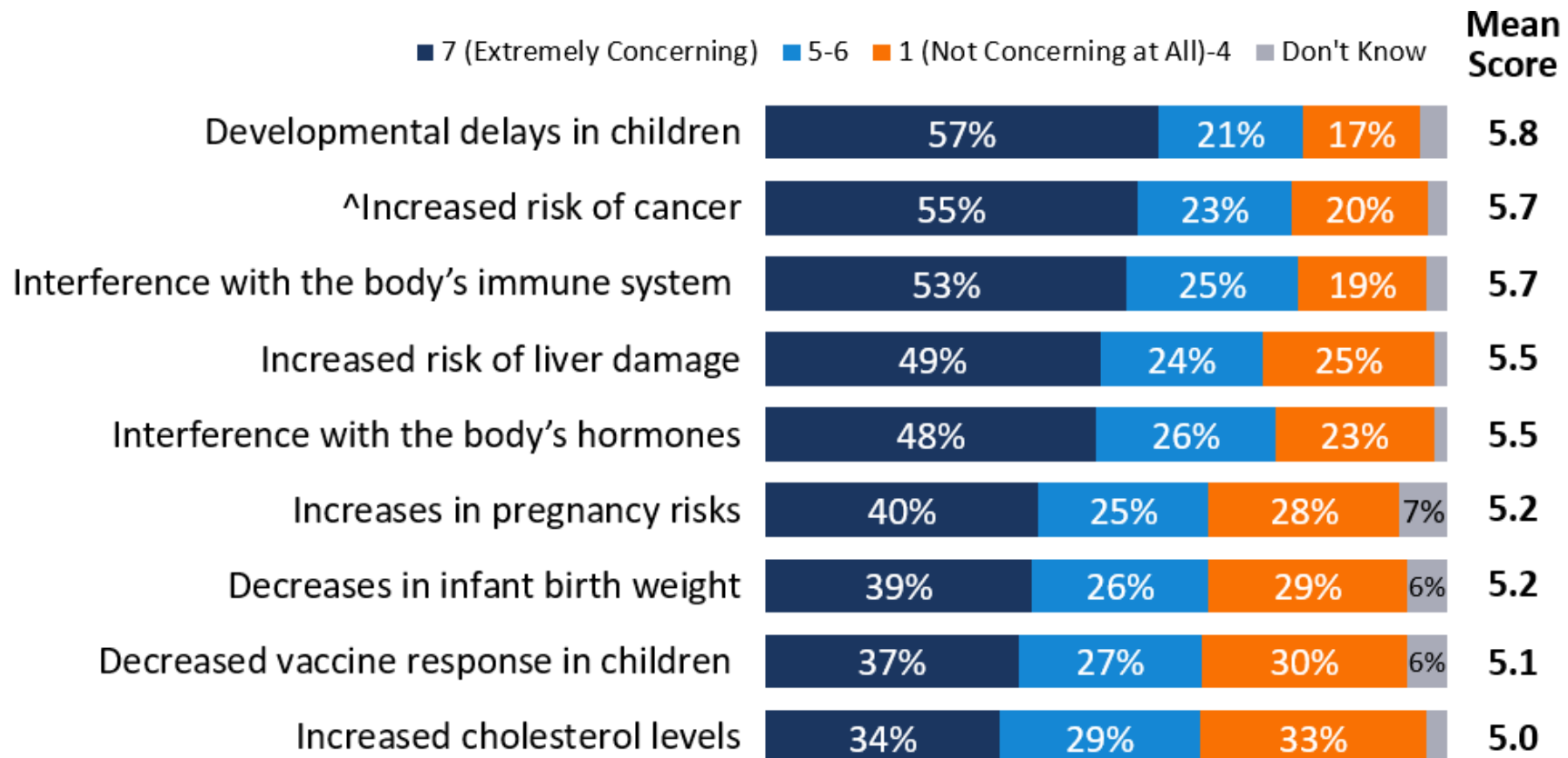
A MAJORITY OF VOTERS IN EVERY REGION OF THE STATE FINDS PFAS “VERY CONCERNING”



VOTERS WITH LOWER INCOMES ARE MORE CONCERNED THAN THOSE WITH HIGHER INCOMES



VOTERS ARE **MOST CONCERNED** BY DEVELOPMENTAL DELAYS IN CHILDREN, INCREASED RISK OF CANCER, AND INTERFERENCE WITH THE IMMUNE SYSTEM



