

Manganese Safety Communications Plan

Annual Additional Budget: \$16,400

Target audience: people living in Northfield with children under one or expecting.

Desired outcomes: All households have in-home water treatment for elevated manganese or access to healthy water for infants.

Quarterly Breakdown

Q1: January, February, and March

- Radio ad for two weeks
- KYMN web ad for two weeks
- Utility bill insert
- Information available at the Home & Garden Show
- Meta ad (\$200 for two weeks)
- Google ad buy (\$200 for two weeks)

Q2: April, May, and June

- Radio ad for two weeks
- KYMN web ad for two weeks
- Utility bill insert
- Information available at Earth Day
- Information available at Pride in the Park
- Information available at Riverwalk Market Fair
- Information available at Third Thursday
- Radio interview
- Meta ad (\$200 for two weeks)
- Google ad buy (\$200 for two weeks)

Q3: July, August, and September

- Radio ad for two weeks
- KYMN web ad for two weeks
- Library presentation
- Information available at Hispanic Heritage Celebration
- Information available at Crazy Days
- Information available at Riverwalk Market Fair
- Information available at Third Thursday
- Utility bill insert
- Meta ad (\$200 for two weeks)
- Google ad buy (\$200 for two weeks)

Q4: October, November, and December

- Radio ad for two weeks
- KYMN web ad for two weeks
- Utility bill insert
- Meta ad (\$200 for two weeks)
- Google ad buy (\$200 for two weeks)
- Posters plastered downtown for Winter Walk (\$200)
- Annual mailing (\$5,000 in October)
- Annual pamphlet distribution (\$10,000) for handouts and tabling – quotes for 10,000 flyers (Kara)

Constant Resources

- Webpage
- Multiple bilingual videos (explaining manganese and home safety options)
- Carousel slides on public screens (Kara)
- New resident welcome kit

Pamphlet Distribution Sites:

- Grocery stores
- Gas stations
- Hospitals
- Clinics
- OBGYN and women's clinics
- Childcare centers
- Northfield Library
- Northfield Library Oasis
- Healthfinders
- CAC
- 50North
- Churches
- YMCA
- Culligan

Suggested Resources & Direct Outreach:

- Outreach to apartments, people who rent
- Outreach to manufactured homes
- Outreach to businesses/employers (who may have childcare onsite)
- Rebates/funding for in-home water treatment
- In-home testing kits (city provided or resources on how to obtain them)

Annual Expenses

Assumes 4% inflation year over year

2025	16,400.00
2026	17,056.00
2027	17,738.24
2028	18,447.77
2029	19,185.68

2030	19,953.11
2031	20,751.23
2032	21,581.28
2033	22,444.53
2034	23,342.31
2035	24,276.00

Total Expenses for 10 Years: \$221,176.15