

# appendix I - information and education resources

This appendix includes a general overall strategy for information, education, and public involvement to address watershed topics and issues, followed by a list of resources for conducting the education campaign.

## SIX STEPS TO INFORMATION AND EDUCATION PROGRAM DEVELOPMENT

The USEPA *Handbook for Developing Watershed Plans to Restore and Protect Our Waters* recommends the following six-step approach for developing an information and education program. The USEPA publication *Getting in Step: A Guide for Conducting Watershed Outreach Campaigns* describes each of these steps in detail.

1. Define driving forces, goals and objectives.
2. Identify and analyze the target audiences.
3. Create the messages for each audience, clearly articulating what actions they should take.
4. Package the message to various audiences.
5. Distribute the messages.
6. Evaluate the Information and Education program.

## GUIDANCE FOR INFORMATION AND EDUCATION PLAN IMPLEMENTATION

The following are general ideas for implementing the Information and Education Plan. More detailed recommendations for addressing specific Dead River watershed issues are included in Table 5.16.

### General Guidance

- Use words that the general public can understand and speak to their existing values and priorities.
- Keep messages simple and straightforward, with only two or three take-home points at a time, use graphics and photos to illustrate the message, and repeat it frequently.
- Emphasize the connections between the message, storms, the stream, Lake Michigan, land management, and the urban landscape and streets.
- Develop multiple messages: one broad message for the

general public and a series of more specifically targeted messages for specific audiences along the creek (e.g., landowners, business owners, and municipalities.)

- Identify and provide for the different needs of various audience groups. When interacting with a group, stress the dimensions of the project that apply most to them. For example, when interacting with homeowners, focus on items such as rain gardens, lawn care, and restoration and management of riparian buffers. Develop a similar “menu” of topics for each target audience.
- Coordinate the information and education strategy with partner organizations to combine efforts, achieve economies of scale, tap into each others’ networks, share costs, and ensure a consistent message.
- All materials and messages should promote the local watershed groups with contact information and “how to get involved” information.
- Work to correct perception problems, such as Kellogg Creek and Bull Creek being viewed as a drainage ditch rather than as a community asset to be preserved, enhanced, and enjoyed.
- Basic watershed science education (e.g., biology, the water cycle, stream ecology) may be needed when the audience has little knowledge about the creek or watershed.
- Be sure to inform your audience about actions they can take to help address watershed problems and issues.
- Post your message in public places such as libraries and village halls.

### Direct Mailing and Outreach

- Materials targeted to landowners and businesses along the creek should be designed to help them understand riparian systems, streambanks, and buffers, and how to manage land and riparian areas appropriately.
- Individual quick-read “issue fact sheets” on watershed issues can be periodically sent to municipal officials as well as other leaders and decision-makers who have limited time for reading and absorbing important information.
- One-on-one outreach on watershed issues and improvement efforts, especially to municipal officials and other local decision makers.
- Survey (email, mail, telephone) of stakeholders to

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assess current state of education.

- Design a set of BMP manuals for your various target audiences: residents, streamside landowners, business, municipalities, schools, and industries.
- Create and disseminate a guide for responsible stormwater management in the watershed, such as a pamphlet for landowners that describes simple, small-scale practices.

## Media and Marketing Campaign

- If not already in place, install watershed road signs at stream crossings: "You are entering the Kellogg Creek Watershed. Please help protect our stream."
- To respond to public inquiries prompted by media coverage, prepare a brochure for mailing that describes local watershed organizations to those interested.
- Develop a website, email list, list serve, or weblog to publicize watershed efforts, events, basic watershed information, resources, and useful links.
- Create and implement a public relations and marketing campaign to include advertisements and outreach via local newspapers, village newsletters, homeowner association newsletters, community meetings, and local watershed organization newsletters.
- Create a media kit and identify media outlets (radio, TV, newspaper), using the IDNR list of contacts as a starting point.
- Create general watershed and water quality education materials such as a watershed slide show and enlist volunteers to present the program at community meetings and events.
- Distribute and post watershed map/poster/brochures that include pollution control strategies, watershed principles, and interesting facts about the watershed.
- Develop a traveling exhibit and hands-on educational workshops focused on restoration activities.
- Use paid advertising (direct mail, newspaper ads, cable or local access TV commercials) targeted to streamside landowners and residents.
- Send e-mail "alerts" to municipalities regarding water-related conferences, information, and strategies.
- Contribute articles to local periodicals and publications.
- Determine appropriate elements of a media packet, including a map of the watershed.
- Coordinate an entertaining outdoor event for media

representatives.

- Develop on-going media relations procedures.

