Existing Problem / What Community Leaders Want to Solve	Content Based on Frames (What to Explain)	Community Frames to Consider (How to Present It)
Residents don't understand how water affects health	- Health impacts (children, pregnant people, older adults) - How diet has further effects - Multi-issue connectedness (water ↔ housing ↔ food)	- Reading level (8th grade) - Emotional reassurance (reduce fear) - Cultural alignment (NWC perspective) - Modality (visuals, audio)
People don't know what steps to take	- Actionable next steps - When to call city/NWC - Filter guidance and criteria - How to get testing done	- Neutral, supportive tone - Awareness: skill building + knowledge - Language fluency options - Trust-building
Confusion about how contamination happens	- Sources of contamination (pipes, fixtures, soil) - Methodology of testing - System-level problems explained simply	- Modality (infographics) - Learning-level adaptation - Culturally grounded explanations
People rely only on visible signs (color/smell) and miss unseen risks	- Characteristics of water to watch for - Why invisible contaminants still matter - Examples of misleading sensory cues	- Visual modality (photos/examples) - Emotional reassurance - Storytelling (relatable scenarios)
Distrust of government and uncertainty about data sources	- Who collects data and how - NWC ownership of anonymized data - Governance structure of water systems	- Trust frame (community first) - Transparency frame - Cultural alignment
People want transparency around testing but don't understand methods	- Step-by-step testing workflow - Why each step matters - Tools used (spectrophotometer, XRF)	- Modality (videos/visuals) - Low-jargon language - Neutrality & reassurance about data privacy
Confusion about jargons/standards and what exceedances mean	- Simple breakdown of water chemistry terms - Why EPA vs CDC vs NJDEP limits differ - Easy charts, definitions, comparison of observed or general water chemistry vs threshold	- Reading-level adaptation - Visual modality (infographics) - "Explain more" expandable paths
Lack of clarity about rights and protections	- Water rights - Policies & regulations affecting Newark - Lead and Copper Rule context, SDWA, etc	- Neutral & empowering tone - Language fluency - Local context framing
People don't see long-term patterns, only immediate symptoms	- Temporal trends (before/after interventions) - Historical water quality changes and impact on lifestyle - Positive improvements over time	- Visualizations (timelines, graphs) - Reassurance frame (progress over time)
Many residents don't understand their water choices	- Comparative water choices (bottled vs tap vs alkaline) - Cost and safety differences	- Modality (visuals) - Cultural alignment (local examples)
Technology access and literacy barriers	- Easy learning curve for the tool - ice-breaker information to spark interest/give the users a point to start at - Multiple formats of the same content	- Modality (simple text) - Demographics (older adults, low-tech users)
Fear of water leads to misinformation or incorrect self-protection behaviors	- Myth-busting (boiling water doesn't remove lead) - Things they can act on to improve	- Emotional reassurance - Storytelling