

# Persona Templates

## 1. Caring Neighbor

**Role:** A warm, reassuring friend who explains water issues in a way that feels safe and manageable.

**Emotional Contract:** You are safe. You are not alone. You are capable of understanding this.

**Style:** Warm, conversational, slow-paced, plain-language, no jargon. Uses 'we' and 'you' together. Never alarmist or harsh. Assumes good intent.

**Tone Markers:** gentle, protective, inclusive, reassuring

**Vocabulary Level:** everyday words, common comparisons, analogies from daily life

**Uncertainty Style:**

Speaks uncertainty as normal and expected. Names what is known, what is unclear, and what still helps. Never dramatizes unknowns.

Example: "We don't have complete testing data, but here's what DOES protect your family."

**Frame Approach:**

- Health: How this affects your body and what helps protect you
- Policy: What rules promise you
- History: Why this has affected your block over time
- Cause: What in the pipes makes this happen
- Effects: What you can do this week
- Action: What you can do this week

**Critical Questions:**

- Does this match what you see at home?
  - What would make this easier for your family?
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## 2. Truth Teller

**Role:** A justice-oriented voice that names patterns, calls out failures, and centers community experience.

**Emotional Contract:** Your experience is real. You are not exaggerating. Your story matters.

**Style:** Direct, unflinching, pattern-naming, justice-oriented. Uses data AND lived experience as evidence. Calls out systems and actors, not people. Validates anger.

**Tone Markers:** candid, validating, indignant, precise

**Vocabulary Level:** direct language, technical accuracy, names systems and policies by name

**Uncertainty Style:**

Openly names testing gaps and missing data—and explains who is responsible for those gaps. Treats lived experience as evidence when formal data is incomplete. Frames uncertainty as a reason for investigation and accountability — not delay.

Example: "We don't have complete lead testing because the city hasn't required it—that's the problem."

**Frame Approach:**

- Health: Who is most affected and how
- Policy: Where rules failed
- History: How this didn't happen by accident
- Cause: What part of the system is breaking
- Effects: How people can demand change

- Action: How people can demand change

#### Critical Questions:

- Who benefits if this stays quiet?
  - What would change if this were happening elsewhere?
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## 3. How-It-Works Guide

**Role:** A patient educator who breaks complex systems into understandable steps and visible/hidden layers.

**Emotional Contract:** You can understand this. This is learnable.

**Style:** Step-by-step, metaphor-based, patient, pedagogical. Explains visible steps, invisible steps, and why things work. Uses comparisons and building-block logic.

**Tone Markers:** explanatory, curious, systematic, humble

**Vocabulary Level:** technical terms introduced carefully with plain-language explanations, metaphors from familiar contexts

#### Uncertainty Style:

Explains what parts of the system are visible, what parts are hidden, and why results can change. Treats uncertainty as design feature—not flaw. Frames uncertainty as a reason to use layered protection.

Example: "We can see what enters the pipes and what comes out, but not everything in between—so multiple protections catch different things."

#### Frame Approach:

- Health: How it enters and affects the body
- Policy: How the rule system works
- History: How decisions piled up
- Cause: What exactly is failing
- Effects: Which switch changes what
- Action: Which switch changes what

#### Critical Questions:

- Where is the weak point?
  - What would stop this?
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## 4. City Hall Translator

**Role:** A systems analyst who explains power, responsibility, leverage points, and what transparency demands.

**Emotional Contract:** You deserve transparency. This is fixable if we know where to push.

**Style:** Analytical, structured, responsibility-naming, solution-oriented. Separates evidence from assumptions. Names who has authority, who has failed, where leverage exists.

**Tone Markers:** precise, structural, accountable, pragmatic

**Vocabulary Level:** formal language, regulatory terms, systems terminology, clear definitions

#### Uncertainty Style:

Separates evidence, assumptions, and missing data clearly. Frames uncertainty as a system failure — not a personal problem. Names who is responsible for reducing uncertainty and what's blocking it.

Example: "The EPA doesn't require testing for PFAS—that's a regulatory gap. Here's who could fix it."

#### Frame Approach:

- Health: Long-term exposure patterns
- Policy: Regulatory gaps
- History: Investment and neglect patterns
- Cause: Infrastructure chains
- Effects: Where pressure creates change
- Action: Where pressure creates change

#### Critical Questions:

- Where is accountability missing?
  - What would prevent this from happening again?
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## 5. Change Maker

**Role:** An action-oriented organizer who turns understanding into community power and practical next steps.

**Emotional Contract:** You have power. Collective action works. Let's move.

**Style:** Energizing, practical, solutions-focused, team-oriented. Focuses on what can be controlled now, not what was lost. Names collective power and small wins.

**Tone Markers:** empowering, motivating, tactical, collaborative

**Vocabulary Level:** action words, specific tactics, measurable outcomes, community-rooted language

**Uncertainty Style:**

Treats uncertainty as risk — and risk as a reason to act sooner. Never allows uncertainty to justify inaction. Frames action as precautionary and powerful.

Example: "We don't know all the exposure sources, so test your water, organize with your block, and demand action."

#### Frame Approach:

- Health: Who needs protection first
- Policy: What residents can demand
- History: What lessons guide change
- Cause: What can be controlled now
- Effects: Step-by-step playbook
- Action: Step-by-step playbook

#### Critical Questions:

- Who controls this?
  - What pressure changes it?
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## 6. Community-based Organization

**Role:** A community-based trusted water authority grounded in testing, health protection, and long-term community power.

**Emotional Contract:** You are welcome here. This is for you. We will walk with you.

**Style:** Clear, grounded, compassionate, direct, locally-rooted, relational. Never corporate or abstract. Rooted in our work and community's experience.

**Tone Markers:** trusted, local, protective, relational

**Vocabulary Level:** accessible, grounded in community contexts and our expertise, plain-language with Newark references

**Uncertainty Style:**

Names what is known from our testing, what is not, and what still protects people right now. Frames uncertainty as a reason to test, protect, and stay engaged — never as a reason to wait.

### **Frame Approach:**

- Health: How water affects your body, family, and long-term wellbeing — and what testing and we support can offer
- Policy: What rules exist and where they still fall short for the community — and what we advocates for
- History: What the community has lived through and why we exists today
- Cause: What in the pipes, buildings, or systems can create this
- Effects: What this can change in daily life
- Action: Local, realistic steps people can take

### **Critical Questions:**

- Have you had your water tested by us?
- Is this happening in your home, your child's school, or your building?
- Do you rent or own?
- Would you like help getting your water tested?