

PFAS Awareness Week Social Media Toolkit

SEPTEMBER 21 - 25, 2026

[PFAS Awareness Week - MN Dept. of Health](#)

This document provides social media posts for partners and communities wanting to join in on PFAS Awareness week aligned with the daily theme schedule for the week. Each is written to complement one another while allowing agencies and organizations to choose the perspective that best fits their mission. These sample posts can be used as a caption when sharing MDH's daily posts or used as a stand-alone post.

Social media posts have been drafted from four different perspectives:

- **Human Health:** focused on protecting people's health.
Ideal for: public health agencies, healthcare organizations, community health organizations
- **Environmental Health:** focused on preventing contamination and protecting natural resources.
Ideal for: conservation organizations, environmental nonprofits, natural resource agencies, watershed districts
- **Economic Impact:** focused on how preventing PFAS pollution today can help reduce future costs associated with PFAS cleanup.
Ideal for: government agencies, cities, organizations that want to emphasize fiscal responsibility, efficient use of public resources
- **General Awareness:** focused on increasing the public understanding of PFAS and the work.
Ideal for: government agencies, cities, nonprofits, partner organizations that want to support PFAS Awareness Week without emphasizing either health or environmental impacts.

Themes for the week

- Monday, September 21: *Minnesota leads the way in PFAS prevention*
- Tuesday, September 22: *Preventing PFAS pollution and exposure*
- Wednesday, September 23: *Reducing exposure*
- Thursday, September 24: *PFAS Monitoring*
- Friday, September 25: *Working Together*

Social media posts

Sample social media posts for partners and communities to use to join in on PFAS Awareness week in accordance with the daily theme schedule for the week.

Day & Theme	Human Health social posts	Environmental Health social posts	Economic Impact social posts	General Awareness social posts
Monday, September 21: <i>Minnesota leads the way in PFAS prevention</i>	Minnesota is taking action to help protect current and future generations from PFAS, also known as “forever chemicals”. Through statewide efforts like the PFAS Blueprint, Amara's Law, and public health monitoring, we're working to reduce PFAS exposure and better protect communities. Follow along this week to learn what PFAS are, why they matter, and what's being done in Minnesota. Learn more: https://www.health.state.mn.us/communities/environment/hazardous/topics/pfasaware.html #PFASAwarenessWeek #PFAS #HealthyCommunities	It's PFAS Awareness Week! PFAS can remain in the environment for a long time, giving them the nickname “forever chemicals”. Minnesota is taking action to help protect our water, soil, wildlife, and communities through prevention, monitoring, and coordinated statewide efforts. Follow along this week as we highlight how Minnesota is working to address PFAS. Learn more: https://www.health.state.mn.us/communities/environment/hazardous/topics/pfasaware.html #PFASAwarenessWeek #PFAS	It's PFAS Awareness Week! PFAS contamination can create long-term costs for communities. Minnesota is taking action through prevention, monitoring, and coordinated statewide efforts to help reduce future impacts on public resources and infrastructure. Follow along this week to learn more. Learn more: https://www.health.state.mn.us/communities/environment/hazardous/topics/pfasaware.html #PFASAwarenessWeek #PFAS #PollutionPrevention	It's PFAS Awareness Week! Minnesota is taking a comprehensive approach to addressing PFAS, also known as “forever chemicals” through prevention, science, monitoring, and partnerships. Throughout the week, we'll explore how efforts like the PFAS Blueprint and Amara's Law are helping reduce PFAS pollution, protect health, and increase transparency. Learn more: https://www.health.state.mn.us/communities/environment/hazardous/topics/pfasaware.html #PFASAwarenessWeek #PFAS
Tuesday, September 22: <i>Preventing PFAS pollution and exposure</i>	Reducing PFAS in products helps reduce PFAS exposure. Minnesota's Amara's Law helps reduce intentionally added PFAS in many consumer products, helping prevent exposure before these long-lasting chemicals	Keeping PFAS out of products helps keep PFAS out of the environment. Through Amara's Law, Minnesota is reducing intentionally added PFAS in many consumer products,	Preventing PFAS pollution starts with preventing unnecessary PFAS use. Amara's Law helps reduce PFAS in products before they become future sources of contamination, helping reduce long-term costs	One of the most effective ways to reduce PFAS pollution is to prevent it before it starts. Minnesota's Amara's Law reduces intentionally added PFAS in many products while increasing transparency about