## Technical Workshops and Conferences

- Coordinate hands-on educational workshops highlighting priority watershed issues and restoration objectives.
- Organize and fund a series of technical workshops targeted towards separate stakeholder groups, e.g., government officials, developers, professional consultants like engineers and landscape architects, lawn care companies, and private citizens, particularly riparian landowners. The workshops should educate each group as to what the current problems are in the watershed, what caused the problems, and what actions each target group can take to facilitate a solution. These technical workshops may be sponsored by organizations such as CMAP, Illinois Water Environment Association (IWEA), IEP, American Public Works Association (APWA), the Illinois Society of Professional Engineers (ISPE), and others.
- General and technical workshops, open houses, and presentations targeting municipal leaders, engineers, public works officials, planners, and others to teach basics of water quality and watershed management.
- Hold stormwater open houses for professionals, engineers, consultants, and planners to share knowledge and techniques.

## Manuals and Technical Resources

- Encourage watershed communities to pursue technical assistance to incorporate development guidelines and standards into comprehensive plans as well as zoning and subdivision code to encourage development in the watershed that is compatible with the goals and objectives of this plan.
- Identify funding and sources of project support and distribute a database of grantors, grant programs, and grant writing workshops to potential implementers in the watershed. Distribute list of grantors for watershed restoration projects.
- Provide annual grant writing workshops to target audiences.

## **Public Involvement, Stewardship, and Community**

### **Events**

- Encourage development of sub-basin leaders and groups to promote watershed education, volunteer, and stewardship opportunities. Encourage involvement of or leadership by municipalities in these new groups.
- Emphasize direct involvement opportunities such as stream clean-up events, watershed bus tours, river walks, restoration projects, and hands-on learning events. Hold special events for public officials and staff.
- Create a self-guided tour of the watershed highlighting scenic spots, natural areas, wetlands, trails, and areas of concern such as streambank erosion sites, stormwater outfalls, and urban runoff sites.
- Develop a recognition program for watershed improvement efforts of industry, business, schools, citizens, elected officials, and environmental groups implementing watershed improvement projects. Hold an annual award ceremony and publish a directory of outstanding watershed management projects.
- Develop a storm drain stenciling or button campaign. Distribute door hangers to explain storm drain stenciling efforts.
- Develop an “Adopt a Stream” program whereby an individual or group accepts responsibility for managing a specific stream reach.
- Arrange site visits and install interpretive signs at BMP installation sites.
- Establish a hotline or notification system to report fly dumping or illicit sanitary sewer connections.
- Engage the public in stream corridor restoration programs to help clean up the stream, restore and manage the riparian corridor, and control invasive species.
- Engage the public in wetland restoration programs to help control invasive species and plant wetland species.
- Establish or tap into an existing volunteer stream monitoring program such as RiverWatch.
- Hold stakeholder meetings to inform the public about watershed conditions and activities and as a forum for public discourse.

## **School Based Education**

- Create a hands-on watershed curriculum, including watershed ecology and non-point source pollution training for teachers, field trips, chemical test kits, nets, sampling equipment, and wildlife identification books. The Soil and Water Conservation Districts may help sponsor these.
- Hold workshops for teachers and an annual student congress.
- Develop and disseminate a list of watershed education resources for use in K-12 classrooms to educators.
- Maintain a group of trained student and teacher volunteers and create service learning opportunities such as clean ups and monitoring for 1000 students annually.
- Create and maintain a school network web site and water quality database.

## **Demonstration Projects**

- Restoration projects.
  - Demonstration projects such as parking lot bio filters, residential rain gardens, stream restoration/stabilization. Capital projects are typically expensive, but they can provide both direct, physical improvement as well as public education.

## **INFORMATION AND EDUCATION MESSAGE FORMATS AND DELIVERY MECHANISMS**

- Electronic media: radio public service announcements, TV advertisements, or video programs on the local access cable channel.
- Printed materials (newsletters, brochures, flyers, posters, displays, billboards) distributed through direct mail or posted in public spaces.
- Press releases, news articles, and advertisements in local papers.
- Watershed events and activities (tours, fairs and festivals, field trips, open houses, restoration outings, stream clean-ups, and storm drain stenciling)
- Presentations (workshops, conferences, group meetings, public hearings and meetings)
- Watershed interpretive and educational signs.

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- Demonstration projects.
- Individual contact (door-to-door, telephone).
- Watershed organization website with links to related sites.
- Giveaways (bumper stickers, t-shirts, stickers, coffee mugs)

## WATERSHED INFORMATION AND EDUCATION RESOURCES

The following resources include effective outreach messages, delivery techniques, watershed management planning, media relations, and strategies to assist with developing an outreach campaign. Some entries include EPA or other resource identification numbers for ordering purposes; others are downloadable and customizable for your watershed.

