

**SWP-IWG - Outreach and Education Sub-group**  
**Outline for Plan of Work**  
**Updated November 2021**

**Purpose:** To assist the Water Planning Council with the development, provision, and distribution of outreach materials that can be used to educate and inform water resource leaders, stakeholders, and the general public on:

- The State Water Plan – including content, agencies and partners involved, and how its implementation is being coordinated
- Connecticut’s water resources, as identified in the SWP and what can be done to protect, restore, and manage them.

This will be a standing committee.

**Tasks:**

1. Prioritize SWP topics for material development
  - a. **Near-term Action:** Capitalize on other communication tools such as “World Water Day” to establish a calendar for material development and release for 2022
  - b. **Near-term Action:** Review topics for overlap with other state plans including the GC3 reports.
  - c. **Long-term/ongoing Action:** Select theme in September for subsequent years
2. Develop uniformed templates for power point presentations, flyers, handouts, press releases etc on prioritized topics and determine appropriate outlets for materials
  - a. **Near-term Action:** edit the 2020 CACIWC conference presentation to create a general template
  - b. **Near-term item:** develop branding for materials for cohesive messaging
  - c. **Near-term item:** Establish resource materials web page for the State Water Plan and group materials by topics for general public and environmental educators.
  - d. **Long-term/ongoing Action:** Maintain resource materials web page and add to it as needed.
  - e. **Long-term/ongoing Action:** Review resource materials annually for relevance and update as needed.
3. Gather and review existing information currently available on CT’s water resources.
  - a. **Near-term Action:** Review existing materials including the SWP fact sheet, info used by Project WET, GC3 materials, etc. and adapt/update as needed to include SWP including with an equity/environmental justice lens.
4. Develop a list of water resource professionals and potential partners to aid in the compilation and dissemination of information.
  - a. **Near-term Action:** Expand on previous list that included agency staff, academicians, conservation districts, water utilities/AWWA, NGOs, environmental justice etc.
  - b. **Long-term/ongoing Action:** Maintain up-to-date list of partners
5. Assist the WPC, as needed.

## Target Audiences

- **Audience 1 - Water Resource Leaders: *Water resource state and federal agencies, utilities, municipalities, WPCAG related groups, state legislators, other interested NGOs***
  - Message: State Water Plan – what it is: a) content of the plan, b) who created the plan and why, c) how is the plan being implemented, c) munis/utilities/NGOs potential roles in implementation, d) progress on plan implementation, and e) update to plan etc.
  
- **Audience 2 - Water Resource Users: *General public, educators/schools, families, churches, community groups, commercial users, agriculture***
  - Messages:
    - General overview of water resources in CT and how the State Water Plan is designed to protect them
    - Focused messages for public to facilitate implementation of the plan calling for changes in behavior or in public policy. Examples: Water conservation, lawn care for water quality etc
    - Topic fact sheets on water resources. Examples: What is source water protection? What is the difference between surface and groundwater?

## Calendar of Annual Water Events (for reference/planning only – updated as of 11/9/2021)

Feb-22			
	Wednesday, February 2, 2022	World Wetlands Day	<a href="#">World Wetlands Day</a>
Mar-22	Second week of March Tuesday, March 22, 2022	NGWA National Groundwater Awareness Week World Water Day	<a href="https://www.ngwa.org/get-involved/groundwater-awareness-week/">https://www.ngwa.org/get-involved/groundwater-awareness-week/</a> <a href="https://www.worldwaterday.org/">https://www.worldwaterday.org/</a>
Apr-22	All month Friday, April 22, 2022 April 24 - 30, 2022	Water Conservation Month in Florida?? Earth Day U.S. Water Week	<a href="https://www.earthday.org/">https://www.earthday.org/</a> <a href="#">U.S. Water Week</a>
May-22	All month All month First week in May	Watershed Awareness Month American Wetlands Month AWWA National Drinking Water Week	<a href="#">American Wetlands Month</a> <a href="https://www.awwa.org/Events-Education/Drinking-Water-Week">https://www.awwa.org/Events-Education/Drinking-Water-Week</a>
Jun-22	All month All month Wednesday, June 8, 2022	National Rivers Month National Oceans Month UN World Oceans Day	<a href="https://oceanservice.noaa.gov/ocean/30days/">https://oceanservice.noaa.gov/ocean/30days/</a> <a href="https://unworldoceansday.org/about/">https://unworldoceansday.org/about/</a>
Jul-22			
Aug-22	All month	National Water Quality Month	
Sep-22	3rd week in Sept last week in Sept Sept. 18, 2022 Last Sunday in Sept	EPA Septic Smart Week Source Water Protection Week World Water Monitoring Day World Rivers Day	<a href="https://www.epa.gov/septic/septic-smart-week">https://www.epa.gov/septic/septic-smart-week</a> <a href="#">Source Water Protection Week</a> <a href="https://www.monitorwater.org/">https://www.monitorwater.org/</a> <a href="https://worldriversday.com/">https://worldriversday.com/</a>
Oct-22	Saturday, October 15, 2022 Friday, October 21, 2022	Global Handwashing Day Imagine a Day Without Water	<a href="#">Glocal handwashing Day</a> <a href="#">Imagine a Day Without Water</a>
Nov-22	Tuesday, November 15, 2022 Monday, November 21, 2022	America Recycles Day Worlds Fisheries Day	<a href="#">America Recycles Day</a>
Dec-22	Monday, December 5, 2022	UN World Soils Day	<a href="#">UN World Soils Day</a>