

Outreach and Advertising Templates

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Instructions

1. Select appropriate template for your needs.

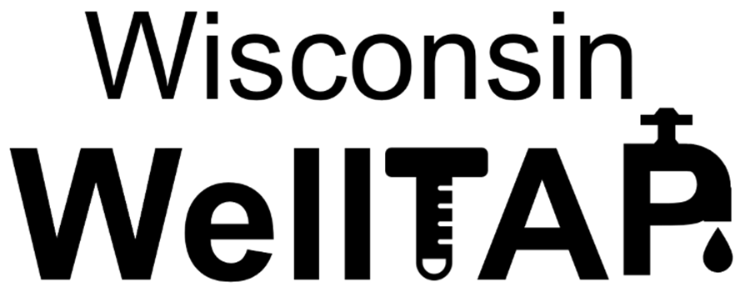
2. Fill in the placeholders.

3. Customize additional information as needed.

4. Share!

# Program Logo

Program Logo and Message Map

The Wisconsin Well Testing Access Program (WellTAP) logo is available for local health departments and tribal health agencies to use to promote and share this program. The logo is available in [black](https://www.dhs.wisconsin.gov/images/welltap-logo-black.png) and white.

# Message Map

Program Logo and Message Map

This message map can be used to create outreach tools and share about the program. It is the basis for the template materials in the toolkit.

|  |  |
| --- | --- |
| **The Wisconsin Well Testing Access Program (WellTAP) provides no-cost testing to qualified private well users.** | While most private wells provide safe drinking water, some may contain substances that can impact health. |
| Because many substances do not affect the color, smell, or taste of the water, we recommend that all well users test their well water regularly. |
| This testing includes bacteria, nitrate, fluoride, and several metals. |
| **To qualify for WellTAP, a well user must meet several criteria.** | The well serves someone who is pregnant, a child 12 or under, or a person with weakened immune system. |
| The well serves your primary residence. |
| A financial, mental, or other burden prevents you from testing on your own. |
| **Qualified well users can request sample kit by contacting [add agency phone number or email address].** | Samples are analyzed by the Wisconsin State Lab of Hygiene. |
| Once the results are available, share them with you along with description of what the results mean. |
| If the level of a substance in the sample is above its public health value, we will contact you with recommendations on how you can reduce your exposure. |

Newspaper and Web Language

# Newspaper Language

All private well users should test their water regularly as many substances do not affect the color, smell, or taste of the water. Through the new Wisconsin Well Testing Access Program (WellTAP), the [add agency’s name] is providing free testing to qualified private well users for bacteria, nitrate, fluoride and metals. To qualify, the well must serve someone who is pregnant, a child 12 or under, or a person with weakened immune system and a financial or other burden must prevent the user from testing on their own. Contact us at [add the appropriate phone number], weekdays from [add agency’s hours]. to learn more.

# Website Language

We offer free well testing to qualified private well users through the Wisconsin Well Testing Access Program (WellTAP). To qualify for WellTAP, all of the following criteria must be met:

* The well serves someone who is pregnant, a child 12 or under, or a person with weakened immune system.
* The well serves your primary residence.
* A financial or other burden prevents you from testing on your own.

Contact us at [add the appropriate phone number or email address] to learn more about WellTAP.

Qualified well users can request a sample kit from us, and it will be analyzed by the Wisconsin State Lab of Hygiene. Once the results are available, we will send them to you. If a level of a substance in the sample is above its public health value, we will provide you with recommendations on how to reduce your exposure.

Radio Scripts

# 30 Second Script

*SFX: WATER RUNNING FROM A TAP OR MUSIC UP AND UNDER*

DO YOU GET YOUR WATER FROM A PRIVATE WELL?

DID YOU KNOW WELL WATER COULD CONTAIN SUBSTANCES YOU

CAN’T SEE, SMELL, OR TASTE?

THAT’S WHY IT’S IMPORTANT TO HAVE YOUR PRIVATE WELL TESTED REGULARLY!

THE NEW WISCONSIN WELL TESTING ACCESS PROGRAM, OR WELL TAP,

PROVIDES FREE TESTING TO QUALIFIED PRIVATE WELL USERS.

TO LEARN MORE AND TO SEE IF YOU QUALIFY, CONTACT THE [ADD YOUR AGENCY’S NAME] AT [ADD THE APPROPRATE PHONE NUMBER]

THAT’S [ADD THE APPROPRATE PHONE NUMBER]

TAG: A MESSAGE FROM THE [ADD YOUR AGENCY’S NAME]

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# 60 Second Script

*SFX: WATER RUNNING FROM A TAP OR MUSIC UP AND UNDER*

DO YOU GET YOUR DRINKING WATER FROM A PRIVATE WELL?

DID YOU KNOW THAT WELL WATER COULD CONTAIN SUBSTANCES YOU

CAN’T SEE, SMELL, OR TASTE?

THAT’S WHY IT’S SO IMPORTANT TO HAVE YOUR PRIVATE WELL TESTED

REGULARLY FOR THINGS LIKE BACTERIA…NITRATES…FLUORIDE…AND METALS.

THE WISCONSIN WELL TESTING ACCESS PROGRAM, OR WELL TAP,

PROVIDES FREE WELL TESTING TO PRIVATE WELL USERS WHO ARE

PREGNANT…

HAVE A CHILD AGED 12 OR YOUNGER…

HAVE A WEAKENED IMMUNE SYSTEM…

OR WHO HAVE A FINANCIAL OR OTHER BURDEN THAT KEEPS YOU

FROM TESTING YOUR WELL ON YOUR OWN.

TO LEARN MORE AND TO SEE IF YOU QUALIFY FOR WELL TAP,

CONTACT THE [ADD YOUR AGENCY’S NAME] AT [ADD THE APPROPRATE PHONE NUMBER]

THAT’S [ADD THE APPROPRATE PHONE NUMBER]

TAG: A MESSAGE FROM THE [ADD YOUR AGENCY’S NAME]

###

Social Media Posts

|  |  |  |  |
| --- | --- | --- | --- |
| Wisconsin’s Well Testing Access Program (WellTAP) provides no-cost testing to qualified private well users. | | | |
|  | | To qualify for WellTAP,   * The well must routinely serve a pregnant person, a child (12 or under), or a person with weakened immune system and * A financial or other burden must be preventing you from testing on your own. | |
| Graphical user interface, text  Description automatically generated with medium confidence | Contact us to find out more! | | [YOUR LOGO HERE] |

Social Media Comment:

Reach out to us at [add appropriate email or phone number] to learn about eligibility and what is included in the testing.

Image:

Obtained from [Shutterstock](https://www.shutterstock.com/) – ID code 2310503611.



Social Media Comment:

The Wisconsin Testing Access Program (WellTAP) offers free testing of private wells to qualified households. To qualify for free testing through WellTAP, the well must serve a pregnant person, a child (12 or under), or a person with weakened immune system and a financial or other burden must be preventing you from testing on your own. Contact us at [add appropriate email or phone number] to learn more.

Image:

Obtained from [Shutterstock](https://www.shutterstock.com/) – ID code 1854373249.