**After the Storm Brochure.** Provides a broad overview of stormwater pollution, including runoff from residential and commercial properties, farms, construction sites, automotive facilities, forestry operations, and others. May be customized. This brochure is also available in Spanish. EP A 833-B-03-002. The **After the Storm video** is now available on DVD. EPA 840-C-06-001.

**Around the Home and On the Road.** This 32-page publication is full of useful tips on pesticides, household chemicals, erosion, water conservation, and more. The guide is intended to educate people about their role in the Chesapeake Bay ecosystem, but it's also useful beyond the northeast coast. Copies are available from Alliance for the Chesapeake Bay, 6600 York Road, Suite 100, Baltimore, MD 21212. Phone: (410) 377-6270; [www.acb-online.org](http://www.acb-online.org).

**Bookmark: "10 Things That You Can Do to Prevent Stormwater Runoff Pollution."** This handy bookmark lists 10 simple things anyone can do to prevent stormwater pollution and is a good promotional item. EP A 841-H-03-003

**Bridge Builder: A Guide for Watershed Partnerships (Facilitator's Handbook).** The purpose of this handbook is to

make the facilitation of watershed planning and management as easy as possible. Many exercises, transparencies, forms, checklists, and other sources of information and examples are included throughout the text. To obtain a copy of this handbook, contact Conservation Technology Information Center, 1220 Potter Drive, Room 170, West Lafayette, IN 47906-1383. Phone: (765) 494-9555. [www.ctic.purdue.edu](http://www.ctic.purdue.edu).

**The Center for Watershed Protection** at [www.cmp.org](http://www.cmp.org) provides numerous resources for watershed education and outreach including case studies, training opportunities, and model ordinances.

**Chesapeake Bay Community Action Guide: A Step-by-Step Guide to Improving the Environment in Your Neighborhood.** This guide, which is applicable beyond the Chesapeake Bay, includes information on storm drain stenciling, stream cleanups, re-forestation and tree care, and more. Contact Metropolitan Washington Council of Governments at (202) 962-3256 or visit [www.mwcog.org](http://www.mwcog.org).

**The Clean Water Act: An Owner's Manual.** This small booklet explains crucial sections of the Clean Water Act, points out how to get involved in regulatory decisions, and tells the stories of others who have done so. Contact River Network at (800) 423-6747 or [www.rivernetwork.org](http://www.rivernetwork.org).

**Clean Water in Your Watershed: A Citizens Guide to Watershed Protection.** Using Enviroscape watershed education models, children and adults learn by applying chemicals (drink mix) and loose soil (cocoa) throughout a typical community and then making it "rain" to immediately see the water pollution these activities could cause. Contact Enviroscape, c/o JT&A, Inc., 14524-F Lee Road, Chantilly/A 20151. Phone: (703) 631-8810; [learn@enviroscares.com](mailto:learn@enviroscares.com).

**Cleaning Up Polluted Runoff with the Clean Water State Revolving Fund.** This fact sheet provides an overview on financing runoff-related projects with the Clean Water State Revolving Fund (CWSRF). It explains how the SRFs work and provides some brief examples of the kinds of projects that have been funded by different states. EP A 832-F-03-004

**Community Culture and the Environment: A Guide to Understanding a Sense of Place.** Produced by EPA, this guide provides a process and set of tools for defining and understanding the social and cultural aspects of community-based environmental protection. Contact the National Service Center for Environmental Publications at (800) 490-9198 or e-mail [ncepimal@one.net](mailto:ncepimal@one.net) and ask for publication number EPA 942-B-01-003.

**The Conservation Foundation** ([www.theconservationfoundation.org](http://www.theconservationfoundation.org)) is a local organization that provides education and outreach materials for watershed groups and other conservation organizations.

**Conservation Partnerships Field Guide.** This field guide to public-private partnering for natural resource conservation is designed to help both the novice and the experienced practitioner successfully use partnerships as equitable, effective, and efficient means of achieving results. It includes an overview of projects and partnerships. The field guide is available from the U.S. Fish and Wildlife Service, Office of Training and Education, 4401 North Fairfax Drive, Arlington, VA 22203, or call (703) 358-1711.

**Culvert Action: How to Interest Your Local Media in Polluted Runoff Issues.** This manual is intended to provide assistance to anyone seeking to educate the public about polluted runoff through newspapers, radio, and television. It's available from the Lindsay Museum, 1931 First Avenue, Walnut Creek, CA 94596. Phone: (510) 935-1978.