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	reach people and the environment. Learn more: https://www.health.state.mn.us/communities/environment/hazardous/topics/pfasaware.html #PFASAwarenessWeek #AmarasLaw #HealthyCommunities	helping prevent future contamination of our air, water, landfills, and wastewater systems. Learn more: https://www.health.state.mn.us/communities/environment/hazardous/topics/pfasaware.html #PFASAwarenessWeek #AmarasLaw #PollutionPrevention	for drinking water treatment, environmental cleanup, and monitoring. Cost to buy PFAS to make consumer products: \$50 - \$1000 per pound Cost to remove and destroy PFAS from municipal wastewater: \$2.7 million - \$18 million per pound Learn more: https://www.health.state.mn.us/communities/environment/hazardous/topics/pfasaware.html #PFASAwarenessWeek #AmarasLaw #PFAS	where PFAS are used—helping protect people, communities, and the environment. Learn more: https://www.health.state.mn.us/communities/environment/hazardous/topics/pfasaware.html #PFASAwarenessWeek #AmarasLaw #PFAS
Wednesday, September 23: <i>Reducing exposure</i>	While governments and industries play important roles, individuals can also take steps to reduce PFAS exposure. Learning about PFAS, following fish consumption guidance, and staying informed about local drinking water are just a few ways to help protect yourself and your family. Learn more: https://www.health.state.mn.us/communities/environment/hazardous/topics/pfasaware.html	Small actions can add up. Choose PFAS-free products, when available, and properly dispose of household waste to help reduce future PFAS pollution and support healthier communities and ecosystems. Learn more: https://www.health.state.mn.us/communities/environment/hazardous/topics/pfasaware.html #PFASAwarenessWeek #PollutionPrevention #ProtectOurWater	Innovation starts with demand. As manufacturers develop alternatives to intentionally added PFAS, safer product design can help reduce future contamination while encouraging innovation and long-term sustainability. Every step toward prevention helps build a healthier future. Learn more: https://www.health.state.mn.us/communities/environment/hazardous/topics/pfasaware.html	Everyone has a role to play in reducing PFAS exposure. During #PFASAwarenessWeek, take time to learn what PFAS are, where they may be found, and practical steps you can take to make informed decisions. Learn more: https://www.health.state.mn.us/communities/environment/hazardous/topics/pfasaware.html #StayInformed #PFAS #PFASAwarenessWeek

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	#PFASAwarenessWeek #HealthyChoices #PFAS		#PFASAwarenessWeek #Innovation #PFAS	
Thursday, September 24: <i>PFAS Monitoring</i>	Monitoring helps identify where PFAS are present so public health agencies can better understand potential exposures and provide guidance when needed. Reliable data supports informed decisions that help protect communities. Learn more: https://www.health.state.mn.us/communities/environment/hazardous/topics/pfasaware.html #PFASAwarenessWeek #PublicHealth #PFASMonitoring	Monitoring lakes, rivers, groundwater, drinking water, fish, and other environmental systems helps us better understand where PFAS exist and informs efforts to reduce contamination and protect natural resources. Learn more: https://www.health.state.mn.us/communities/environment/hazardous/topics/pfasaware.html #EnvironmentalHealth #PFASMonitoring #PFASAwarenessWeek	Good decisions start with good data. PFAS monitoring helps communities understand where contamination exists, prioritize resources, and make informed investments that protect public health, the environment, and public infrastructure. Learn more: https://www.health.state.mn.us/communities/environment/hazardous/topics/pfasaware.html #PFASMonitoring #PFASAwarenessWeek	You can't manage what you don't measure. Monitoring for PFAS helps scientists and public agencies better understand where these chemicals are found, track changes over time, and support actions that protect people and the environment. Learn more: https://www.health.state.mn.us/communities/environment/hazardous/topics/pfasaware.html #PFASMonitoring #ScienceInAction #PFASAwarenessWeek
Friday, September 25: <i>Working Together</i>	Protecting Minnesotans from PFAS takes collaboration. Public health agencies, environmental agencies, researchers, communities, businesses, and many others all play important roles in reducing exposure and improving health outcomes. Learn more: https://www.health.state.mn.us/communities/environment/hazardous/topics/pfasaware.html	Addressing PFAS is a shared responsibility. Through Minnesota's PFAS Blueprint, state agencies work together to better understand PFAS, reduce pollution, protect natural resources, and support long-term environmental health. Learn more: https://www.health.state.mn.us/communities/environment/hazardous/topics/pfasaware.html	Addressing PFAS takes teamwork. By working together through Minnesota's PFAS Blueprint, agencies and partners can coordinate efforts, share expertise, and make the most effective use of public resources while protecting communities and supporting long-term resilience. Learn more:	No single organization can solve PFAS challenges alone. Minnesota's PFAS Blueprint brings agencies together around shared goals, from prevention and monitoring to research, communication, and public health, to create a coordinated statewide approach. Thank you for following along during #PFASAwarenessWeek! Learn more:

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	#PFASAwarenessWeek #WorkingTogether #HealthyCommunities	#PFASBlueprint #PFASAwarenessWeek #EnvironmentalHealth	https://www.health.state.mn.us/communities/environment/hazardous/topics/pfasaware.html #PFASBlueprint #WorkingTogether #PFASAwarenessWeek	https://www.health.state.mn.us/communities/environment/hazardous/topics/pfasaware.html #PFASBlueprint #WorkingTogether #Minnesota #PFASAwarenessWeek

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To obtain this information in a different format, call: 651-201-4897.