MOST OF THOSE WHO HAVE HEARD ABOUT PFAS REPORT RECALLING INFORMATION ABOUT **HEALTH RISKS**

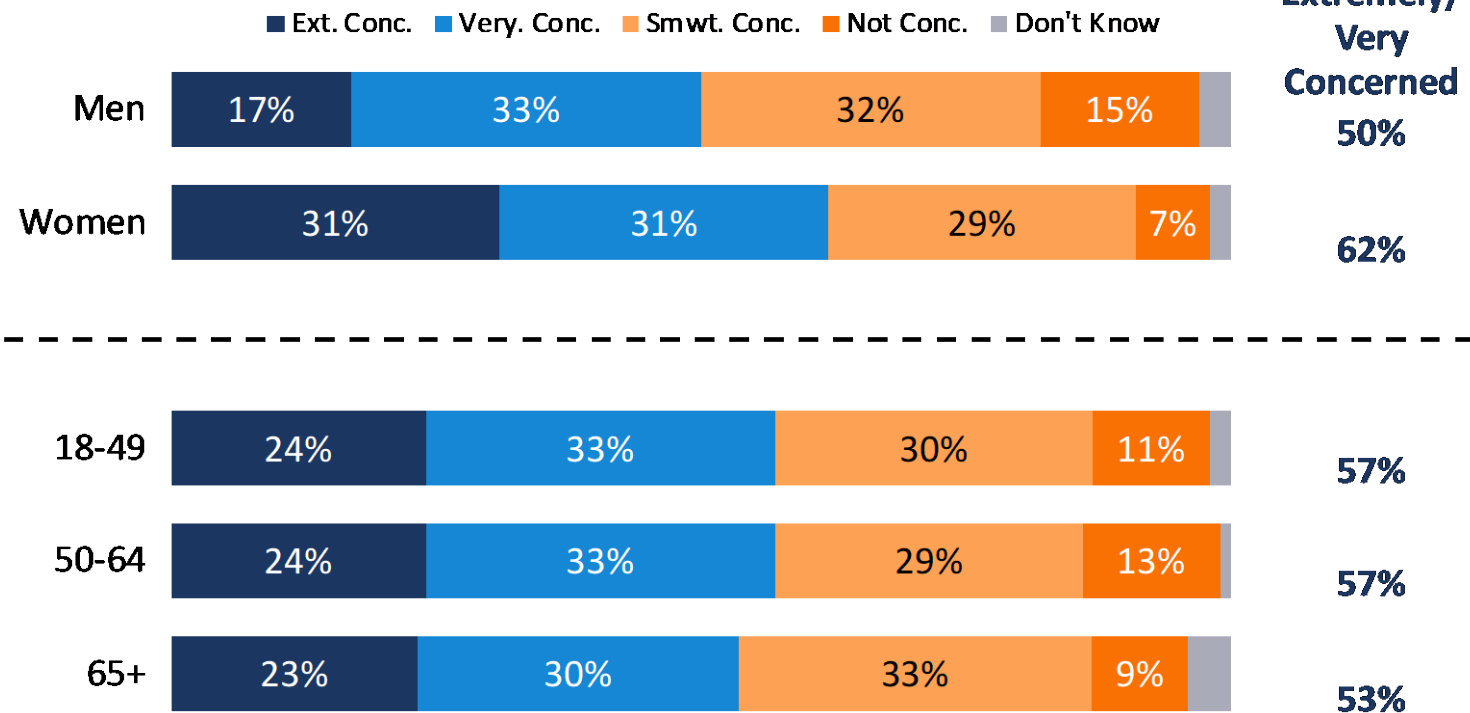
What have you heard, seen or read about PFAS recently?

(Open-ended; Asked of Those Who Have Heard of PFAS Recently, n=172)