**Designing an Effective Communication Program: A Blueprint for Success.** This handbook will guide you through the crucial steps involved in designing an environmental communication program. From designing your program to increasing the effectiveness of communication materials, this guide has it all. It's available through the University of Michigan, School of Natural Resources and Environment, Ann Arbor, MI 48109, at (734) 764-1817.

**Developing a Communications Plan: A Roadmap to Success.** This guide provides a roadmap for developing a communications plan. Readers can learn valuable processes, such as prioritization exercises and feasibility screens, as well as how to manage the challenges of building an effective consumer education plan from the ground up.

Available from the Huron River Watershed Council (HRWC), 1100 North Main Street, Suite 210, Ann Arbor, MI 48104. Phone: (313) 769-5123.

**Directory of Funding Sources for Grassroots River and Watershed Conservation Groups 2001–2002**. The directory profiles foundations, corporations, state and federal agencies, and nonprofits that support small, nonprofit watershed groups, as well as a few sources that support tribes. It includes contact information, grant sizes, and a brief description of each source's particular interests. Contact River Network at (800) 423-6747 or [www.rivernetwork.org](http://www.rivernetwork.org).

**Door Hanger: “Stormwater Pollution Found in Your Area!”** Provides a friendly reminder to keep trash, chemicals, and other pollutants out of storm drains. For use by stormwater inspectors and other local officials, in conjunction with illicit discharge elimination systems. May be customized. Go to [epa.gov/nps/toolbox/products.htm](http://epa.gov/nps/toolbox/products.htm) to download the file. Printed copies are no longer available from EPA. EPA 833-F-03-002.

**Environmental Partnerships: A Field Guide for Nonprofit Organizations and Community Interests.** This guide introduces partnerships and explains what makes them successful and how to make them grow. It's available from the Management Institute for Environment and Business at (202) 833-6556, or call The Dryden Press at (800) 782-4479.

**Funding Decentralized Wastewater Systems Using the Clean Water State Revolving Fund**. This fact sheet describes options for using the Clean Water State Revolving Fund to finance installation, repair, and upgrading of septic systems. EPA 832-F-03-003

The **Getting in Step** outreach series includes a guidebook, video, workshops, training module, and stakeholder guide and is produced by the USEPA. The program website ([www.epa.gov/owow/nps/toolbox/guide](http://www.epa.gov/owow/nps/toolbox/guide)) hosts a variety of products and materials, some of which are downloadable and customizable. It includes **Getting in Step: Engaging and Involving Stakeholders in Your Watershed** a guidebook providing the tools needed to effectively engage

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stakeholders to restore and maintain healthy watersheds through community support and cooperative action. Also see [www.epa.gov/owow/watershed/outreach/documents](http://www.epa.gov/owow/watershed/outreach/documents).

**Getting The Word Out in the Fight to Save the Earth.** This book includes hundreds of practical and proven examples of how to effectively communicate your environmental message. It explains how any nonprofit group can expand and activate its membership, influence government officials, mobilize the news media, and shape public policy in the fight to save communities, regional ecosystems, and the earth. Available through the Johns Hopkins University Press, Baltimore, MD 21218.

**Global Rivers Environmental Education Network** (GREEN) at [www.green.org/resources/](http://www.green.org/resources/) includes general and technical resources for watershed information and education programs.

**The Green Room: Media Writing for Environmentalists.** The Green Room will show you how to get media coverage, how to implement a media campaign, and the importance of the campaign. The site will take you through each step from drafting press releases and hosting media events to developing a long-term communications strategy. Visit [www.green-room.org](http://www.green-room.org) for more information.

**Hands-on Social Marketing: A Step-by-Step Guide.** This guide explains the concepts behind social marketing theory and provides handy case studies and other resources. Contact Sage Publications by e-mail at [order@sagepub.com](mailto:order@sagepub.com) or visit [www.socialmarketing.com](http://www.socialmarketing.com).

**How Do I Get Stormwater Permit Coverage for My Construction Site?** A Construction Site Operator's Guide to EPA's Stormwater Permit Program. Provides construction companies with a brief overview of EPA's Construction General Permit (CGP) and its requirements. It is being sent to construction companies to inform them of the need to obtain permit coverage for sites disturbing one acre or more. The brochure contains a summary of the major provisions of the CGP, including areas of coverage, using EPA's new electronic notice of intent system for obtaining permit coverage, developing a stormwater pollution prevention plan,

and more. Files are available to print using a professional printer. Printed copies are no longer available from EPA. EPA 833-F-04-002.

