An aerial photograph of a dense forest. The trees are mostly green, but many have turned yellow and orange, indicating autumn. Sunlight filters through the canopy, creating bright, shimmering patches of light on the forest floor. The overall scene is vibrant and natural.

How to get the Public Active in Water Quality Issues



Get Active!



How to Reach New Audiences?



- Partnerships
- Targeted Mailing
- Press Releases

How do You Bring Them In? The Hook



Rick Darke

The Wild and Scenic White Clay Creek: Pennsylvania and Delaware's Threatened Treasure

Thursday, March 16 7pm
Ashland Nature Center
FREE admission • Refreshments

We live, work, and play in the exceptional Wild and Scenic White Clay Creek watershed—a treasure in our own backyard. Take a virtual tour of the watershed and learn what science is telling us about its future. Find out about what you can do to protect this precious resource.

RSVP by phone 302-239-2334 ext. 100 or
by email ginger@delawarenaturesociety.org

For directions to the Ashland Nature Center:
www.delawarenaturesociety.org.



- Attractive presentation
- Free admission
- Free Food
- Timing & Location

Attractive Presentation



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- Color Photo
- Catchy Title
- Short Description

Free Admission



- Make it Easy
- Make it Free
- Did I mention
FREE?

Free Food



- Offer something to give them
- Doesn't have to be elaborate
- Did I mention it was FREE?

Timing & Location



- Hold it at a centrally located venue
- Set a time that the most people can attend
- Make it convenient

Partnerships



- Increases financial help
- Expands mailing lists
- Adds expertise

Marketing Message



Healing a Wounded Stream: Pike Creek Restoration

Tuesday, April 25th - 6pm for tour
- 7pm for presentation

The Independence School Gymnasium

The *Pike Creek* has undergone a dramatic change where it flows through The Three Little Baker's Golf Course. Find out what Delaware's Department's of Natural Resources and Transportation has done to protect and enhance the *Pike Creek* - providing flood protection to everyone in the *Pike Creek* watershed. Discover what can be done in your backyard to reduce the effects of stormwater runoff.

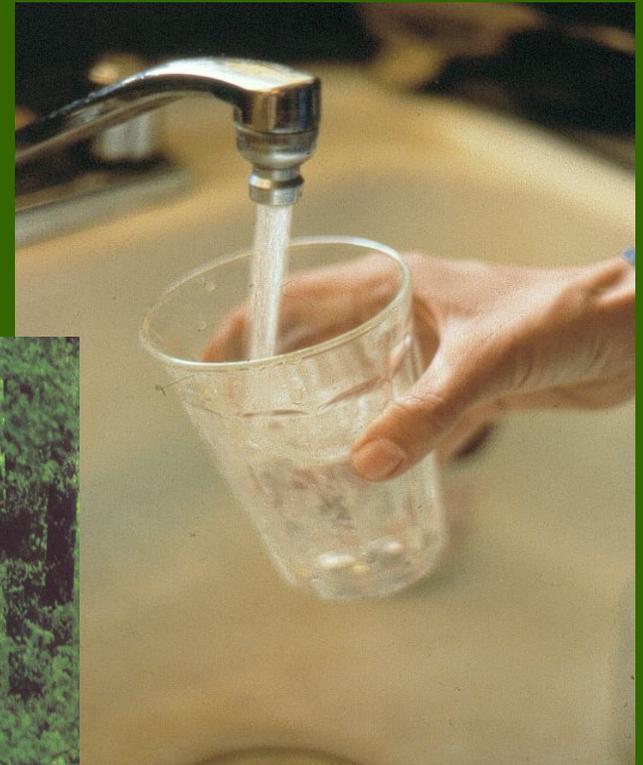
*RSVP by phone 302-239-2334 ext. 100 or by email ginger@delawarenaturesociety.org

The Independence School is located at 1300 Paper Mill Road, Newark



- Why this issue is important to them
- The problem
- Action!

