

Toolkit:

“Safer, Not Sicker” Campaign Launch

Introduction

We’re launching an exciting new national public education campaign “**Safer, Not Sicker**,” to translate the dangers and complexity of EPA’s recent regulatory decisions to our friends, neighbors and communities.

Our focus: We want Americans, who don’t regularly follow EPA’s workings, to know that EPA’s recent decisions are increasing toxic pollution exposure in ways that create greater health risks for them and their families - especially children.

The public should know - and has a right to know - when the government safeguards we all may take for granted are being weakened. We want to clarify

EPA’s role — and responsibility — in protecting Americans’ health

Our goal: Is to protect Americans, especially children, from rising exposure to harmful chemicals. We are urging Congress and the Administration to put Americans’ health first – to help ensure Americans are **safer, not sicker**.

To kick off this public education campaign launch, we released the [Terrible Toxics: A Situation Report](#) — an accounting of how the current EPA’s decisions across food, consumer products, water, and air are increasingly giving corporations more leeway to pollute - as well as how they are increasing exposure risks to 12 of the most dangerous pollutants Americans encounter in their daily life.

What you can do: Post on Social Media

To amplify impact and social media algorithms, please share EPN's social media posts widely using the draft copy below. Your personal expertise strengthens the message.

Feel free to post your own messages, adding brief thoughts, observations, or elaborations based on your expertise. Relate content to your state or community if relevant.

POST 1

- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)
- [TikTok](#)

Reshare Copy

Option one:

You can't see most toxic pollution. But you live with it every day.

Stronger safeguards mean cleaner air, safer water, and healthier communities. Weakening them shifts risk onto the public.

Public health should come first. #SaferNotSicker

Option two:

We cannot afford to ignore this.

From PFAS and lead in drinking water to pesticides in food and soot in the air — these exposures are harming our health. And they are tied to policy choices.

When protections are rolled back, Americans pay the price. We need stronger safeguards, not weaker ones

POST 2:

- [LinkedIn](#)
- [Instagram](#)
- [Facebook](#)

Reshare Copy

Option one:

This campaign couldn't come at a more critical time.

Toxic exposure is rising — and families are paying the price through fertility challenges, developmental delays, chronic disease, and more. The science is clear. The risks are real.

That's why I'm supporting Safer, Not Sicker. We deserve stronger protections — not more exposure.

Join us: safernotsicker.org

Option two:

This should stop us in our tracks.

Hormone disruption. Fertility problems. Cancer. Parkinson's. Developmental harm in children. These aren't random trends. They are linked to increasing exposure to toxic chemicals — while the guardrails meant to protect us are being weakened.

We have a choice: accept more risk, or demand better.

I'm standing with Safer, Not Sicker.

safernotsicker.org

Topline Messaging: Safer, Not Sicker

How to Use These Talking Points

These talking points are designed to help you clearly explain this issue, why it matters for public health, and why recent decisions that weaken protections are putting families at risk.

You can use them in:

Everyday conversations with friends, neighbors, and community groups

Direct outreach to elected officials and agency decision-makers, including calls, emails, meetings, town halls, and public comments

Writing and media engagement, such as letters to the editor, op-eds, blog posts, and messages to local reporters

Use the language as written or adapt it to your own voice—the goal is to make the scale of toxic pollution exposure visible, build public concern, and help drive greater scrutiny and pushback against actions that increase pollution and harm our health.

CORE MESSAGE 1

- **Americans Are Worried About Toxic Exposure — And They're Right to Be**

Top Line:

- **Something is happening in our environment that is making more Americans sick.**

Key Points:

- Hormone disruption, infertility, cancer, asthma attacks, Parkinson's disease, and developmental harm in children — these illnesses and other lifelong health problems are connected to greater exposure to toxic chemicals.
- The risks are everywhere: dangerous chemicals are in our water, air, food, and everyday household products.

- Greater exposure to PFAS, mercury, formaldehyde, pesticides, and other Terrible Toxics creates greater health risks.
- Protections built to prevent disease and long-term harm are being scaled back — and most Americans don't see the full picture.

CORE MESSAGE 2

- **The “Terrible Toxics” Report Connects the Dots**

Top Line:

- **When institutions face serious threats, they issue Situation Reports. EPN has issued one for the American people.**

Key Points:

- Terrible Toxics: A Situation Report is an accounting of how EPA leadership's recent decisions are increasingly giving corporations more leeway to pollute and increasing exposure risks from 12 of the most dangerous toxic chemicals.
- It covers PFAS/forever chemicals, pesticides, soot (fine particulates), benzene, phthalates, vinyl chloride, TCE, formaldehyde, arsenic, lead, and mercury.
- It explains how these pollutants enter our air, water, food, and homes — and what that means for our health.
- It translates EPA's recent complex regulatory rollbacks into clear health consequences.

Key Insight:

- Across multiple toxic threats, safeguards are being weakened at the same time — increasing cumulative risk

CORE MESSAGE 3

- **Cumulative Exposure Multiplies Risk**

Top Line:

- **Communities are not exposed to just one toxic at a time — and when exposures overlap, risks multiply.**

Key Points:

- Tens of millions of Americans face exposure to PFAS, mercury, soot, benzene, pesticides, and other dangerous pollutants.
- Fine particulate pollution contributes to asthma, lung disease, and heart disease.
- Chemicals like benzene, vinyl chloride, phthalates, TCE, and formaldehyde increase cancer risk.
- Arsenic, lead, and mercury are linked to learning disabilities and developmental harm.
- Americans are left to bear the shifted costs: higher health risks, higher medical bills, increased utility costs for water treatment, and long-term cleanup paid through taxes.

CORE MESSAGE 4

- **The Tools Exist at EPA — This Is About Policy Choices**

Top Line:

- **We have the tools to reduce toxic exposure. What's changing are the policy choices.**

Key Points:

- Mercury can be controlled from power plants.
- PFAS can be filtered from drinking water.
- Lead service lines can be replaced.
- Pesticide drift can be reduced and safer alternatives developed.
- Decisions that should be driven by science are being driven by politics.
- Instead of strengthening safeguards, EPA leadership is prioritizing industry convenience over community safety.

CORE MESSAGE 5

- **EPA's Mission Is to Protect Public Health**

Top Line:

- **Under the law, EPA's job is to protect human health and the environment — and that responsibility is not optional.**

Key Points:

- The EPA's political leadership has strayed from its core mission, canceling and delaying safeguards, suppressing science, and reducing enforcement.
- Independent science is being sidelined.
- We're heading in the wrong direction — toward higher health risks, higher household costs, and reduced quality of life.

CORE MESSAGE 6

- **Safer, Not Sicker**

Top Line:

- **Safer, Not Sicker is a national public education campaign grounded in science and focused on prevention.**

Key Points:

- The campaign draws on nearly 800 EPN scientists and health experts — career professionals paid by no industry.
- These experts have devoted their lives to preventing cancer clusters, chronic illness, and toxic exposure at its source.
- We are urging Congress and leaders of the President's MAHA Commission — including Administrator Zeldin and Secretary Kennedy, who have previously supported stronger action on industrial toxics — to put Americans' health first.
- Exposure is not inevitable. It results from choices — and safer is a choice.