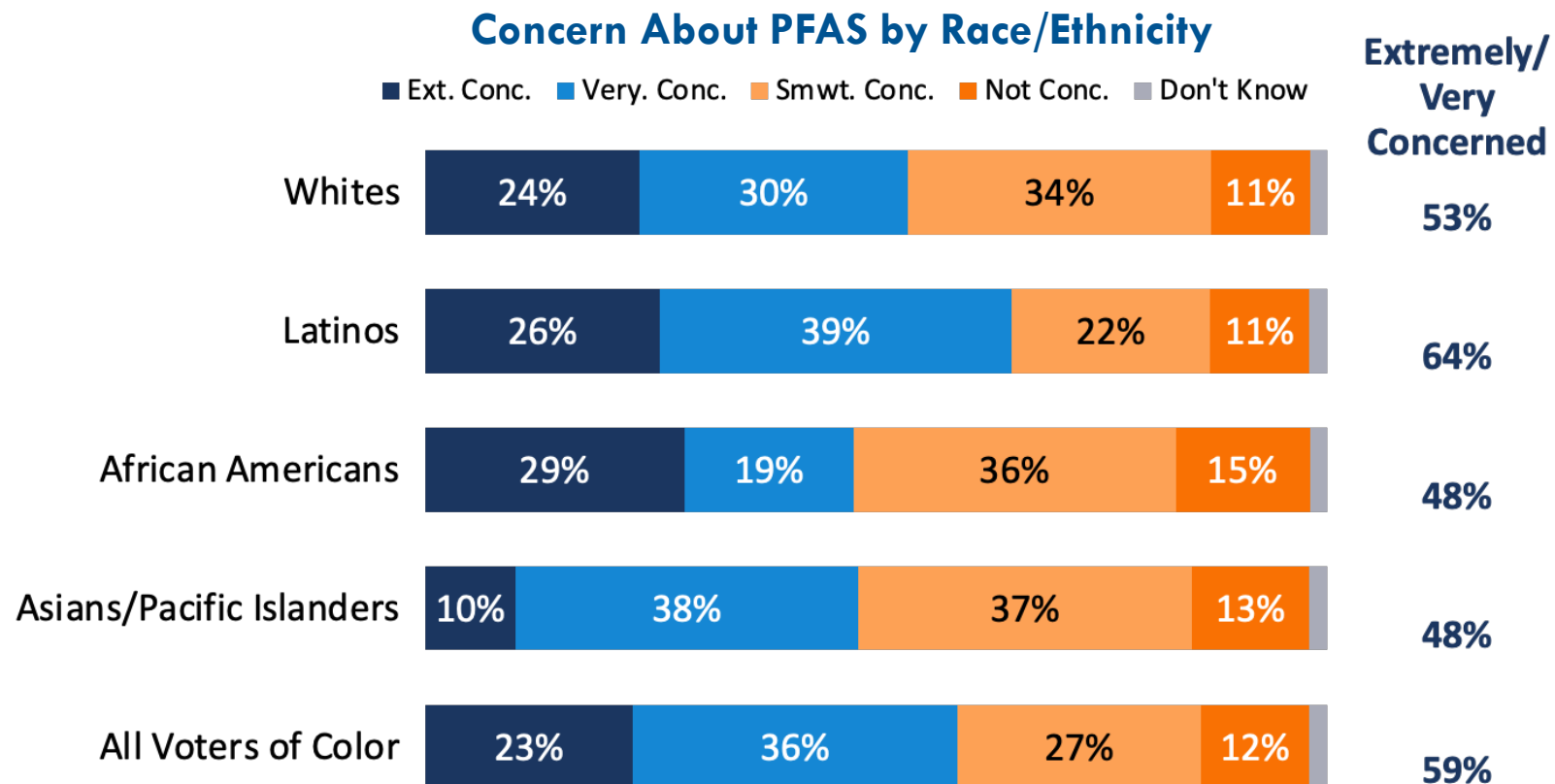


WOMEN ARE **MORE LIKELY** THAN MEN TO EXPRESS CONCERN

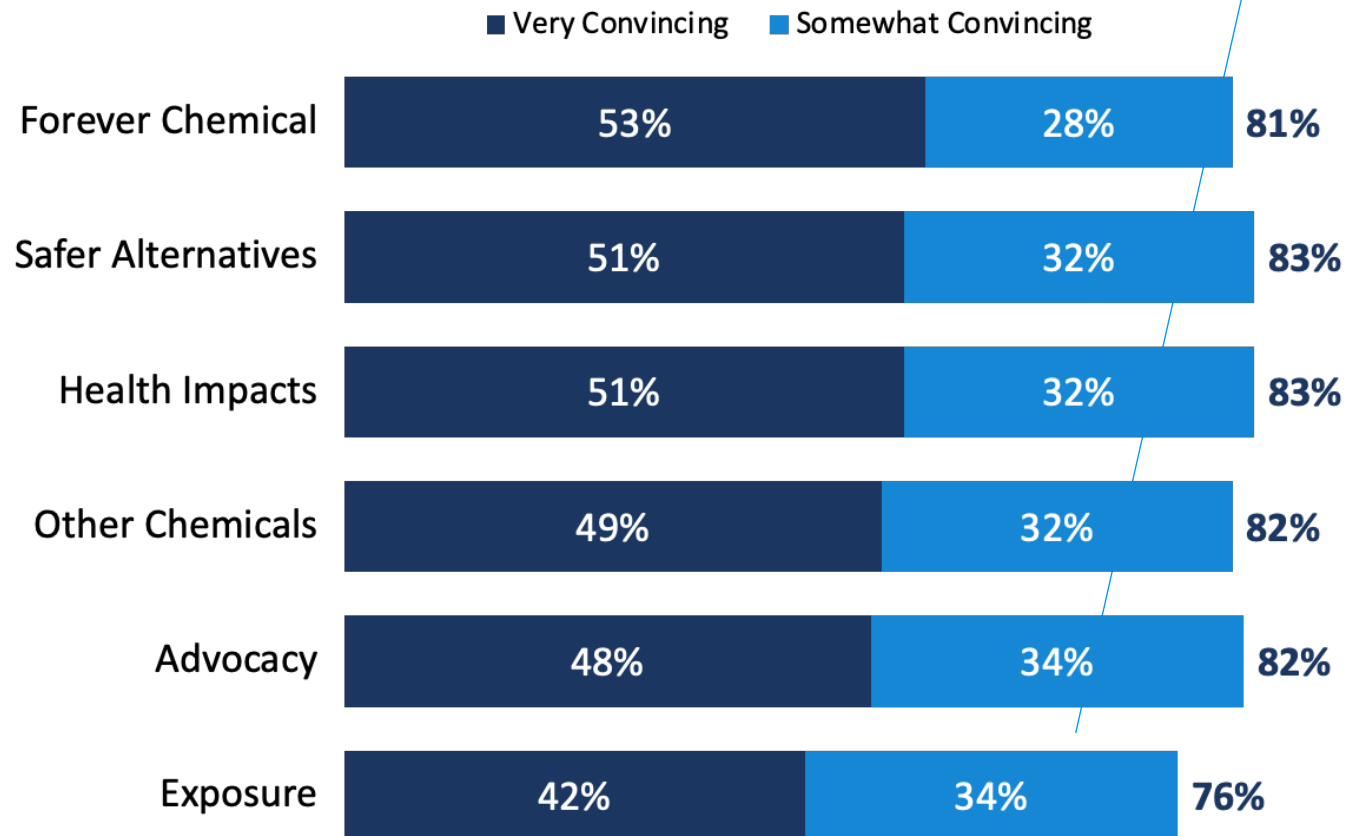
Concern About PFAS by Gender & Age



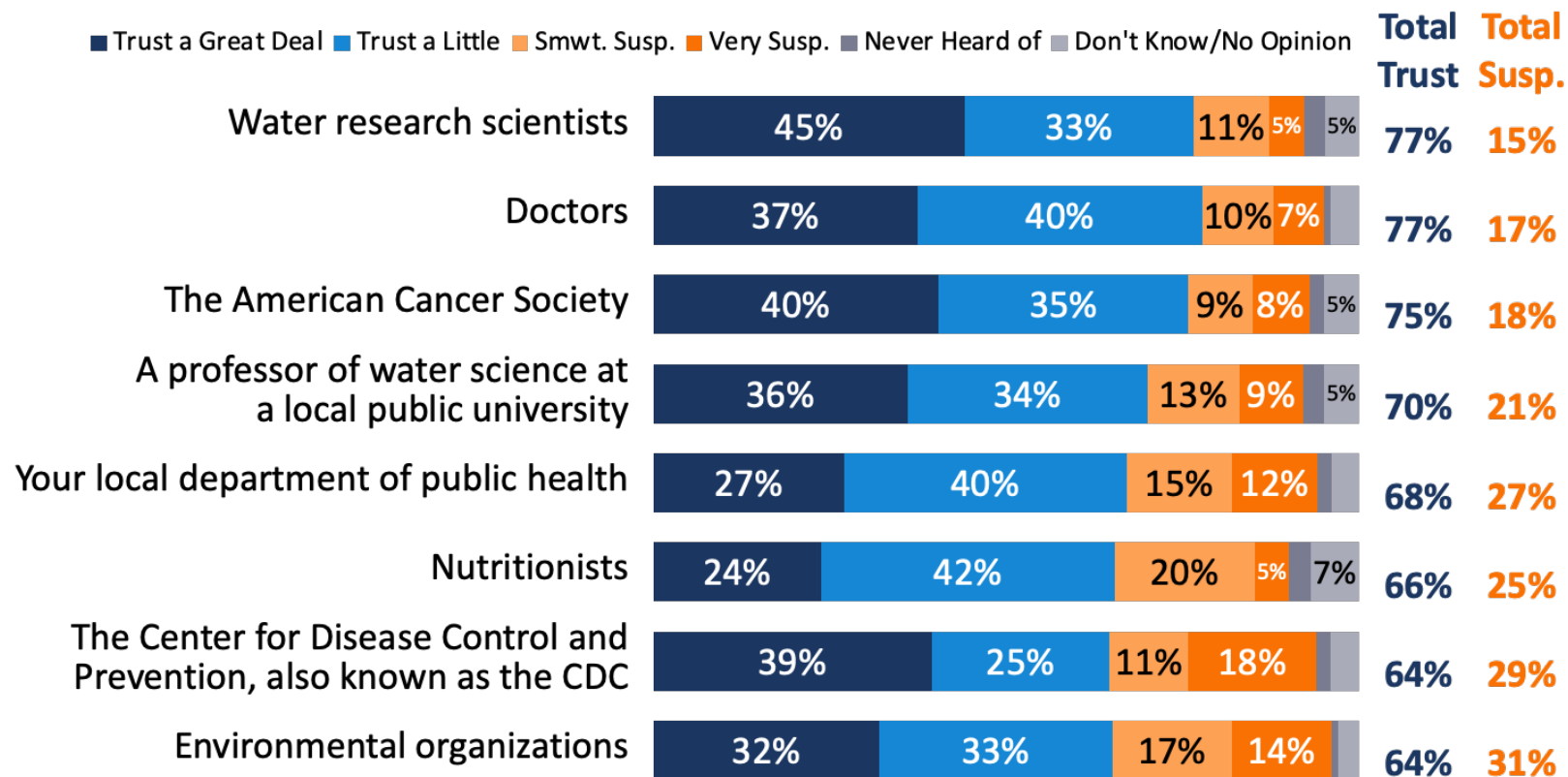
LATINOS ARE ESPECIALLY LIKELY TO EXPRESS CONCERN



