



What's New ...

NATIONAL SOURCE WATER PROTECTION COLLABORATIVE FORMED

EPA is sponsoring a Source Water Protection collaborative which is focusing on the importance of land use and protection of drinking water. The four stated goals which members have pledged to pursue include:

- ◆ Contain or prevent contaminants ... from reaching the sources of our drinking water.
- ◆ Promote development patterns that limit threats to ...our sources of drinking water.
- ◆ Encourage matching use of land with locations least likely to affect current or future sources of drinking water.
- ◆ Preserve the land necessary to protect current and future sources of drinking water.

Members include EPA, National Water Works Association, American Planning Association, Groundwater Protection Council, National Association of Counties, Trust for Public Lands, Clean Water fund, River Network, Association of State Drinking Water Administrators, Association of State and Interstate Water Pollution Control Administrators, Association of Metropolitan Water Agencies, Environmental Finance Centers and US Geological Society.

WREN's Source Water Protection Promotion specialist, Julie Kollar, recently met with the group to share some of WREN success stories on "Selling Source Water Protection."

The groups involved and the goals stated for this collaborative give hope that the connection between what we do on the land, both as individuals and as policy making bodies, may come to the forefront in source water protection.

SOCIAL MARKETING AT THE COMMUNITY LEVEL

Most people know they really ought to recycle more, turn off the water when they brush their teeth and drive a smaller car. But what will it take to get our neighbors to "do the right thing." **Simply providing information is not enough.** More and more we are hearing about "social marketing" - using the techniques and strategies of commercial marketing to promote desirable social goals - as a way to promote behavior change.

Social marketing has been used successfully in diverse campaigns including recycling, anti-smoking and many health care initiatives. But frequently, the social marketing campaigns we hear about are well-funded, with professionally produced TV ads and slick copy in major media. How does that translate to what community groups can do with a small amount of funding?

Peter Mitchell, who developed the teen targeted anti-smoking campaign called "Truth" and the Chesapeake Club "brand" which featured "Save the Crabs, Then Eat 'Em" outreach campaign targeting spring fertilizer use by homeowners, recently led an EPA sponsored workshop designed to help community groups put social marketing techniques to work in their local projects. Mitchell pointed out that the social marketing treats a social program as a choice and transforms preaching into persuasion. The

purpose of a social marketing campaign is to change behavior, not beliefs. A key element of social marketing is identifying and removing barriers to a desired behavior while creating an "enticing" product that will inspire the desired action.

As always, it is important to identify your audience, as narrowly as possible. Different audiences face different barriers and therefore need different incentives in order to change behavior. The message needs to be a positive one, with clearly identified benefits to the recipient (the "Save the Crabs, Then Eat 'Em" campaign is a prime example of giving a benefit to the reader.) And the campaign needs to ensure that tools and skills necessary to take the desired actions are available and easy to do.

Another practitioner of social marketing, Dr. Doug McKenzie-Mohr, points out that "behavior change is most effectively achieved through initiatives developed at the community level which focus on removing barriers while simultaneously enhancing the activities' benefits." Visit the website www.cbsm.com for more information and good resources. Peter Mitchell's website is www.marketing4change.com. Additional social marketing resources can be found at: www.globalactionplan.org

November 16 Murrysville, PA

WREN Source Water Protection Workshop

Workshop is DEP approved for 3.5 Contact Hours through PRWA, if eligible.

1:00 p.m. - 1:15 p.m. Registration, 1:15 p.m. - 4:45 p.m. Workshop,

4:45 p.m. Operator Test (Bring Client ID card if eligible for Contact hours)

Register at www.drinkingwaterwise.org

FARMLAND IMPROVEMENT PROJECTS TO PROTECT WATER QUALITY AND DRINKING WATER

The Octoraro Watershed

2006 Calendar



Octoraro
Watershed
Association



Water Resources Education Network

FARMLAND IMPROVEMENT PROJECTS TO PROTECT WATER QUALITY AND DRINKING WATER

The WREN funded Best Management Practices calendar produced by the Octoraro Watershed Association has won rave reviews and garnered the sincerest form of flattery. Both the Berks County Conservation District and Southeast Project Grass received WREN funds to produce calendars of their own for 2007. In all three cases, the calendars target audience is farmers and feature pictures of successful local conservation practices that protect water resources.



