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Welcome to the NYS School Environmental Health Program's 2026 Webinar Series!

**TODAY'S VIRTUAL DISCUSSION:
MAKING THE CASE FOR IAQ: COMMUNICATION STRATEGIES FOR
ENVIRONMENTAL HEALTH TOPICS**

FEBRUARY 24, 2026 | SCHOOL ENVIRONMENTAL HEALTH PROGRAM FEBRUARY WEBINAR

HOUSEKEEPING

All participants will be muted when they join the chat.

Ask a question

Please ask questions for the team through the 'Chat' feature to allow others to view the question being asked.

If you have information to help answer a question, or would like to ask your question verbally, you may use the "Hand Raise" feature to request to be un-muted.

Recording

This webinar is being recorded, reviewed, and may then be sent out as a media recording or a Q&A document.



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MAKING THE CASE FOR IAQ: COMMUNICATION STRATEGIES FOR ENVIRONMENTAL HEALTH

NEW YORK STATE DEPARTMENT OF HEALTH
SCHOOL ENVIRONMENTAL HEALTH PROGRAM

FEBRUARY 24, 2026 | SCHOOL ENVIRONMENTAL HEALTH PROGRAM WEBINAR SERIES

MAKING A CASE FOR IAQ

Successful IAQ management requires buy-in from **many stakeholders**

Staff

Teachers

Nurses

Facilities Staff

Administrative & Support Staff

Management & Leadership

School Board

School Administrators

District-Level Administrators

BOCES

Community

Parents

Local Government

Community-Based Organizations

Taxpayers



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MAKING A CASE



DEVELOPING A COMMUNICATION STRATEGY

DEFINE YOUR AUDIENCE

Who is your audience?

What are their priorities?

DEFINE YOUR MESSAGE

What is your objective?

What key information do you want to convey?

DEFINE YOUR METHOD

What is the best way to reach your audience?

How can you make communication sustainable?



DEFINE YOUR AUDIENCE

Existing knowledge and perception

- Subject literacy
- Pre-conceived notions

Values, attitudes, and beliefs

- Priorities and motivations
- Credible messengers



DEFINE YOUR MESSAGE

- Objective
 - What is your **desired outcome**?
 - How does your audience factor into your desired outcome?
- Key Information
 - What does your audience **need** to know?
 - Be **honest** and **transparent**, but **brief**.
 - What is the most widely **accessible** way to convey this information?
 - Applies to both language and numerical data



DEFINING YOUR MESSAGE - LANGUAGE

Make it memorable

- Relate to your audience
- Repeat key takeaway
- Group key points in sets of 3

Make it snappy

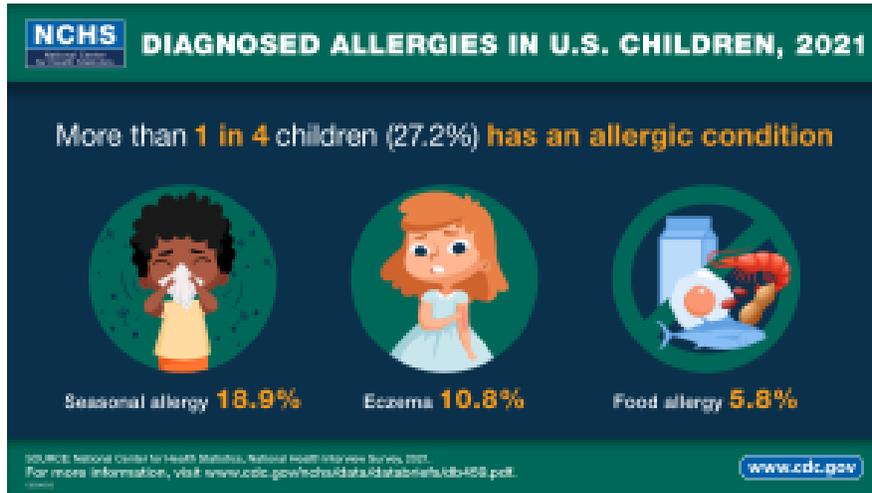
- Craft a 30-second elevator pitch
- Craft a slogan
- Use active language