**How to Create a Storm Water Pollution Prevention Campaign.** This manual is for neighborhoods, community groups, governments, and others that want to protect and improve water quality. It was produced by the Environmental Health Coalition, which has created many community-based programs that have served as models throughout the country. For more information, contact Environmental Health Coalition, 1717 Kettner, Suite 100, San Diego, CA 92101, (619) 235-0281.

**How to Save a River:A Handbook for CitizenAction.** This handbook presents the wisdom gained from years of river protection campaigns across the United States. It covers the general principles of action, including getting organized, planning a campaign, building public support, and putting a plan into action. Contact River Network at (800) 423-6747 or [www.rivernetwork.org](http://www.rivernetwork.org).

The **Illinois Watershed Management Clearinghouse** at [www.watershed.uiuc.edu](http://www.watershed.uiuc.edu) provides assistance for individuals seeking to form a watershed group and for more experienced groups that need to research a specific topic in detail. The References and Resources page provides links and descriptions to other websites and online tools related to watershed planning.

**Innovative Use of Clean Water State Revolving Funds for Nonpoint Source Pollution.** This fact sheet explains the creative approaches many states have taken to fund nonpoint source runoff projects using the Clean Water State Revolving Fund. Innovative uses include using linked deposit and pass-through loans. EPA 832-F-02-004.

**Know Your Watershed: Watershed Management Starter Kit.** Want to start a watershed management partnership for your local watershed? This complete kit includes five guides (*Getting to Know Your Watershed, Building Local Partnerships, Putting Together a Watershed Management Plan, Managing Conflict, and Leading and Communicating*), a 13-minute video (*Partnerships for Watersheds*), 10

companion brochures, and an application to the National Watershed Network. In other words, it includes everything you need to get started. It's available from Conservation Technology Information Center, (765) 494-9555 or [www.ctic.purdue.edu/Catalog/WatershedManagement.html](http://www.ctic.purdue.edu/Catalog/WatershedManagement.html).

The **Lake Notes Fact Sheets** series produced by CMAP ([www.chicagoareaplanning.org](http://www.chicagoareaplanning.org)) for the Illinois Environmental Protection Agency include topics such as Shoreline Buffer Strips, Shoreline Stabilization, Fertilizers and Pesticides, Home and Yard, and Stormwater Detention Ponds.

**Leadership Identification Guidebook.** Leadership is an important part of any successful conservation partnership. This guidebook provides methods for identifying community leaders and tells how to involve them in promoting the goals of the conservation partnership. It will also introduce you to the concept of group dynamics and teach you facilitation skills that will enable you to get the most out of your meetings. The guidebook is available through the NACD Service Center, PO Box 855, League City, TX, 77574-0855, (800) 825-5547.

**Maine Department of Environmental Protection's Nonpoint Source Awareness Campaign.** Maine's Nonpoint Source Awareness Campaign started in 1995 as a collaborative effort between the Maine Department of Environmental Protection (DEP) and the State Planning Office to raise awareness about nonpoint source pollution prevention. Together these agencies produced the "8 Simple Steps" campaign and a series of radio and print messages. In 2000 the agencies began to develop more tailored materials and campaigns for their specific program needs. For more information, contact the Maine DEP, 1235 Central Drive, Presque Isle, ME 04769. Phone: (207) 764-0477; [www.state.me.us/dep/blwq/docwatershed/npscamp.htm](http://www.state.me.us/dep/blwq/docwatershed/npscamp.htm).

**Make Your Home the Solution to Stormwater Pollution Brochure.** This short brochure is targeted directly to homeowners and provides tips on a wide variety of simple things that homeowners can do to prevent stormwater pollution. May be customized. EPA 833-B-03-003.

**Making Waves: How to Put On a Water Festival.** This publication is a great help in providing direction and ideas

for organizing your own festival. Use Making Waves to plan an event in your school, county, or state. The water festival concept has been an enormously successful way to educate children and adults about water and water-related resources. This new version includes updated samples of fundraising letters, forms, news releases, and more. Also check out *Making More Waves: Ideas from Across the U.S. and Canada for Organizing Your Festival and Making a Bigger Splash: A Collection of Water Education and Festival Activities*. All are available through the Groundwater Foundation at (800) 858-4844.

**Media Facts: A Guide to Competitive Media.** Published by the Radio Advertising Bureau, this guide will help you understand and evaluate the strengths of various media formats. To download a copy, visit [www.rab.com](http://www.rab.com) or call 1-800-252-RADIO.

**Media Relations Guidebook.** This guidebook provides tips to help you make effective use of the media in your area to promote watershed protection. It outlines the process of writing news releases and announcements. The guidebook is available through the NACD Service Center, P.O. Box 855, League City, TX, 77574-0855. Phone: (800) 825-5547.