The Fifth Annual Ohio Watershed Celebration Cruise attracted close to 900 visitors on 9/21/06. The Majestic travels up the Allegheny River from its dock at Station Square in Pittsburgh to the Holton Bridge in Oakmont and returns for a fun and information filled day. Exhibits, speakers and activities filled the journey. Sponsored by Stream Restoration Inc. <http://www.streamrestorationinc.org/>



The PA Fish and Boat Commission, with a live reptile display, was one of many partnering agencies at the Clearfield County Conservation Celebration. Over 400 participants enjoyed activities provided by state and federal agencies and local watershed groups. Rachel Kester, Watershed Specialist with the Clearfield County Conservation District, attributes the success to the hard work of volunteers and project partners, as well as an extensive advertising campaign. Contact Rachel at rkesterccd@atlanticcbbn.net

PSU Survey Invitation

Pennsylvania is home to over one million private water wells that provide drinking water to over three million rural residents, with an additional 20,000 new water wells drilled each year. Pennsylvania, however, is one of the few states that have no guidelines on how to construct and maintain private water wells, and many fail at least one drinking water standard.

Since all aspects of private well location, construction and management are voluntary, little is known about them and how they perform for homeowners. This makes it difficult to create educational programs to meet the needs of existing and future well owners. The purpose of this research study is to learn about the characteristics and management of private wells in the state along with homeowner opinions. Penn State University in cooperation with the Pennsylvania Water Resources Research Center is offering you an opportunity to contribute through an online survey regarding your private water well.

You must be a Pennsylvania resident and at least 18 years old to complete the online survey, which will take less than 10 minutes. Please do not fill out the survey if your water comes from a public (city) water supply or from a spring or cistern. Your knowledge and opinions will help shape Penn State programs in the next five years for existing and future well owners.

To access the survey, visit:
<http://water.cas.ps.edu>

\$5 Million for Chesapeake Bay

National Fish and Wildlife Foundation has grants available for projects that reduce nutrient runoff to the Bay and its tributaries. Priority will be given to projects that demonstrate innovative, sustainable and cost-effective strategies. Visit <http://www.nfwf.org/targetedwatersheds>.

Resources ...

THIS IS SMART GROWTH

(International City/County Management Association (ICMA) and the Smart Growth Network, 2006) illustrates how communities can turn their visions, values, and aspirations into reality, using smart growth techniques to improve the quality of development and protect environmental resources. Free copies are available from the EPA National Service Center for Environmental Publications at 800-490-9198 or via e-mail at ncepimal@one.net. Ask for publication number 231-K-06-002. "This Is Smart Growth" is available electronically at www.smartgrowth.org

GREEN TEACHER is a magazine by and for educators to enhance environmental and global education across the curriculum at all grade levels. This magazine provides activities on many topics, including drinking water. To learn more about *Green Teacher*, visit online at <http://www.greenteacher.com/>.

CLEAN WATER MATTERS: A CITIZENS' GUIDE TO LEGISLATIVE ACTION

(Jewish Health Care Foundation of Pittsburgh and Western Pennsylvania Conservancy, 2006) includes fact sheets on Watersheds, Stormwater and Wastewater, Abandoned Mine Drainage, Agriculture, and Greenways and Open Space and a legislative toolkit. Available from Western Pa Conservancy's Freshwater Conservation Program, 724-459-0953 or watershedcenter@paconserve.org.

POISONING WILDLIFE: The Reality of Mercury Pollution

(National Wildlife Federation, 2006) a compilation of 65 published studies finding elevated mercury in a wide range of wildlife species. Available at www.nwf.org/news

POWR Offers Brochure Help

Pennsylvania Organization of Watersheds and Rivers (POWR) has announced that it will provide assistance with producing brochures to members.

Six panel, tri-fold brochures are available in black and white or full color. The brochures will be designed by POWR at the direction of the sponsoring organization.

Because POWR is designing and printing the brochures in-house, it can offer them at a substantial discount.

For information on POWR's production services, or to become a member, contact John Coutts at 717-234-7910 or email jcoutts@pawatersheds.org.

Visit www.pawatersheds.org to learn more about POWR.

Find It on the WREN Website

Looking for examples of pubs, brochures, calendars or placemats? Check out the WREN website at: <http://wren.palwv.org/products/>

New on the site:

Boro of Riegelsville - placemat, coloring sheet

Meadville Area Water Authority - bookmark, coloring book, groundwater flyer

Gettysburg Source Water Protection Project - placemat, brochure, bookmark

Also, a new section on Water Festivals, with materials, including press releases, brochures and program booklets from experienced hands.

