
From: Houk, Emily (DHHS)
Sent: Monday, October 19, 2015 11:30 AM
To: Peeler, Nancy (DHHS)
Subject: Re: Flint parent letter

Quick question on tone--what is the opening messaging strategy.....or would you like me to call Angela on this?

(Ie., "As you are aware, lead has been found" or "in an ongoing effort to promote the safety"...or something else)?

Emily Houk, Communications Consultant
Michigan Department of Community Health
517-896-2712

From: Peeler, Nancy (DHHS)
Sent: Monday, October 19, 2015 10:52 AM
To: Houk, Emily (DHHS)
Subject: Flint parent letter

Content we need in the letter (either in or attached, we need to develop the recommendation) -

letter to parents (at 4th grade reading level) --intro, why they should care, lead in water, lead in other sources --how to get filters --nutrition information (including vitamins) and breastfeeding --TESTING - list the community clinics that we know about and also GO TO YOUR PRIMARY CARE PROVIDER --WIC and SNAP benefits --HV programs/other community resources referrals --help with transportation

Attachments about some of the above (and which ones)

need to leave space to insert info about community testing clinics need to leave space to insert a phone number to call (CHAP) for help with transportation

Hope this helps

Sent from my iPad