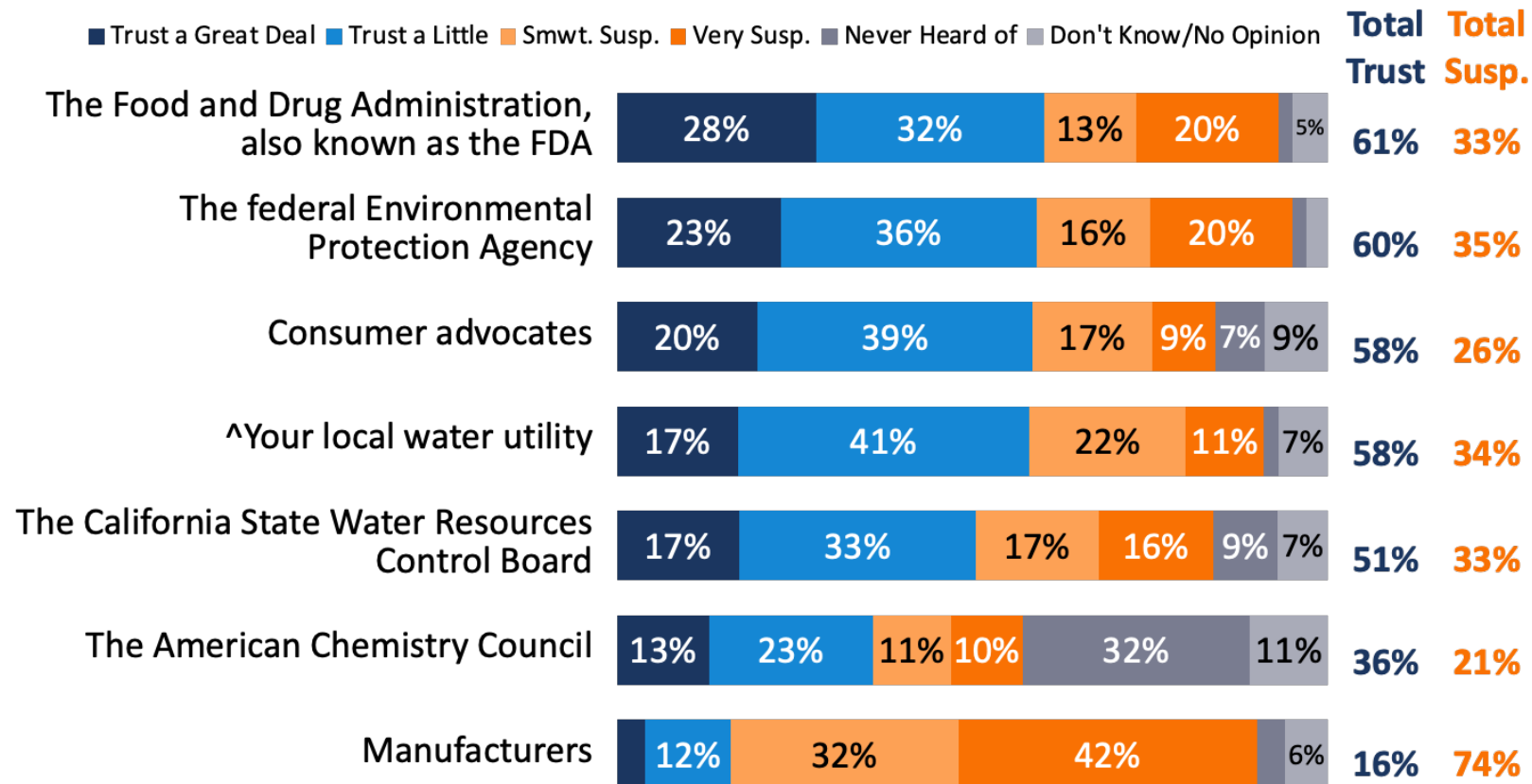
MESSAGES DESCRIBING PFAS AS A FOREVER CHEMICAL,
THE AVAILABILITY OF SAFER ALTERNATIVES, AND HEALTH
IMPACTS RESONATE **VERY STRONGLY** AMONG VOTERS



