

# SCCGW PRIORITIES IN REFENCE TO OWRC FOUR YEAR ACTION PLAN

## Ohio Water Resources Council Strategic Plan

### EDUCATION AND OUTREACH

Water education and outreach is necessary to protect the sustainability of Ohio's water resources. Effective water education and outreach must include three components – attitude & action, information & communication, and skill development. Research demonstrates that simply providing information usually has little or no effect on people's behavior. The implementation of an awareness campaign, correlation of water resources education with K-12 state content standards, and coordination of water resources education efforts have been identified as a strategic issue.

Wise decision making by all water users from private citizens to large municipalities and industries is necessary as the era in which expanding water supplies is ending and managing water resources through conservation, recycling, and reuse will be necessary. By 2025, two out of every three people in the world will live in water stressed conditions according to United Nations Environment Program estimates. Ensuring the sustainable use of Ohio's water resources requires a focus on the strategic need for both water quantity and quality education and outreach. Future decision making capability regarding water resources will impact Ohio's economy, environment and quality of life.

#### Objectives:

1. Implement a state-led awareness campaign.
  - Water awareness campaign for general public
  - Participatory events for targeted audiences to promote awareness and behaviors
  - Internet/GIS delivery of water info to visually communicate water resource issues
2. Correlate water resources education with K-12 state content standards.
  - Identify essential water concepts & skills for students
3. Coordinate water resources education efforts among state agencies and with other key organizations.
  - Integrated water resources education into existing curricula
  - Water resources education programs designed to convey– attitude and action, information and communication, and skill development
  - Integration with existing environmental education efforts.
  - A web-based water portal

Objs.	Action (Program / Initiative)	Indicator / Measure	Lead* and Supporting Agencies	Resources 1. complete with existing 2. develop/identify to complete 3. new needed
* 1	Develop and launch Storm Center - weather/web cast water resource protection programs, in one market	- Percentage of Central Ohioans have seen weather cast water resource protection message or visited the website	Ohio EPA - DDAGW	2
* 1	Develop OWRC information in brochures, fact sheets, web sites, pod-casts, and displays for targeted audiences, including general public, special interests and elected officials.	- Number of sponsors supporting water awareness campaigns - Increase in survey respondents knowledge and actions related to water resources	Ohio EPA - DDAGW	1
* 2	Components of Project Wet and "Healthy Water/Healthy People" and other water education programs incorporated into K-12 curriculum.	Number of teachers trained in water education activities and making it part of their curriculum	Ohio EPA – OEEF ODNR – DOW	1

\* - denotes SCCGW involvement

**BOLD** - denotes some direct activity by SCCGW

# SCCGW PRIORITIES IN REFERENCE TO OWRC FOUR YEAR ACTION PLAN

**Ohio Water Resources Council Strategic Plan**

3	Meet with the other organizations to develop mechanisms for improved communication/coordination and overall collaboration	Increase in joint participation in environmental/water education programs	Ohio EPA - DDAGW	1
---	---	---	------------------	---

\* - denotes SCCGW involvement  
**BOLD** - denotes some direct activity by SCCGW