Why This Issue is Important to Them



Why This Issue is Important to Them



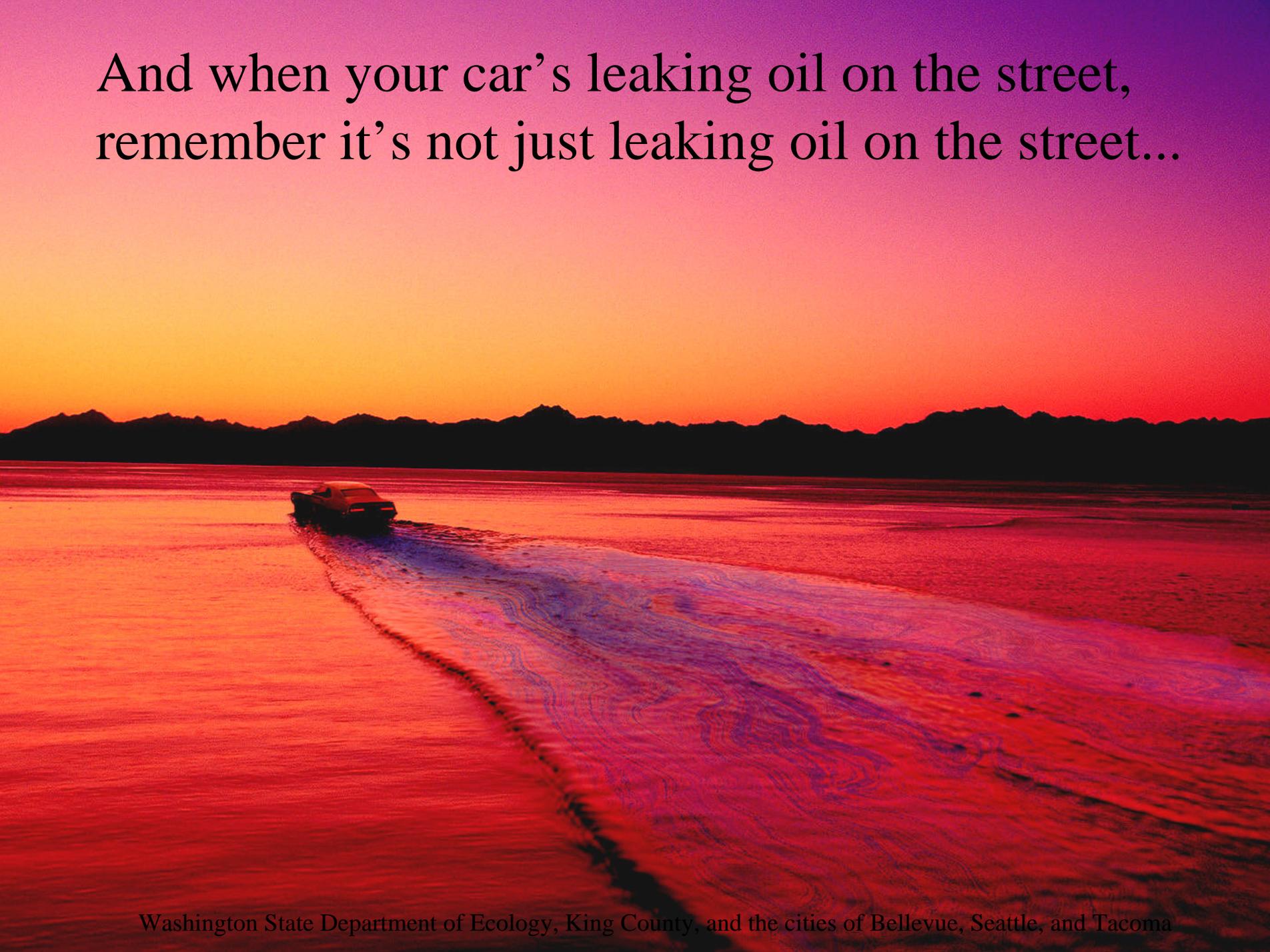
- How does this affect the public?
- Use specific examples

The Problem



- Public must know there IS a Problem
- Use specific examples

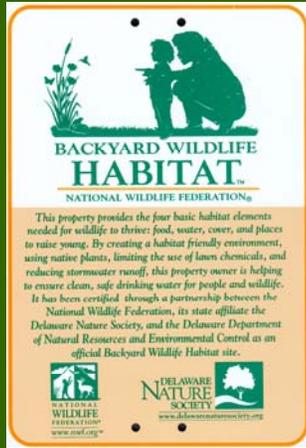
And when your car's leaking oil on the street,
remember it's not just leaking oil on the street...





And when you're fertilizing the lawn,
remember you're not just fertilizing the lawn...

Take Home Message



- You can't give just bad news
- Must offer something concrete that people can do to combat the problem
- It must be Easy & Inexpensive

Challenges



- Attitudes - Public & Environmental Community
- NPS Water Quality Issues are Complex
- Partnerships - Meshing & Coordination of Agendas

Attitudes



- Our Attitude
 - Be Realistic
 - Be Optimistic
- Public Attitude
 - Repetition
 - Time

NPS Water Quality Issues are Complex



- There is no silver bullet
- Each watershed is unique
- Every citizen can have a positive impact

Thanks to the following organizations for making available additional slides to incorporate into this presentation:

- Christina Basin Water Quality Management Strategy, University of Delaware and Chester County, Pennsylvania
- Delaware Department of Natural Resources and Environmental Control
- Delaware Nature Society
- Save Our Streams
- National Wildlife Federation