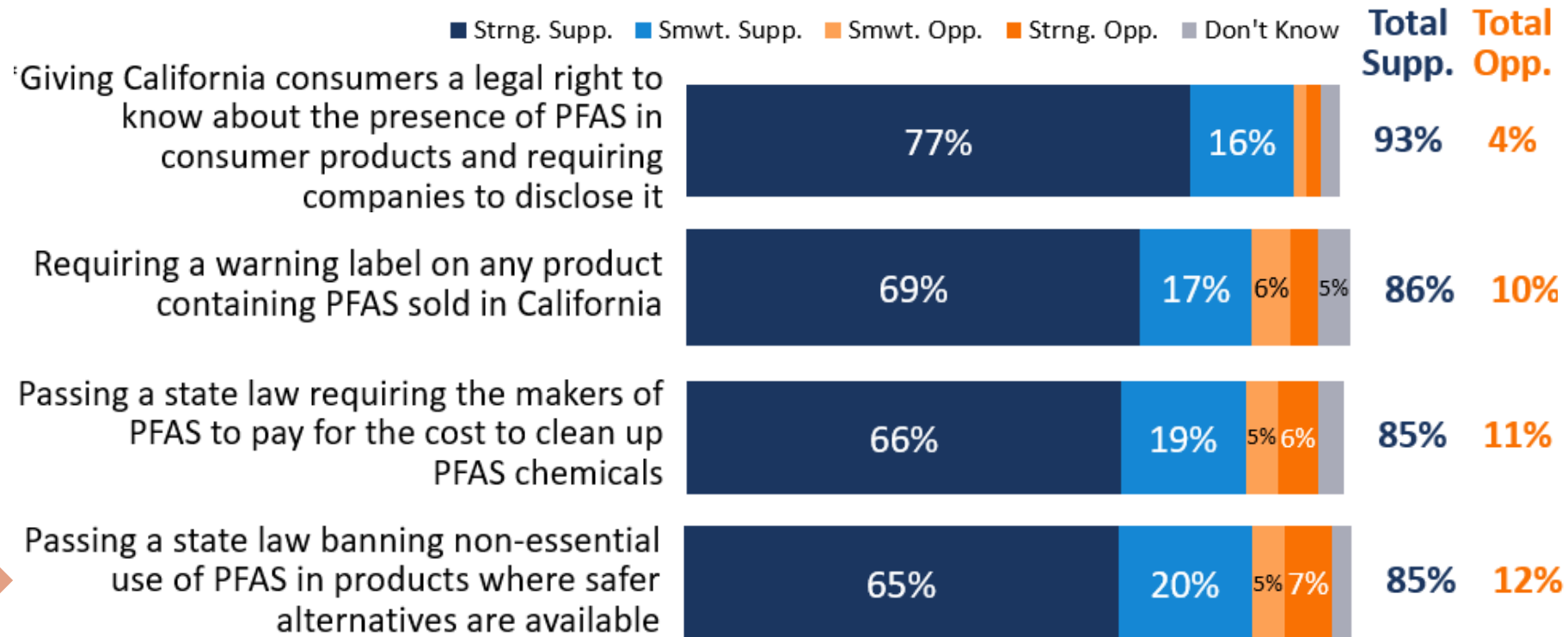
SCIENTISTS AND DOCTORS TOP THE LIST OF MOST-TRUSTED MESSENGERS ON PFAS



MANUFACTURERS ARE THE MOST WIDELY DISTRUSTED ENTITY ON THE ISSUE



VOTERS OFFER **BROAD AND STRONG** **SUPPORT** FOR ALL THE POLICY PROPOSALS TO ADDRESS PFAS



PFAS LEGISLATION IN CALIFORNIA

2022 AB 2247 – **Labeling PFAS in Products** – Governor vetoed

2023 AB 727 – **PFAS in Cleaning Products Ban** – Governor vetoed



2024 SB 903 – **PFAS Non-essential Use Ban** – died in committee

2025 SB 682 – **PFAS Non-essential Use Ban** – Governor vetoed

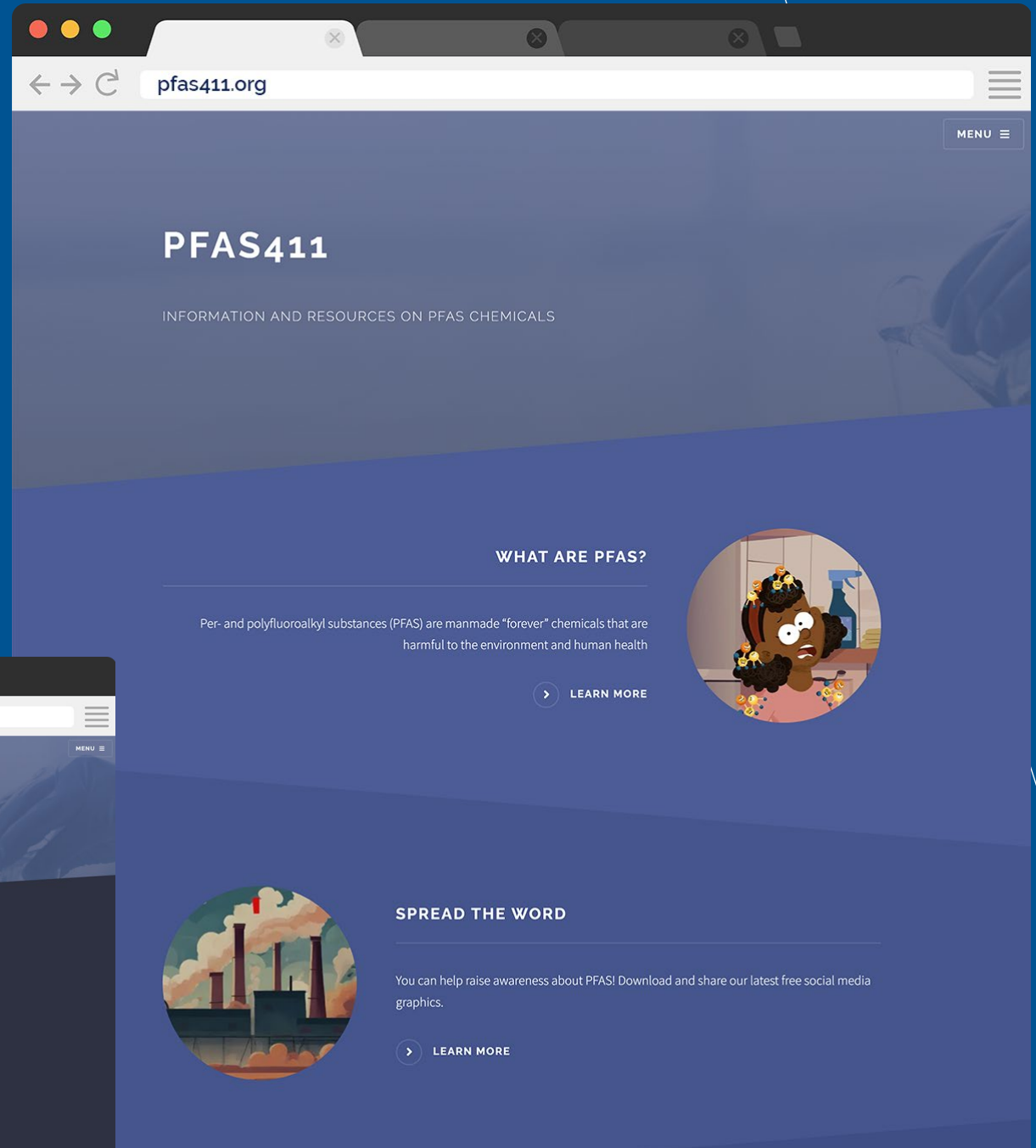
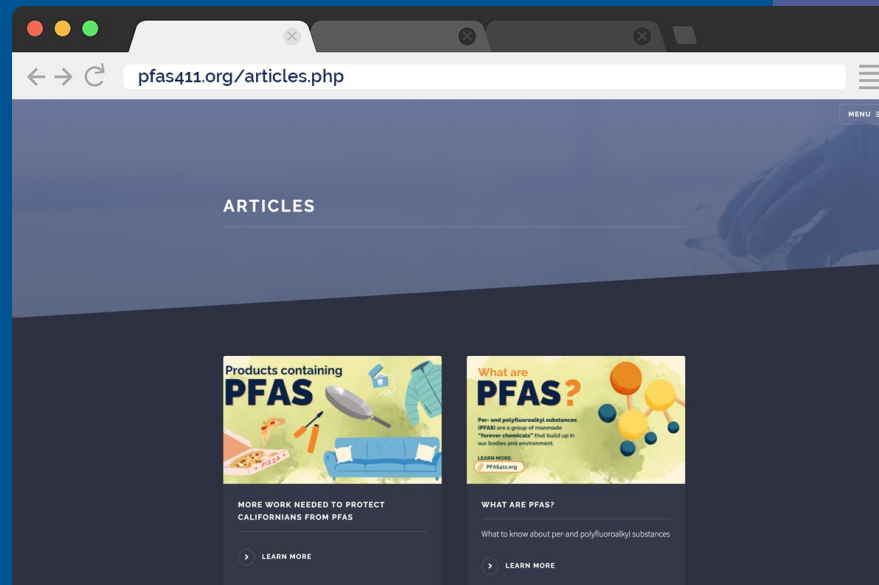
PFAS TOOLKIT

Resources to raise awareness about PFAS and their
impacts to our health and environment

PFAS 411 PUBLIC EDUCATION TOOLKIT

PFAS411.ORG

- Newsletter Articles
- Infographics
- Videos



SOCIAL MEDIA

INTRO TO PFAS

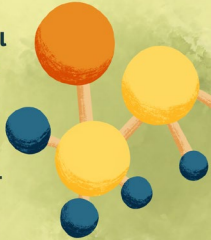
ENGLISH & SPANISH

What are **PFAS?**

Per- and polyfluoroalkyl substances (PFAS) are a group of manmade "forever chemicals" that build up in our bodies and environment.

LEARN MORE:

PFAS411.org



What to do about **PFAS?**

There's no easy way to eliminate PFAS once they enter the environment.

The best solution is prevention at the source: keep PFAS out of products and the environment to begin with!

LEARN MORE:

PFAS411.org



Health risks from **PFAS** EXPOSURE:

- Increased cancer risk
