

So, I think if there is something we should do it is to bring down the talking points to a lower reading level, particularly the PoU stuff. Nancy, you had been working on a white paper - is that at a stage we can try to get that out? I can try to review today. Of course, I am tied up with Final Exams, etc.

Thanks all.

Shawn

From: Wells, Eden (DHHS) [<mailto:WellsE3@michigan.gov>]
Sent: Thursday, December 15, 2016 6:40 AM
To: Shawn McElmurry <s.mcelmurry@wayne.edu>; MZERVOS1@hfhs.org; Matthew Seeger <matthew.seeger@wayne.edu>; Paul Kilgore <paul.kilgore@wayne.edu>
Cc: LyonCallo, Sarah (DHHS) <lyoncallos@michigan.gov>; Hanley, Farah (DHHS) <hanleyf@michigan.gov>
Subject: Fwd: URGENT - Re: Wayne State Community Meeting in Flint

Shawn,

I was advised that there was not gonna be any media and that you were not gonna be presenting any new information. We've got a serious risk communication situation blowing up at 5 AM this morning. I will be calling you early.

Eden V. Wells, MD, MPH, FACPM

Chief Medical Executive

Michigan Department of Health and Human Services

Tel: [517-284-4020](tel:517-284-4020)

Sent from my iPhone, please excuse typos

Begin forwarded message:

From: "Adler, Ari (GOV)" <AdlerA@michigan.gov>
Date: December 15, 2016 at 6:24:50 AM EST
To: "Hiipakka, Scott (GOV)" <HiipakkaS@michigan.gov>
Cc: "Wells, Eden (DHHS)" <WellsE3@michigan.gov>, "Heaton, Anna (GOV)" <HeatonA@michigan.gov>, "Baird, Richard (GOV)" <bairdr@michigan.gov>, "Lyon, Nick (DHHS)" <LyonN2@michigan.gov>, "Krisztian, George (DEQ)" <krisztiang@michigan.gov>, "Creagh, Keith (DNR)" <creaghk@michigan.gov>, "Weise, Kevin (GOV)" <WeiseK@michigan.gov>, "Papadopoulos, Matthew (GOV)" <PapadopoulosM@michigan.gov>, "Minicuci, Angela (DHHS)" <MinicuciA@michigan.gov>, "Eisner, Jennifer (DHHS)" <EisnerJ@michigan.gov>, "Agen, Jarrod (GOV)" <AgenJ@michigan.gov>, "Emmitt, Beth (GOV)" <emmittb@michigan.gov>, "Zimmer, Mike (GOV)" <ZimmerM1@michigan.gov>
Subject: URGENT - Re: Wayne State Community Meeting in Flint

Added folks for situational awareness.

DHHS needs a quick, effective response to this ASAP for media this morning. In addition to DHHS medical experts, are there folks from outside -- independent or CDC -- who could address this, as well?

Ari

--

Ari B. Adler

Director of Communications

Executive Office of Gov. Rick Snyder

adlera@michigan.gov

[517-599-5445](tel:517-599-5445)

On Dec 15, 2016, at 05:52, Hiipakka, Scott (GOV) <HiipakkaS@michigan.gov> wrote:

Greetings,

Not sure if you've seen this yet but it appears that the Wayne State research team conducted a community meeting last night and one of the speakers (Dr. Mark Zervos, Infectious Disease Physician) made the following statement:

"There's issues with the point of use filters. They're very good at reducing lead levels, but bacteria levels actually increase. The filters are important and have been effective for that, but for bacteria there's an issue," Zervos said.

The link to the story is below.

Scott Hiipakka

Cell: [248.303.4618](tel:248.303.4618)

Begin forwarded message:

From: Jamie-Lee Venable <jvenable@unitedwaygenesees.org>
Date: December 14, 2016 at 23:14:03 EST
To: Jamie Gaskin <jgaskin@unitedwaygenesees.org>
Cc: Scott Hiipakka <HiipakkaS@michigan.gov>
Subject: Wayne State

Did anyone know Sean and team were hosting a meeting to talk about the Wayne State results???

"There's issues with the point of use filters. They're very good at reducing lead levels, but bacteria levels actually increase. The filters are important and have been effective for that, but for bacteria there's an issue," Zervos said.

<http://www.wnem.com/story/34056227/water-samples-reveal-problem-for-flint-residents>

Sent from my iPhone

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NEXT:

NEXT:

From: "Wells, Eden (DHHS)" <WellsE3@michigan.gov>

Date: December 15, 2016 at 11:49:19 AM EST

To: Shawn McElmurry <s.mcelmurry@wayne.edu>

Cc: "LyonCallo, Sarah (DHHS)" <lyoncallos@michigan.gov>, "Hanley, Farah (DHHS)" <hanleyf@michigan.gov>, "MZERVOS1@hfhs.org" <MZERVOS1@hfhs.org>, Matthew Seeger <matthew.seeger@wayne.edu>, Paul Kilgore <paul.kilgore@wayne.edu>

Subject: Re: URGENT - Re: Wayne State Community Meeting in Flint

I'm sitting here at a senior citizen meeting and it is very clear that there are people who did not receive it well. You do need to be prepared for the fact that Information will be construed in certain fashion if it is not delivered with risk communication concepts in mind.

Eden V. Wells, MD, MPH, FACPM
Chief Medical Executive
Michigan Department of Health and Human Services
Tel: 517-284-4020

Sent from my iPhone, please excuse typos

On Dec 15, 2016, at 11:44 AM, Shawn McElmurry <s.mcelmurry@wayne.edu> wrote:

Hey Eden, I know we discussed but I just want to make sure it was clear that our meeting last night was not intended to be a media event. We did not advertise it as such nor invite the media to attend. Our target audience for last night was the people that participated in the sampling. Additionally, I want to stress that no new information was presented and our message was not significantly different than the message we stressed during the meeting arranged by Mark Durno. Overall, I think those that attended received the message and took it well. Obviously, we can't control what others do with the information.

Please feel free to share with others.

Thanks,
Shawn