

Best Education Practices (BEPs) for Water Outreach Professionals
Defining BEPs, Refining New Resources and Recommending Future Actions

POSTER PRESENTATION

Presenter(s): Karen Hargrove, WaterWorks! Program

Title: WaterWorks! Catfish In The Mainstream: Social Marketing

Abstract: Water education is “real life” education. If Tennessee’s population continues to grow as it has in the last ten years, we will soon be approaching a crisis situation regarding clean, potable water. Our economy, the health of our citizens, and wildlife habitat are dependent on plentiful and safe sources of clean water.

This year, *WaterWorks!* was launched. It is a new initiative in outreach education for the Center for Environmental Education at Middle Tennessee State University and is funded by the Tennessee (TN) Department of Agriculture Nonpoint Source Program. The program’s focus is on improving water quality in Tennessee. *WaterWorks!* models social change through focused marketing to an audience of Tennessee households and homeowners. Specific components are designed to promote and reinforce the message of individual responsibility. Highlights include:

- a series of video and audio public service announcements promoting clean water quality through responsible action
- a Web site showcasing public service announcements, youth projects, links to water-related groups and sites in Tennessee
- *Stream Savers*, a recognition program for youth groups completing projects that improve water quality
- a state-wide survey providing baseline information about citizen water quality attitudes and actions
- brochures focusing on homeowner, builder, developer, contractor, and agriculture practices
- an interactive watershed map with watershed links, watershed groups, stormwater information, and county/city contacts
- stakeholder meetings with NPDES Phase II representatives and others involved in water quality efforts in Tennessee

Target Audience(s): Households, homeowners

Educational Purpose: Information, education, capacity building

Contact Information:

MTSU Center For Env Edu
Middle Tennessee State University Box 60
Murfreesboro, TN 37132
615-898-2660
khargrov@mtsu.edu