- Reproductive issues
- Developmental delays in children
- Altered immune and hormone function

LEARN MORE:

PFAS411.org



Products containing **PFAS:**

- Nonstick Cookware
- Food Packaging
- Cosmetics
- Clothing
- Dental Floss
- Paint
- Furniture
- Carpets

LEARN MORE:

PFAS411.org

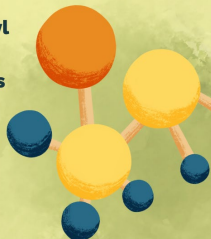


¿Que Son **PFAS?**

Per- and polyfluoroalkyl substances (PFAS) son un grupo de "sustancias químicas siempre" hecho de hombre, que acumulan en cuerpos y el medio ambiente.

APRENDER MAS:

PFAS411.org



¿Que hacer sobre **PFAS?**

No hay manera fácil de eliminar PFAS si están en el medio ambiente.

La mejor solución es la prevención en la fuente: mantener las PFAS fuera de los productos y del medio ambiente para empezar!

APRENDER MAS:

PFAS411.org

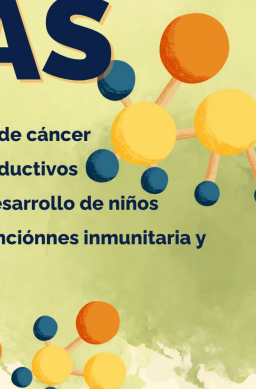


Riesgos de salud de **PFAS**

- Riesgo aumento de cáncer
- Problemas reproductivos
- Retrasos en el desarrollo de niños
- Problemas de funciones inmunitaria y hormonal

APRENDER MAS:

PFAS411.org



Productos que contienen **PFAS:**

- Utensilios cocineros antiadherentes
- Envase de comida
- Cosméticos maquillajes
- Ropas
- Hilo dental
- Pintura
- Muebles
- Alfombras

APRENDER MAS:

PFAS411.org



SOCIAL MEDIA

ENVIRONMENTAL IMPACTS & TAKING ACTION ENGLISH & SPANISH

PFAS:

Choosing Safer

Choose **PFAS-free** products to protect your health, your family, and the environment.