The **National Pollutant Discharge Elimination System** web page, hosted by the USEPA, provides a wealth of information and guidance on public education and outreach. [www.epa.gov/npdes/stormwater/menufbmps/publicinvolvement](http://www.epa.gov/npdes/stormwater/menufbmps/publicinvolvement)

**The National Watershed Library.** The National Watershed Library lists many education and outreach tools for specific audiences like farmers, homeowners, and teachers. Visit [www.ctic.purdue.edu](http://www.ctic.purdue.edu) for more information.

**Nonpoint Source News-Notes.** EPA's Nonpoint Source News-Notes is an occasional bulletin dealing with the condition of the water-related environment. To download the newsletter and search back issues, visit the Web site at [www.epa.gov/owow/nps/toolbox](http://www.epa.gov/owow/nps/toolbox).

**Nonpoint Source Outreach Digital Toolbox.** Provides information, tools, and a catalog of more than 700 outreach

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materials that state and local agencies and organizations can use to launch their own nonpoint source pollution outreach campaign. Resources include the Getting in Step Outreach Series, a searchable catalog, logos, slogans, and mascots, surveys and evaluations, and others. See [www.epa.gov/owow/nps/toolbox](http://www.epa.gov/owow/nps/toolbox).

**NPSINFO.** NPSINFO is a forum for open discussion of nonpoint source pollution issues. It is sponsored by the U.S. Environmental Protection Agency's Office of Wetlands, Oceans, and Watersheds. Possible topics for discussion include agricultural nonpoint sources, urban runoff, technology, educational and funding alternatives, coastal nonpoint sources, forest management, best management practices, hydrological modification, and aquatic habitat modification. NPSINFO welcomes news articles, short abstracts, announcements, and conference notices, as well as questions, answers, and opinions. For more information, visit [www.epa.gov/nps/changes](http://www.epa.gov/nps/changes). To subscribe, e-mail to [npsinfo@lists.epa.gov](mailto:npsinfo@lists.epa.gov). Leave the subject line and message body blank.

**Ohio's Restoration Sponsor Program Integrates Point Source & Nonpoint Source Projects**. This fact sheet summarizes how Ohio EPA has used the Clean Water State Revolving Fund to creatively fund runoff projects. EPA 832-F-02-001

**Press Release Writing.** The Press Release Writing Web site provides several articles and tips for organizations beginning to write PSAs. Visit [www.press-release-writing.com](http://www.press-release-writing.com) for more information.

**Project NEMO.** NEMO uses geographic information system (GIS) technology to educate landowners and municipal officials about nonpoint source pollution and watershed protection. Contact University of Connecticut Cooperative Extension, Haddam, CT. Phone: (860) 345-4511; [nemo.uconn.edu](http://nemo.uconn.edu).

**Protecting Water Quality from Urban Runoff.** This fact sheet explains how urbanized areas affect water quality through increased runoff and pollutant loads and what homeowners can do to prevent stormwater pollution. Printed

copies are no longer available from EP A. EPA 841-F-03-003.

**Public Service Advertising Research Center.** The Public Service Advertising Research Center is an online information library dedicated to public service advertising. The site provides a PSA bibliography, media profiles, an interactive broadcasters' café, case studies, and help sites. Visit [www.psaresearch.com](http://www.psaresearch.com) for more information.

**Purdue University's "Know Your Watershed"** website at [www.ctic.purdue.edu/](http://www.ctic.purdue.edu/) is a national effort to encourage the formation of local, voluntary watershed partnerships and help assure that these partnerships successfully attain their goals. The website provides a variety of information for watershed partnerships.

**Radio Marketing Guide and Fact Book for Advertisers, 2002–2003 Edition.** Use this guide from the Radio Advertising Bureau to determine how radio can help you attain your outreach goals and market your cause more effectively. To download a copy, visit [www.rab.com](http://www.rab.com) or call 1-800-252-RADIO.

**RiverSmart.** RiverSmart is a national public education campaign designed to show people how simple changes in their everyday activities can protect America's water resources. RiverSmart is a project of River Network, the nation's leader in supporting more than 4,000 local river and watershed groups nationwide that are working to save rivers. River Network Partner groups are placing RiverSmart television, radio, and newspaper ads in media outlets across the country. For more information, visit [www.riversmart.com](http://www.riversmart.com).

**River Talk! Communicating a Watershed Message.** River Talk! is a hands-on guide for people who want to be more efficient and effective in encouraging key sectors of their communities to become involved in designing river messages that resonate with target audiences. Contact River Network at (800) 423-6747 or [www.rivernetwork.org](http://www.rivernetwork.org).

