

Communications toolkit

Toolkit to raise awareness and call for action on PFAS pollution online

April 2023

Exposure to per- and polyfluoroalkyl substances (PFAS), a family of thousands of widely-used synthetic chemicals, constitutes a global threat to our health and the environment.

Increasing scientific evidence has linked exposure to PFAS to a number of serious health impacts such as different types of cancer, thyroid disease, immune dysfunction and hormone disruption. Recent studies also found that PFAS exposure may increase risks of being infected with COVID-19 and could worsen symptoms related to COVID. Due to their widespread use and highly mobile nature, PFAS are in our water, food, homes, and nearly all our bodies.

PFAS pollution is creating a huge financial and health burden on our society, which will keep increasing as long as emissions continue. In Europe alone, it is estimated that about 17,000 sites are contaminated with PFAS, and another 22,000 are suspected to be. But individuals, families and local municipalities, instead of the actual polluters, are paying the price.

This toolkit contains a list of things you can do to take action and raise awareness about PFAS pollution online.

Write an email to your national and European representatives

For decades, regulatory action on PFAS has been slow, fragmented and overall ineffective to prevent their widespread contamination of our environment and our bodies.

But the tides are turning: a proposal for an EU-wide restriction was published in February 2023. As this restriction develops, it will be crucial that EU member states constructively work together to make it a comprehensive and enforceable tool for health and environmental protection against PFAS.

For more information:

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Your elected representatives at national and European levels (including Members of Parliament, Members of European Parliament or members of your national government) all have an important role to play in contributing to the delivery of an EU-wide PFAS restriction.

Download [our email template](#), which you can adapt and translate, in order to ask them to keep the pressure high all throughout the development of the European-wide restriction on PFAS.

Help raise awareness on PFAS pollution on social media

This toolkit provides customisable social media posts and graphics for Twitter, Facebook and Instagram to help you raise awareness on PFAS pollution and call for action online.

Twitter posts:

- More than 17,000 sites across Europe are contaminated by health-harming #PFAS chemicals. Learn more about the local communities in Sweden, Denmark, the Netherlands, Belgium and Italy calling for justice: www.env-health.org/BanPFAS #BanPFAS
- Exposure to PFAS is linked to many health effects, including liver damage, thyroid disease and increased cancer risks. People living near contamination hotspots across Europe are especially at risk of exposure. Read their stories at www.env-health.org/BanPFAS #BanPFAS
- The annual health costs associated to exposure to #PFAS range between 52 - 84 BILLION Euros for Europe alone. Join us in urging policy makers to #BanPFAS in the European Union - visit www.env-health.org/BanPFAS for info and tools to take action.
- Did you know PFAS pollution creates a huge financial and health burden on our society? Removing #ForeverChemicals pollution is difficult & could cost up to 170 billion Euros for all 31 EEA countries and Switzerland combined. Join the call to #BanPFAS: www.env-health.org/BanPFAS
- Widespread PFAS use has created an irreversible toxic legacy of pollution in Europe, the price of which is largely borne by local communities. It's time to #BanPFAS and put #PeopleOverProfit. www.env-health.org/BanPFAS
- An estimated 12,5 million Europeans live in communities with drinking water polluted with harmful #PFAS chemicals. Polluters, not people, should pay the price for remediation and health costs. www.env-health.org/BanPFAS #BanPFAS



Twitter assets:

The following social media tiles are available to accompany your posts on Twitter. All images, with or without the HEAL logo, are available for download [here](#).

More than **17,000 sites**
across Europe are contaminated by
harmful PFAS chemicals.

www.env-health.org/BanPFAS

#BanPFAS

12,5 million Europeans
are estimated to live in communities
with drinking water polluted with
harmful PFAS chemicals.

www.env-health.org/BanPFAS

#BanPFAS

52 - 84 billion Euros
The annual health costs linked to
exposure to PFAS chemicals in Europe.

www.env-health.org/BanPFAS

#BanPFAS

Removing PFAS pollution is difficult
and could cost up to 170 billion Euros
for all 31 EEA countries and
Switzerland combined.

www.env-health.org/BanPFAS

#BanPFAS

Facebook post:

Exposure to PFAS chemicals, a family of thousands of widely-used synthetic substances, constitutes a global threat to our health and the environment.