PFAS are found in everyday products like:

- Cosmetics
- Clothing
- Nonstick cookware

FIND A LIST OF PFAS-FREE PRODUCTS AT:

PFASCentral.org/pfas-free-products

PFAS:

Environmental Impacts

PFAS are “**forever chemicals**” that build up in the environment over time, harming our planet.

Scientists have found PFAS chemicals in air, soil, animals, and people.

LEARN MORE:

PFAS411.org

PFAS:

What Can You Do?



Educate others on the dangers of PFAS.



Urge your favorite brands to stop using PFAS.



Support initiatives to ban these chemicals.

LEARN MORE:

PFAS411.org

PFAS:

Elegir más seguro

Elija productos libres de PFAS para proteger su salud, su familia y el medio ambiente.

Los PFAS se encuentran en productos normales como:

- Productos cosméticos
- Ropa
- Utensilios de cocina antiadherentes

UNA LISTA DE PRODUCTOS SIN PFAS EN:

PFASCentral.org/pfas-free-products

PFAS:

Impactos entornos

PFAS son “**sustancias químicas permanentes**” que acumulan en el medio ambiente con el tiempo y dañan nuestro planeta.

Los científicos han encontrado PFAS en el aire, el suelo, los animales y las personas.

APRENDE MÁS EN EL SITIO:

PFAS411.org

PFAS:

¿Qué puedes hacer?



Educa otros sobre los peligros de PFAS.



Dígale a sus tiendas favoritas que dejan usar PFAS.



Apoya las iniciativas para prohibir PFAS.

APRENDE MÁS EN EL SITIO:

PFAS411.org

PFAS INFOGRAPHIC

ENGLISH & SPANISH

PFAS: WHAT YOU NEED TO KNOW

"THE FOREVER CHEMICALS"

WHAT ARE PFAS?

Per- and polyfluoroalkyl substances (PFAS) are manmade "forever chemicals" that are harmful to our health and environment.

WHY SHOULD I CARE?

PFAS are widely used in manufacturing and found in many common household products that we use every day. Due to their strong chemical bonds, PFAS can build up in the environment and our bodies over time, causing potential harm.

SOME PRODUCTS CONTAINING PFAS



PFAS & YOUR HEALTH

Numerous health problems are linked to PFAS:

- » Certain types of **cancer**
- » **Developmental delays** in children
- » **Altered immune and hormone function**
- » **Liver damage**

PFAS & THE ENVIRONMENT

Scientists have found PFAS pollution all over the globe, including:



WHAT CAN WE DO?



There is no easy way to eliminate PFAS in the environment. The **best** solution is prevention at the source: **Keep PFAS out of products and the environment to start with!**

TO LEARN MORE, VISIT:

PFAS411.ORG

PFAS: LO QUE NECESITA SABER

"LOS QUÍMICOS PERMANENTES"

¿QUÉ SON PFAS?

Per- and polyfluoroalkyl sustancias (PFAS) son "químicos permanentes" hecho por el hombre que son dañinas nuestra salud y el entorno.

¿POR QUÉ ME IMPORTA?

PFAS son utilizados en la fabricación y se encuentran en muchos productos que usamos todos los días. Debido sus fuertes enlaces químicos, los PFAS pueden acumularse en el entorno y nuestros cuerpos con el tiempo, causando daños potenciales.

PRODUCTOS QUE CONTIENEN PFAS



PFAS & SU SALUD

Problemas de salud que están relacionados a PFAS:

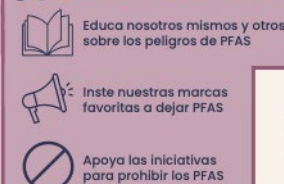
- » Ciertos tipos de **cáncer**
- » **Retrasos en desarrollo** de los niños
- » La función **inmunitaria y hormonal** alterado
- » **Daño hepático**

PFAS & EL ENTORNO

Los científicos han encontrado contaminación PFAS en todo el mundo, incluyendo:



¿QUÉ PODEMOS HACER?



No hay manera fácil de eliminar PFAS en el entorno. La **mejor** solución es la prevención en la fuente: **Mantenga PFAS fuera de los productos y el entorno para empezar!**

APRENDE MÁS EN EL SITIO:

PFAS411.ORG

PFAS ARTICLES

PFAS411

INFORMATION AND RESOURCES ON PFAS CHEMICALS



What Are PFAS?



Recent news headlines have been sounding the alarm about manmade “forever” chemicals called PFAS (per- and polyfluoroalkyl substances). But what are these chemical substances, and why should consumers be concerned about them?

Known for their resistance to heat, oil, stains, and water, PFAS have been in commercial use since the 1940s and are abundant in today's society. They are found in many common household products, from non-stick cookware to cleaners, clothing, shampoo, and dental floss. Although the U.S. has banned some types of PFAS, there are still more than 5,000 types in use.

Due to the widespread use of PFAS, scientists have found these troublesome pollutants all over the globe, in air, soil, animals, and people. With their strong chemical bonds, PFAS can build up in the environment and our bodies over time, harming the planet and our health. Studies have shown exposure to PFAS may lead to increased cancer risk, developmental delays in children, and interference with the body's natural hormones and immune response.

Unfortunately, once PFAS enter the environment, there's no easy way to eliminate them. Although there is still much we don't know about managing PFAS pollution, one thing is certain: The best solution is prevention at the source, by keeping PFAS out of products and the environment to begin with. The good news is California is taking important steps to limit the use of toxic PFAS chemicals in many everyday products where safer alternatives are available. This will go a long way to reducing the flow of PFAS into our homes and environment.

Watch this space to learn more.

Who We Are: We are a partnership of nonprofit organizations and public agencies serving millions of Californians. We created PFAS 411 to help educate and inform the communities we serve about PFAS and provide people with information they can use to make more informed choices for their families and the environment. Find our outreach toolkit at PFAS411.org

PFAS411

INFORMATION AND RESOURCES ON PFAS CHEMICALS



More Work Needed to Protect Californians from PFAS



California has taken important steps to limit the use of toxic per- and polyfluoroalkyl substances (PFAS) in many household products. However, we still have more work to do to safeguard our health, our families, and the environment from these harmful chemicals.