**The Role of Local Governments in Implementing the NPDES Stormwater Program for Construction Sites**

This new brochure provides local governments with a brief overview of the NPDES Stormwater Program on construction sites. Local governments can then provide this information to people in the construction industry who might need NPDES permit coverage. Stormwater permits require many operators of construction sites to implement steps to prevent sediment and other pollutants from washing off into nearby streams, rivers, lakes, and coastal waters. Files are available to print using a professional printer. Versions of both the Federal and State brochures are available. May be customized. Printed copies are no longer available from EPA. A. EPA 833-F-06-0022.

**Social marketing Fostering Sustainable Behavior**. This 175-page book on environmental marketing is a compilation of the strategies and methods that collectively form the basis of community-based social marketing—a proven breakthrough in the field of environmental education and outreach. It was written for those involved in designing, implementing, and evaluating public education programs with the goal of promoting sustainable behavior. For more information, visit [www.cbsm.com](http://www.cbsm.com).

**Starting Up: A Handbook for New River and Watershed Organizations.** This guide provides information for groups on how to get organized, including funding and procedural advice. Contact River Network at (800) 423-6747 or [www.rivernetwork.org](http://www.rivernetwork.org).

**Stormwater and the Construction Industry Poster.** Great for construction sites of all sizes! You can print this poster on 11x17 paper. Side one of this informative poster illustrates proper installation of common sediment and erosion control practices (best management practices). Side two describes the process for developing and implementing a stormwater pollution prevention plan and obtaining permit coverage. The complete 30x40 poster is also available. May be customized. EPA 833-H-03-001.

The **Stormwater Manager's Resource Center** [www.stormwatercenter.net](http://www.stormwatercenter.net) has good information and includes a program resources page that provides a list of materials useful for watershed education. Topics include Watershed Education, Watershed Advocacy, Pollution Prevention at Home, and Pollution Prevention at Work.

**Strategic Marketing for Nonprofit Organizations.** This book forms a conceptual and practical foundation for marketing in nonprofit organizations. Its coverage encompasses the entire marketing process, providing valuable insights on strategic evaluations, positioning, market targeting, and more. For more information, visit <http://vig.prehall.com>.

**Surf Your Watershed.** Through this online service, you can locate your watershed and discover its condition and the partnerships working to protect it. Find information on population, area, land use, environmental issues, watershed groups, and water quality. You can also generate maps of your watershed at [www.epa.gov/surf](http://www.epa.gov/surf).

**Think Blue San Diego.** The City of San Diego believes the key to cleaner ocean waters is public education. That's why they created the "Think Blue" educational campaign. "Think Blue" educates residents, businesses, and industries about the causes of stormwater pollution and the pollution prevention behaviors everyone can adopt. For more information, visit [www.thinkbluesd.org](http://www.thinkbluesd.org).

**University of Wisconsin Extension and Wisconsin Priority Watershed Program.** Resources include "how-to" guides on educational programming and the promotion of voluntary approaches to reducing non-point source pollution. Water Quality Fact Sheets topics include Polluted Urban Runoff, Erosion Control, and Pet Waste and Water Quality. See [clean-water.uwex.edu/basins/basined](http://clean-water.uwex.edu/basins/basined).

The **USEPA Office of Water, Office of Wetlands Oceans, and Watersheds** website provides a variety of educational products including watershed-related pictures and clip art, activities for children, watershed education events, and links to watershed related web sites. See [www.epa.gov/owow/](http://www.epa.gov/owow/).

**USEPA Nonpoint Source Control Branch** at [www.epa.gov/owow/nps/index.html](http://www.epa.gov/owow/nps/index.html) provides educational resources specifically for non point source pollution control.

**Voices of the Watershed: A Guide to Urban Watershed Management Planning.** Provides additional guidance on education and outreach strategies. Produced by the USEPA,

# appendix I - information and education resources

Lake County Stormwater Management Commission, Friends of the Chicago River, and IEPA.

**Volunteer Monitor.** The V olunteer Monitor is a national forum and newsletter for volunteer monitors. EPA established the list to encourage communication and information exchange among the nation's growing number of volunteer environmental monitoring programs. You'll receive news on coming conferences, workshops, special events, and new publications. This site is also a discussion forum and networking tool that volunteer monitors of all types use to ask and respond to questions about volunteer monitoring methods, data quality, data management issues, and more. Whether your group monitors wetlands, streams, or lakes, sign up and get into the loop. To subscribe, send an e-mail to [join-volmonitor@lists.epa.gov](mailto:join-volmonitor@lists.epa.gov). Leave the subject line and message body blank. Also see [www.epa.gov/owow/monitoring/volunteer/vm\\_index](http://www.epa.gov/owow/monitoring/volunteer/vm_index).

