Communications Toolbox

For 303(d) and water quality programs

EPA

May 2020

Photo Credit: Santeri Lohi, Myshot https://www.nationalgeographic.org/encyclopedia/dead-zone/

What

A collection of communication and engagement tools and resources to bolster state, territorial, and tribal engagement efforts with the public and other stakeholders.

Why

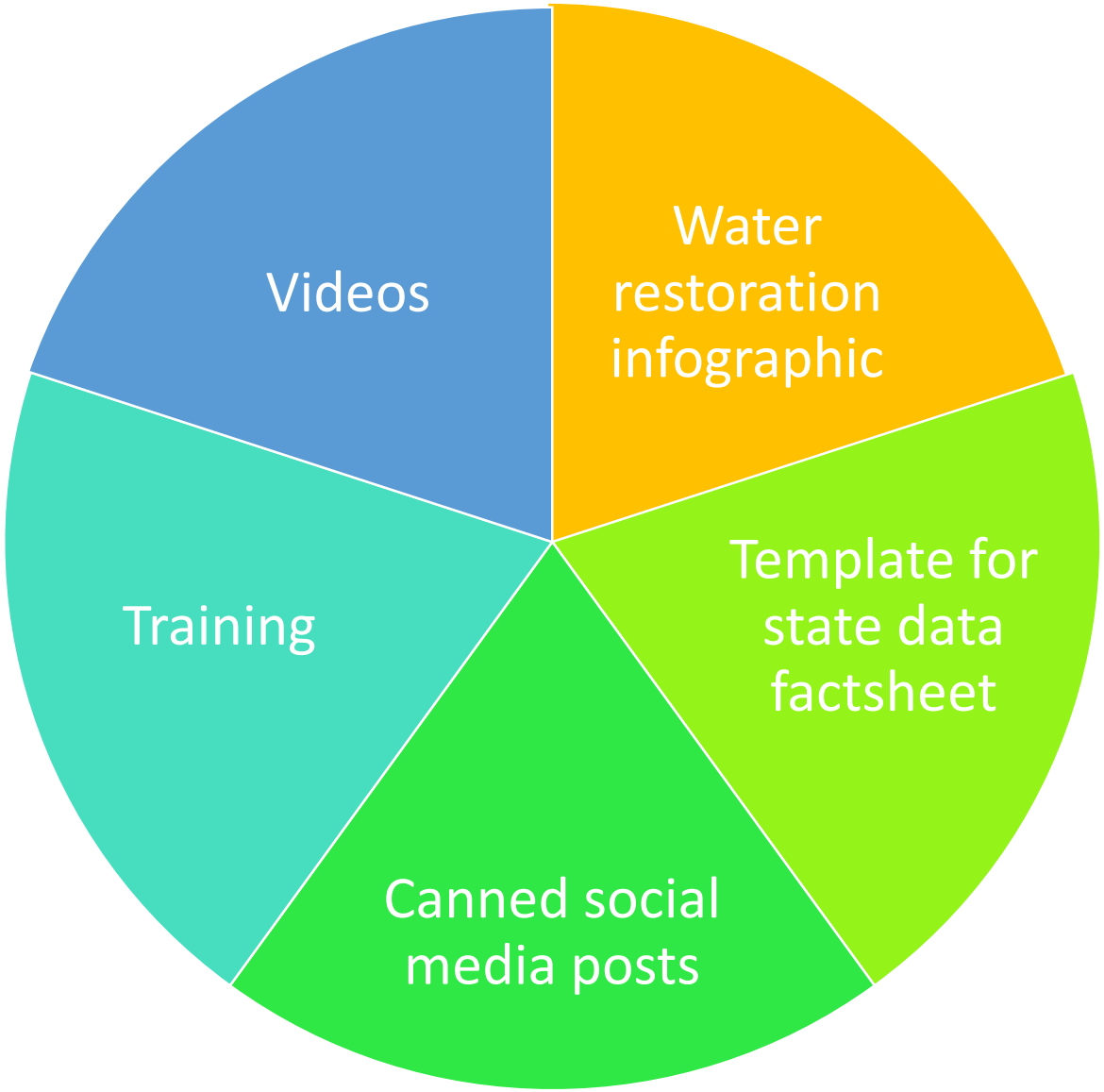
https://pixabay.com/photos/telescope-distance-optical-look-2551351/

Engagement in the Program Vision

By 2014, EPA and the States actively engage the public and other stakeholders to improve and protect water quality, as demonstrated by documented, inclusive, transparent, and consistent communication; requesting and sharing feedback on proposed approaches; and enhanced understanding of program objectives