PFAS are manmade, “forever” chemicals widely used in manufacturing and industry. Due to their strong chemical bonds, PFAS can build up in the environment and our bodies over time, harming the planet and our health. Once PFAS enter the environment, there's no easy way to eliminate them. The best solution is at the source, by keeping PFAS out of products and the environment from the start.

In 2021, California passed laws restricting the use of PFAS in most food packaging and children's products such as cribs and playpens. Both regulations took effect in 2023. In addition, new legislation passed in 2022 will phase out PFAS from most cosmetics and textiles starting in 2025. Over time, these regulations will help to reduce Californians' exposure to PFAS from everyday items like personal care products, clothing, carpets, and furniture. California is also taking a big step forward by phasing out firefighting foams containing PFAS.

Despite this progress, PFAS are still found in countless products manufactured or sold in the state. Moreover, since manufacturers generally aren't required to disclose which products contain PFAS, consumers may be exposed to these chemicals without their knowledge. Exposure to PFAS has been linked to an increased risk of cancer, developmental delays in children, and interference with the body's natural hormones and immune response.

That's why we support limiting the use of PFAS where safer alternatives are available. Together with our partners across the state, we'll continue to push for practical solutions to reduce the amount of PFAS entering our homes and environment.

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PFAS VIDEO

WHAT ARE PFAS?

ENGLISH & SPANISH



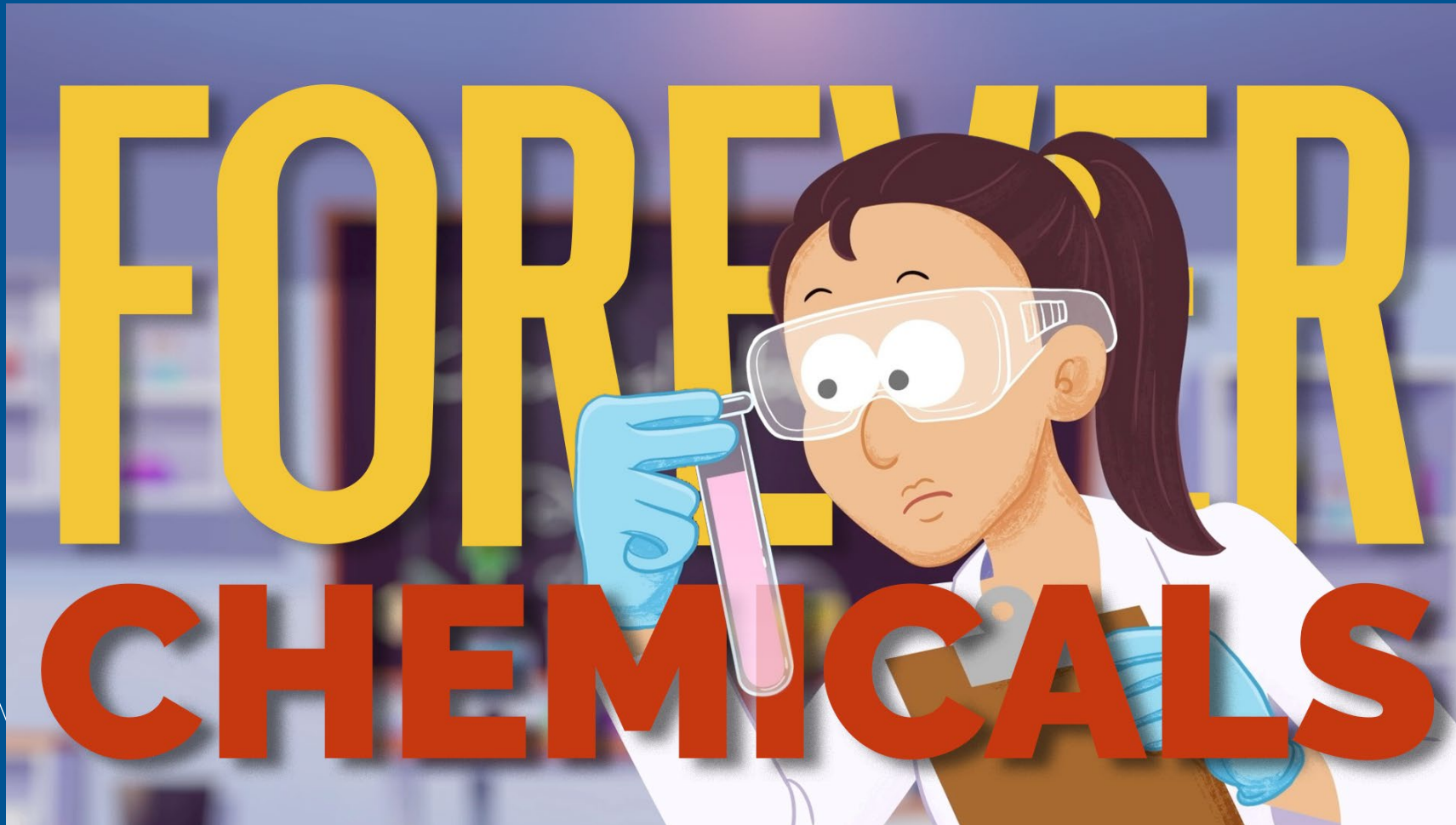
PFAS VIDEO

AWARENESS VIDEO
SOCIAL MEDIA REEL
ENGLISH & SPANISH



PFAS VIDEO

FOREVER CHEMICALS IN YOUR HOME
ENGLISH & SPANISH



PFAS VIDEO

FOREVER
CHEMICALS IN
YOUR HOME
ENGLISH &
SPANISH

PFAS



Cancer causing,
liver damaging,
immune compromising
“forever chemicals”

[Find out more](#)



WHAT HAPPENS NEXT?

PFAS TOOLKIT

- Newsletter Articles
- Infographics
- Social Media Graphics
 - Series 1: Introduction to PFAS
 - Series 2: Environmental Impacts & Taking Action
- Videos
- English and Spanish translations

PFAS411.ORG