The **Washington State Department of Ecology , Water Quality Program Showcase of Exceptional Education Products** at [www.eyc.wa.gov/forms/showcase/](http://www.eyc.wa.gov/forms/showcase/) is primarily designed for environmental educators in the Pacific Northwest to find outstanding products related to nonpoint source water pollution. The site comes with a searchable database of education products that come in a variety of formats, such as publications, videos, classroom materials, etc. Contact information is provided for products, along with a brief description and a rating system based on execution, effectiveness, relevance, and adaptability.

**Water Efficient Landscaping.** This booklet describes the benefits of water-efficient, low-impact landscaping. It includes examples of successful projects, programs, and contacts. EPA 832-F-02-002.

**Water Environment Web.** This Web site provides a collection of Water Environment Federation resources and outside links related to watersheds. Included are publications, background information, coming events, and networking areas. [www.wef.org/WaterNews](http://www.wef.org/WaterNews).

**Water Words That Work** is a website ([waterwordsthatwork.com](http://waterwordsthatwork.com)) that presents ideas for communicating environmental issues effectively.

**Watershed Academy Web.** Through the Watershed Academy Web, EPA offers a variety of self-paced training modules that represent a basic and broad introduction to the watershed management field. Modules take 1/2 hour to 2 hours to complete. Web modules contain 25 to 50 color illustrations and photos on various topics and contain links for those seeking greater detail. Self-tests enable trainees to check their retention and see immediate results. Courses include Top Ten Watershed Lessons Learned, Introduction to the Clean Water Act, Wetland Functions and Values, and more. Completing a series of 15 of these modules earns a Watershed Academy Web Training Certificate. For more information, visit [www.epa.gov/watertrain](http://www.epa.gov/watertrain).

**A Watershed Approach to Urban Runoff: Handbook for Decision Makers.** This handbook outlines a process for understanding your watershed; explains the watershed management approach to assessing, planning, implementing, and evaluating; gives an overview of assessment and management tools; and provides detailed insights into structural and nonstructural best management practices and sample site plans. The guide can be obtained through the Conservation Technology Information Center at [www.ctic.purdue.edu](http://www.ctic.purdue.edu).

**Watershed Protection: Catalog of Federal Funding Programs.** The Catalog of Federal Funding Sources for Watershed Protection is now online as an easy-to-use, searchable Web site. The site provides information for watershed practitioners and others on 84 federal funding sources that may be available to help fund various watershed-related projects. The site updates EPA's original Catalog of Federal Funding Sources for Watershed Protection (EPA 841-B-99-003), which was previously published in 1999. For more information, visit [www.epa.gov/watershdfunding](http://www.epa.gov/watershdfunding).

**Watershed Restoration: A Guide for Citizen Involvement in California.** Some of the best science and technical tools available to citizens involved in coastal watershed management are available in this guide. Although it was developed for California, this well-constructed guide might spark ideas for use in other watersheds. Published

in December 1995, it can be obtained by contacting the U.S. Department of Commerce, National Oceanic and Atmospheric Administration, Coastal Oceans Office, 1315 East West Highway, Silver Spring, MD 20910. Phone: (301) 713-3338.

**Watershed Stewards Project.** This community-based watershed restoration program is committed to restoring salmon and other life-forms that depend on healthy watersheds for survival. Members join with top resource professionals, forming cooperative relationships between private industry, government agencies, and academic institutions, to build public awareness of the importance of watershed stewardship. For more information, check out the project's Web site at [www.northcoast.com/~fshhelp](http://www.northcoast.com/~fshhelp).

**Watershed Toolshed.** The Ohio Watershed Network, a statewide information and education network in support of local watershed protection efforts, maintains an online Watershed Toolshed, which includes the module "Planning a Watershed Education Program." The module provides guidance to anyone interested in developing a watershed education program targeting specific audiences to help them make informed decisions to protect water quality. The Network also provides a listing of watershed groups in Ohio, the Ohio Watershed Academy, and other resources and references. Available online at [ohiowatersheds.osu.edu/index](http://ohiowatersheds.osu.edu/index).

**Working with the Media: Communications Tips for Positive Media Relations.** This web site, hosted by the Mississippi Department of Education's Office of Information and Safety, provides a list of helpful suggestions for organizations working with the media for outreach purposes: [www.mde.k12.ms.us/extrel/network/nettip](http://www.mde.k12.ms.us/extrel/network/nettip).

