

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

POSTER PRESENTATION

Presenter(s): George Smith, Agricultural Extension Service, University of Tennessee

Title: Enlisting Landowners in Water Conservation

Abstract: In an attempt to reach landowners using a more practical means of media, The University of Tennessee Agricultural Extension Service (UTAES) has developed two highly successful water quality publications. The first publication is a handbook entitled "Conservation Practices for the Farms and Forests of Tennessee." It describes 51 best management practices (BMPs). The entry for each practice includes full-color pictures of the practice; description of the practice; water quality benefits; landowner benefits; considerations; complementing practices; maintenance; and costs.

The handbook is not a technical manual. Rather, it is an attractive, easy-to-understand book designed to introduce readers to BMPs; to explain why they should be considered; and to provide direction when they choose to implement practices. This is an excellent example of how to reach those who are uncertain about BMPs or why they should consider implementing them.

The second publication is a BMP calendar developed for the Pond Creek watershed in East Tennessee. It was developed as part of a pilot project, and was designed to introduce landowners in the watershed to BMPs and to inspire them to make any necessary changes. Each month features a BMP that addresses major sources of ag-related contaminants in the watershed with a picture and description of the practice, an explanation of what it can do for them, and an outline of water quality impacts. By combining a calendar with BMPs, landowners are exposed to the concepts each time they glance at the calendar, and they are informed in a positive, non-threatening way.

Target Audience(s): Landowners

Educational Purpose: Information and capacity building

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