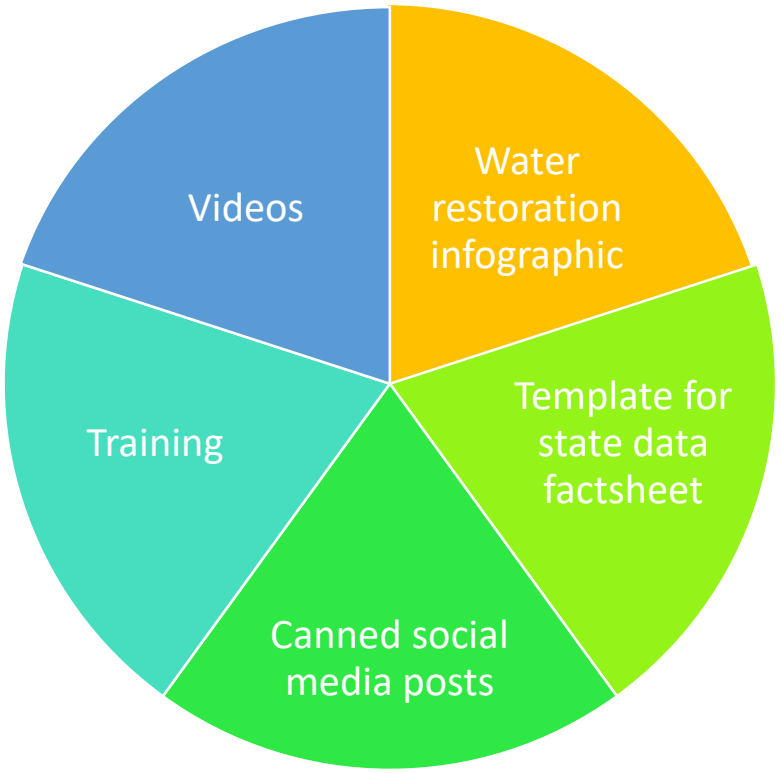
How

What communications materials, tools, trainings, etc. would you like to see developed for your communications efforts (with other programs, stakeholders, and/or the public)?


Videos
Water restoration infographic
Training
Template for state data factsheet
Canned social media posts

What do *YOU* think?

1. Which materials would be most useful to your program?
2. Are there any of these materials NOT helpful?
3. Is there a resource you'd really like that's missing?
4. Where do you anticipate using communications materials the most and with what audiences?



AND YOU

1. Explore data for waterbodies near you! Use the How's My Waterway tool on your phone or computer: official link coming.

2. Support a local watershed group by volunteering or donating.

3. Learn how your actions impact water quality: see "What Can You Do" at https://www.epa.gov/environmental-topics/water-topics.

4. Reach out to a state or local environmental department to learn about upcoming public meetings on watershed management.

Water Quality in (State)

Caption highlighting a picture of a state waterbody.

Text about different water uses and the work that the state does to monitor waters, identify polluted waters, develop plans to clean up polluted waters, take restoration actions, and protect healthy waters ...

Assessed ***Rivers and Streams*** that support ***Recreation***

Targeted monitoring provides information on water quality problems for the subset of those waters that were assessed.

Year Last Reported: 2018

These bar graph show the miles of rivers and streams (above) and coastal waters (below) in XX that are considered in good condition or impaired based on water quality standards for recreational use. Add text explaining the differences and that some waters unassessed...For information about water bodies that support drinking water, fishing, and wildlife, see the How's My Waterway web app (add link).

Assessed ***Coastal Waters*** that support ***Recreation***

Targeted monitoring provides information on water quality problems for the subset of those waters that were assessed.