WATER

Water Resources Education Network

A project of the LWVPA CEF

Water Resources Education grants available up to \$5000 for community projects

applications due (postmarked)
April 2, 2007

contact:
sherehess@yourinter.net
724-465-4978

WEBSITES OF NOTE

New England Interstate Water Pollution Control Commission
<http://www.neiwpcc.org>

WAVes Program -
University of Wisconsin's
Water Action Volunteers
<http://clean-water.uwex.edu/wav/>

Clean Water Network
www.cwn.org

San Antonio Water System h2o
university
http://www.saws.org/education/h2o_university/index.cfm

Earth 911
<http://www.earth911.org>

Coldwater Heritage Grants Available

2007 Grant Round Open
Grants to Develop Coldwater
Conservation Plans
deadline December 15, 2006

Visit
www.coldwaterheritage.org

LWVPA-CEF
226 Forster Street
Harrisburg, PA 17102-3220

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Water POLICY NEWS Fall 2006

Pennsylvania Water Resources Education Network

<http://wren.palwv.org/> & www.drinkingwaterwise.org

Calendar . . .

October 12 Pottstown, PA *Monitoring Matters*

Sponsored by the Schuylkill Action Network

Visit: www.schuylkillactionnetwork.org

October 14 Coraopolis, PA *Penn Future's Watershed Workshop*

Register at 1-800-321-7775, or visit www.pennfuture.org

October 16 Newark, DE *The Delaware: Challenges and Opportunities Affecting a Working and Environmental River*

Sponsored by the Water Resources Association of the Delaware River Basin and others

For info: Martha Corrozi, 302-831-4931 or mcorrozi@udel.edu

October 23-26 Columbus, OH *2006 Watershed Institute*

Sponsored by the Center for Watershed Protection and River Network
Contact Rebecca Winer, 410-461-8323; email: rrw@cwpa.org

October 25-28 Atlantic City, NJ *Ninth Annual Wetlands and Watershed Workshop*

Sponsored by US EPA Region 3, Wetlands Work Group

Visit www.wetlandsworkgroup.org

November 1-3 Lansing, MI *2006 Groundwater Foundation Conference*

Visit: www.groundwater.org

November 2 Lionville, PA *Southeast Pennsylvania Water Reuse Conference 2006*

Visit: www.pawatersheds.org/waterreuse06/

November 6-9 Baltimore, MD *AWRA Annual Water Resources Conference*

Contact Terry Meyer, 540-687-8390, terry@awra.org

Visit: www.awra.org

November 16 Murrysville, PA *WREN Source Water Protection Workshop*

Visit: www.drinkingwaterwise.org or call Julie Kollar, 267-468-0555

November 17 Murrysville, PA *Wellhead Protection for Small Systems*

Sponsored by PRWA
Visit: www.prwa.com or call Julie Kollar, 267-468-0555

Nov 17-19 Sheperdstown, WV *Chesapeake Watershed Forum*

Sponsor - Alliance for the Chesapeake Bay
Contact Deborah Rudy 717-737-8622

or visit www.AllianceChesBay.org

WREN grants available

visit

<http://wren.palwv.org>

applications due (postmarked)
April 2, 2007

contact:

sherenehess@yourinter.net
724-465-4978

Water Policy News is published three times a year by the League of Women Voters of Pennsylvania Citizen Education Fund for the Water Resources Education Network (WREN) Project. Funds for **Water Policy News** and the WREN Project are provided by the PA Department of Environmental Protection.

The WREN project provides funding for local groups engaged in water education projects and communications links between groups and individuals interested in improving local policy making for water resource protection. Local and statewide activities that focus on water resource education will be highlighted in each issue of **Water Policy News**.

Articles about water education activities are solicited from the readers of Water Policy News. Send newsletter items to Editor: Edith Stevens, RR 1, Box 1550, Cresco, PA 18326, estevens@ptd.net.

To receive this free newsletter or inquire about the resources available from the WREN Project, visit <http://wren.palwv.org>, or call the LWVPA at 1-800-692-7281 or write them at 226 Forster St., Harrisburg, PA 17102. Please send address changes to the LWVPA office.