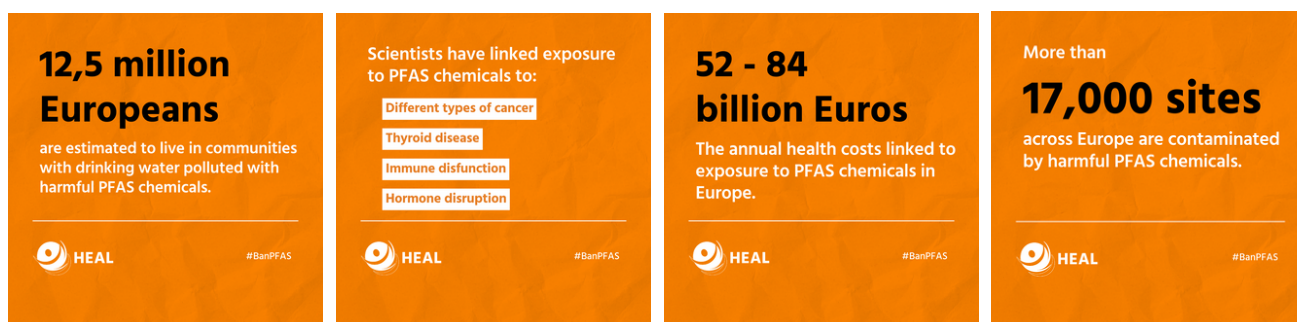
More than 17,000 sites across Europe are contaminated by health-harming PFAS chemicals, creating a huge financial and health burden on our society. The annual health costs linked to exposure to these hazardous chemicals is estimated to range between 52 - 84 billion Euros for Europe alone. Removing PFAS pollution is difficult and could cost up to 170 billion Euros for all 31 EEA countries and Switzerland combined.

But local municipalities and individual families, instead of the actual polluters, are paying the price. Visit the website from the @healthandenvironmentalliance to read about five examples of local communities fighting for justice, and learn how you can join the call to #BanPFAS in Europe.

www.env-health.org/BanPFAS

Facebook assets:

The following social media tiles are available to accompany your posts on Facebook. All images, with or without the HEAL logo, are available for download [here](#).



Instagram post:

Exposure to PFAS chemicals, a family of thousands of widely-used synthetic substances, constitutes a global threat to our health and the environment.

More than 17,000 sites across Europe are contaminated by health-harming PFAS chemicals, creating a huge financial and health burden on our society. The annual health costs linked to exposure to these hazardous chemicals is estimated to range between 52 - 84 billion Euros for Europe alone. Removing PFAS pollution is difficult and could cost up to 170 billion Euros for all 31 EEA countries and Switzerland combined.

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www.env-health.org/BanPFAS

#BanPFAS #ForeverChemicals #ForeverPollution #ToxicFreeFuture

Instagram assets:

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The Health and Environment Alliance (HEAL) is the leading not-for-profit organisation addressing how the environment affects human health in the European Union (EU) and beyond. HEAL works to shape laws and policies that promote planetary and human health and protect those most affected by pollution, and raise awareness on the benefits of environmental action for health.

HEAL's over 90 member organisations include international, European, national and local groups of health professionals, not-for-profit health insurers, patients, citizens, women, youth, and environmental experts representing over 200 million people across the 53 countries of the WHO European Region.

As an alliance, HEAL brings independent and expert evidence from the health community to EU and global decision-making processes to inspire disease prevention and to promote a toxic-free, low-carbon, fair and healthy future.



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