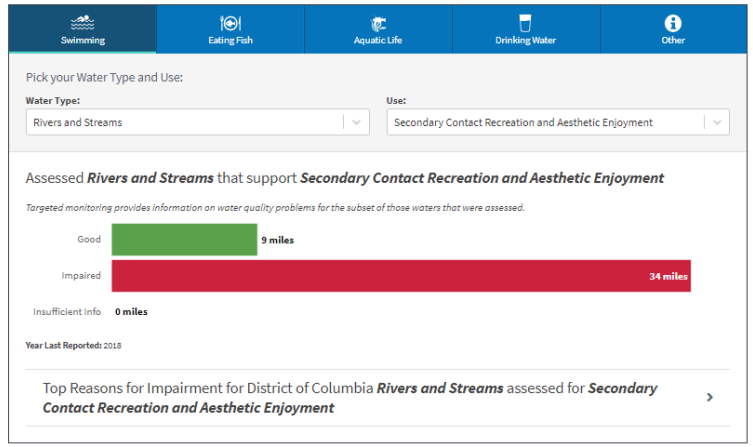
Year Last Reported: 2018

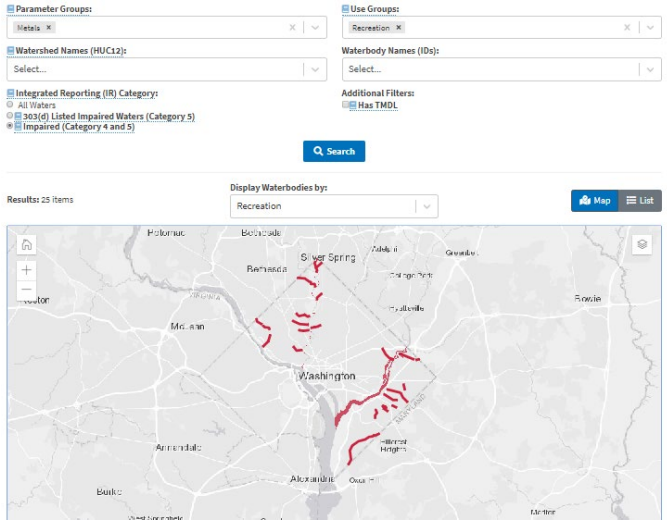
DEQ

To learn more about XX DEQ's water restoration and protection efforts and how you can get involved, visit: xxxxxxxxxxxxx.org

District of Columbia Water Quality

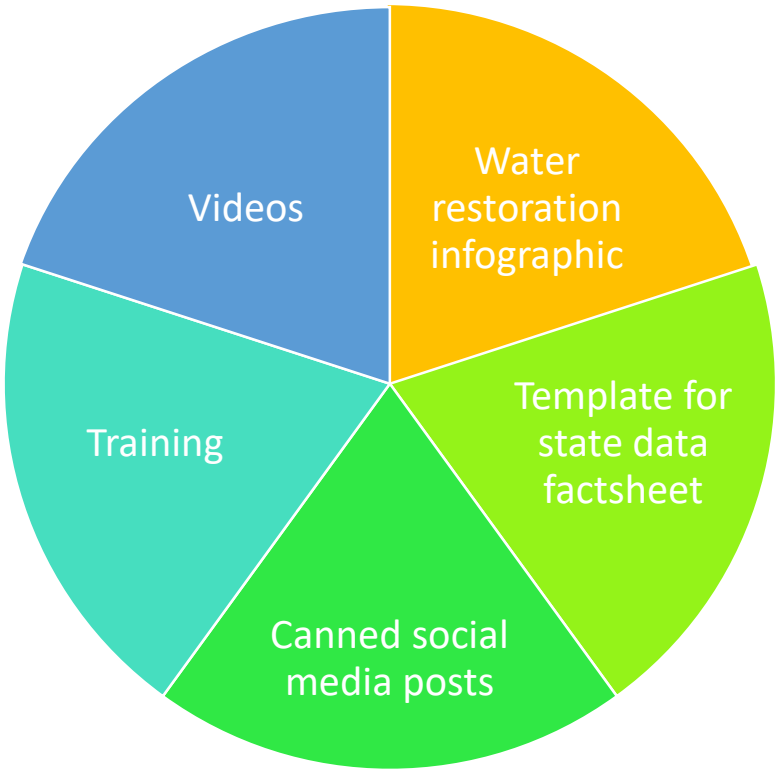
Choose a Topic:





What do *YOU* think?

1. Which materials would be most useful to your program?
2. Are there any of these materials NOT helpful?
3. Is there a resource you'd really like that's missing?
4. Where do you anticipate using communications materials the most and with what audiences?



Water restoration infographic	**How important is it to have different versions of a water restoration infographic tailored to the general public and to specific stakeholder groups?**
Template for state data factsheet	**Do you have a need for a static handout with data from your jurisdiction, and if so would a template be helpful (see slide)?**
Canned social media	**Would you use canned social media posts for things like announcing lists, TMDLs, conferences, and events?**
Training	**Is there a training you'd like to see developed first?**
Videos	**Would videos on specific topics (e.g. algal blooms, bacteria, listing process) be helpful, or is it more helpful to have resources on how to create your own short videos?**

Thank you!

https://www.cafedatalkalamode.com/blog/summer-will-soon-be-here