Make it simple

- 1 desired outcome per message
- Use plain language
- Use numbers strategically

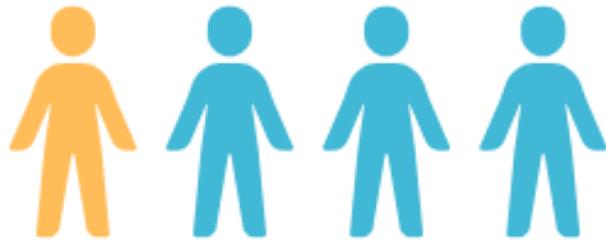


PLAIN LANGUAGE & NUMBER VISUALIZATION



More than 1 in 4 children has an allergic condition. Among them:

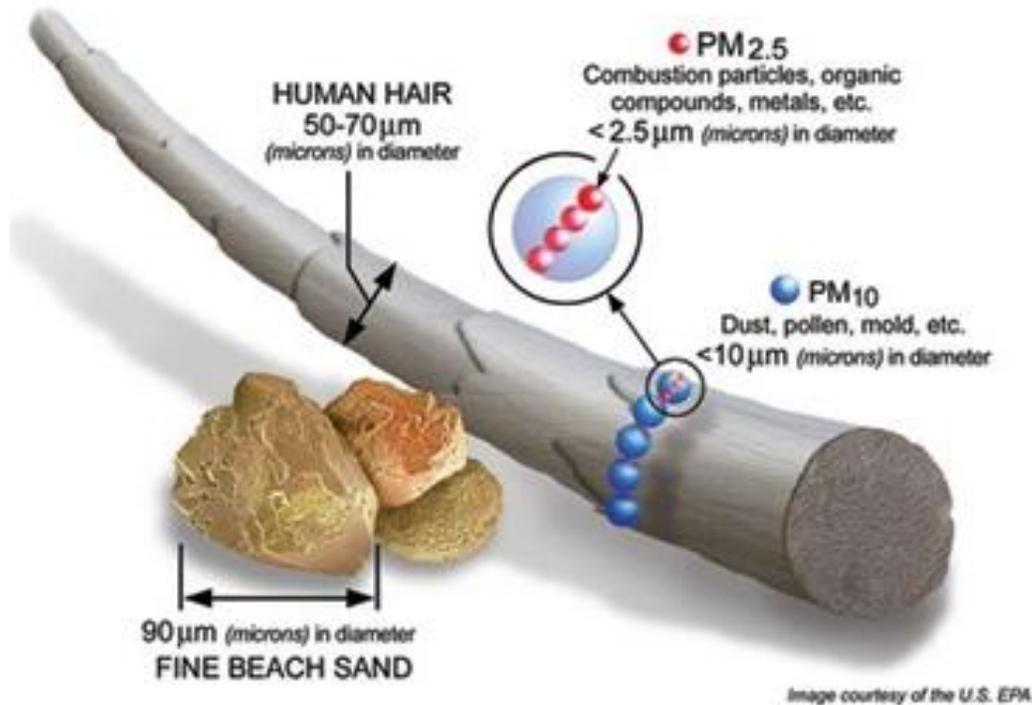
- **1 in 5** have seasonal allergies.
- **1 in 10** have eczema.
- **1 in 20** have a food allergy.



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Image Credit: U.S. CDC

PLAIN LANGUAGE & NUMBER VISUALIZATION



- Filters with a MERV rating of 13 or higher can capture over 90% of particles that are 3-10 microns in size.



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Image Credit: U.S. EPA

DEFINE YOUR METHOD

- What communication channels are available to you?
 - Speed/Urgency
 - Reach
 - Level of Personalization
- How does your audience seek out or receive information?



SUSTAINABLE ENGAGEMENT



How can you keep the conversation going?

How can you include your audience in the process?



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Image Credit: U.S. EPA

THANK YOU!

Next webinar: **March 18 at 10 AM: Lead in School Drinking Water 2026-2028 Program Updates**

Links to register are in the chat.

If you have any additional questions on this topic or other school environmental health topics, please email us at:

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New York State
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