

**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 it 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	Water Conservation Month in Florida??	
	Friday, April 22, 2022	Earth Day	<a href="https://www.earthday.org/">https://www.earthday.org/</a>
	April 24 - 30, 2022	U.S. Water Week	<a href="#">U.S. Water Week</a>
May-22			
	All month	Watershed Awareness Month	
	All month	American Wetlands Month	<a href="#">American Wetlands Month</a>
	First week in May	AWWA National Drinking Water Week	<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	National Rivers Month	
	All month	National Oceans Month	<a href="https://oceanservice.noaa.gov/ocean/30days/">https://oceanservice.noaa.gov/ocean/30days/</a>
	Wednesday, June 8, 2022	UN World Oceans Day	<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	EPA Septic Smart Week	<a href="https://www.epa.gov/septic/septic-smart-week">https://www.epa.gov/septic/septic-smart-week</a>
	last week in Sept	Source Water Protection Week	<a href="#">Source Water Protection Week</a>
	Sept. 18, 2022	World Water Monitoring Day	<a href="https://www.monitorwater.org/">https://www.monitorwater.org/</a>
	Last Sunday in Sept	World Rivers Day	<a href="https://worldriversday.com/">https://worldriversday.com/</a>
Oct-22			
	Saturday, October 15, 2022	Global Handwashing Day	<a href="#">Glocal handwashing Day</a>
	Friday, October 21, 2022	Imagine a Day Without Water	<a href="#">Imagine a Day Without Water</a>
Nov-22			
	Tuesday, November 15, 2022	America Recycles Day	<a href="#">America Recycles Day</a>
	Monday, November 21, 2022	Worlds Fisheries Day	
Dec-22			
	Monday, December 5, 2022	UN World Soils Day	<a href="#">UN World Soils Day</a>

**Outreach and Education Sub-workgroup – SWP-IWG  
Work Plan Task 1 for 2022**

**Proposed Theme for 2022: *Inland Wetlands and Watercourses***

Justification: The Connecticut Inland Wetlands and Watercourse Act was passed in 1972 making 2022 the 50<sup>th</sup> Anniversary of this landmark legislation. The preamble to the act clearly states:

*“It is, therefore, the purpose of sections 22a-36 to 22a-45, inclusive, to protect the citizens of the state by making provisions for the protection, preservation, maintenance and use of the inland wetlands and watercourses by minimizing their disturbance and pollution; maintaining and improving water quality in accordance with the highest standards set by federal, state or local authority; preventing damage from erosion, turbidity or siltation; preventing loss of fish and other beneficial aquatic organisms, wildlife and vegetation and the destruction of the natural habitats thereof; deterring and inhibiting the danger of flood and pollution; protecting the quality of wetlands and watercourses for their conservation, economic, aesthetic, recreational and other public and private uses and values; and protecting the state's potable fresh water supplies from the dangers of drought, overdraft, pollution, misuse and mismanagement by providing an orderly process to balance the need for the economic growth of the state and the use of its land with the need to protect its environment and ecology in order to forever guarantee to the people of the state, the safety of such natural resources for their benefit and enjoyment and for the benefit and enjoyment of generations yet unborn.*”

These same principles are imbedded into the State Water Plan. Task 1 charges the Outreach and Education Committee to select a theme each year looking to build on other celebrations throughout the year to leverage visibility. Wetlands and watercourses are celebrated each year. The following calendar events have been selected to focus on the importance of protecting of inland wetlands and watercourses to the State Water Plan:

Feb 2, 2022 – [World Wetlands Day](#)

Month of May - [American Wetlands Month](#)

Month of June - [National Rivers Month](#)

Sept 25, 2022 – [World Rivers Day](#)

Kick-off Event – Feb 2, 2022 World Wetlands Day

- 1 hour virtual event
- Agenda (in development)
  - Opening – comments by Governor and Commissioner Dykes
  - 2 moderated panels
    - 1 on importance of wetlands and watercourse and the State Water Plan (include WPC rep(s), legislator,
    - 1 on history of the CT IWWA and those involved
  - Release of storyboard/story map on the history of IWWA in CT
  - Announce May/June plans

## State Water Plan Webpages

12/3/2021

### State Water Plan Outreach and Education Workgroup Update

During the November 9<sup>th</sup> meeting of the IWG, the Outreach and Education workgroup was tasked with comparing Connecticut's State Water Plan webpage with other state's webpages for their respective water plans. The workgroup would like to add educational content to Connecticut's State Water Plan webpage to make information on topics such as conservation more available, and this information can help the group better advocate for needed resources.

A quick comparison of other states' webpages for their respective water plans shows that there is a split between state's that include additional educational information.

An example of state water plan webpages with additional education information:

**Hawaii:** <https://dlnr.hawaii.gov/cwrm/planning/hiwaterplan/>.

Hawaii has the major plan components listed on the main webpage and then a link to "read more" to expand on each component.

**Utah:** <https://water.utah.gov/2021-water-plan-questions/>.

This webpage breaks down Q & A's from a recent water plan review process. It is structured in an easy-to-read format.

**Montana:** <http://dnrc.mt.gov/divisions/water/management/state-water-plan>.

Montana has a "Training & Education" tab on their water plan webpage.

Some other state water plan websites that house less educational information:

**Missouri (similar to Connecticut's webpage):** <https://dnr.mo.gov/water/what-were-doing/water-planning/missouri-water-resources-plan>.

**Nevada:** <http://water.nv.gov/waterplandetail.aspx.aspx>

**Georgia:** <https://waterplanning.georgia.gov/state-water-plan>.

# National Rivers Day Seminar!

September 1st, 2021, 6 to 8 p.m.

Hartford Center  
234 Academy St, CT

RSVP to [ouremail@example.com](mailto:ouremail@example.com)

### National Rivers Day

Almost every country around the world will have at least one river flowing through it. There are probably a number of other important waterways as well. To ensure that these important bodies of water are celebrated and appreciated as they should be, Rivers Day aims to remind people about just how important all of the waterways around the globe are to us.

### Learn about Rivers Day

Rivers Day is all about celebrating the waterways of the world. It is a day that highlights the importance of rivers, aiming to heighten awareness and encourage people to preserve our important and beautiful rivers.

There are a number of different things that we can all do in order to protect our rivers. This includes using earth-friendly body products and biodegradable cleaning products. After all, these chemicals all get washed down the drain, which means they end up going back into our rivers. Making a change like this can make a massive difference. Other tips include turning your tap off while you are brushing your teeth, timing your showers, and keeping a full load when you are using your dishwasher or your washing machine. Small changes like this can go a very long way.

### History of Rivers Day

You might be wondering why we need a Rivers Day as everyone is already aware of numerous rivers around the world. That's true; but what some people aren't aware of is just how under threat some of them are.

The main aim of Rivers Day is to ensure that everyone is aware of the importance of river stewardship and that we all do what we can to limit the threats that could potentially endanger our rivers.