

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Water Is Worth It



PROTECTING YOUR CLEAN WATER FOR 40 YEARS


Telling the Story of Water: The Clean Water Act at 40

Trey Lewis

ORISE Fellow, EPA WaterSense



Disclaimer

- 
- This presentation does not reflect the views of the U.S. Environmental Protection Agency or the Oak Ridge Institute for Science and Education

The Wonder of Water



Water & Us



<http://history.museumwater.com/and>
- Lao Tzu, founder

http://en.wikipedia.org/wiki/Central_Arizona_Project

In the past...



40 Years of Opportunities & Threats

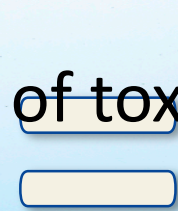
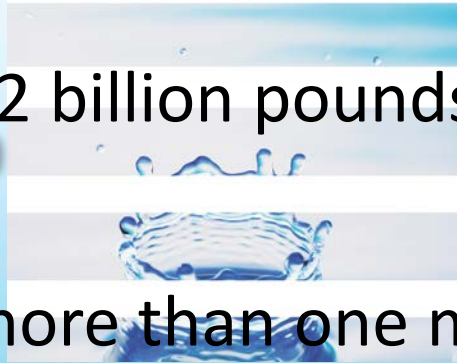
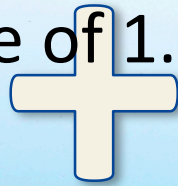
\$140 Billion for projects to improve the nation's water infrastructure and reduce pollution

Increased those served by secondary wastewater treatment from 86 million in 1968 to 206 million in 2008.

Prevented discharge of 1.2 billion pounds of toxic pollutants

Protected and restored more than one million acres of tidal wetlands, forests, streambanks and seagrass

Saved 287 billion gallons of water and \$4.7 billion in water and energy bills

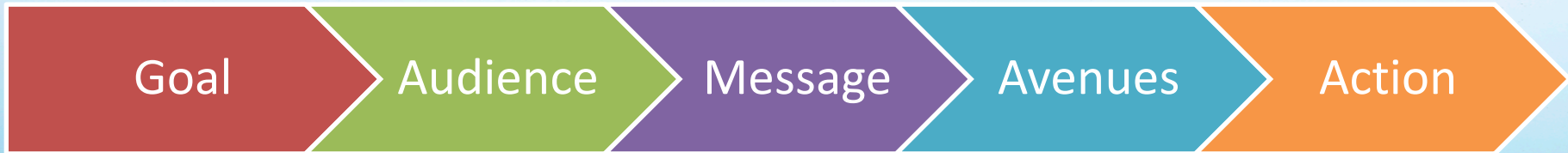


CWA @ 40 Begins



- Planning and Executing the Campaign
- The Avenues We Chose
- Our Takeaways and Recommendations
- The Future of Clean Water

Our Steps



Goals



- Mark 40 year anniversary of Clean Water Act
- Raise public awareness of importance of water
- Build support for EPA and everyone working for clean water

Audience

3 Main Audiences

1. Everyday people/general public
2. Students and Educators
3. The Media

The Message



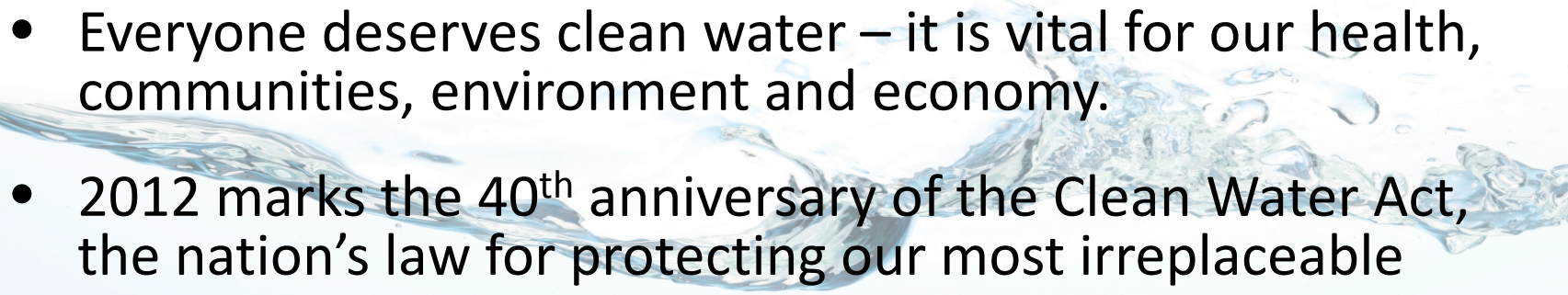
Water Is Worth It

PROTECTING YOUR CLEAN WATER FOR 40 YEARS




- Simple, relatable, and personal
- “Understandable, relevant and personally important”


Messages

- 
- Everyone deserves clean water – it is vital for our health, communities, environment and economy.
 - 2012 marks the 40th anniversary of the Clean Water Act, the nation's law for protecting our most irreplaceable resource.
 - We have made great progress in reducing pollution during 40 years of the Clean Water Act.
 - Many challenges remain and we must work together to protect clean water for our families and future generations.
 - EPA is working everyday to reduce pollution and protect clean water.
 - Clean water is everyone's responsibility – we all have a role to play in protecting water.

Avenues

- 
- Events
 - Media
 - Social Media
 - Public Video Project
 - Rachel Carson Contest
 - Photos- Then & Now
 - Importance of Water Report
 - Environmental Ed

The Avenues

- 
- Audience A1- Social Media & Events
 - Younger, more engaged promoters
 - Audience A2- Traditional Media & Events
 - Older, families
 - Audience B- Environmental Education, Importance of Water Report, Video Project
 - Audience C- Events and Traditional Media

Public Events



Traditional Media

The New York Times

The Opinion Pages

WORLD U.S. N.Y./REGION BUSINESS TECHNOLOGY SCIENCE HEALTH



RATIONAL MIDDLE
ENERGY SERIES

NOW
SEE THE FILMS. JOIN THE DISCU
JOIN THE C

OP-ED CONTRIBUTOR

Keep the Clean Water Act Strong

By WILLIAM K. REILLY

Published: November 28, 2011

San Francisco

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the creation of the Environmental
actions set our nation on a course
resources, but today, because of political pressures and court rulings,
the extent and durability of some of those key protections are at risk.

Waterkeepers Washington Celebrate Clean Water Act 40 and D.C. Rally

Posted: 09/12/2012 10:51 am

React >

Inspiring

Enlightening

Infuriating

Scary

Helpful

Amazing

Innovative


Adorable

Read more >

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<http://www.huffingtonpost.com/bart-mihailovich/waterkeepers-washington-c b 1874274.html>

Website

**EPA**
United States Environmental Protection Agency

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Water Is Worth It


PROTECTING YOUR CLEAN WATER FOR 40 YEARS






Video Project

Create a Video & Tell Us Why Water Is Worth It To You.




Milestones

A look at landmark moments for water during the past 40 years.




Clean Water Act 101

An introduction to the law and overview of its key programs.



What Others are Doing

Connect with other campaigns to mark the 40th anniversary.




Education K-12

2012 marks the 40th anniversary of the Clean Water Act, the nation's law for protecting our most irreplaceable resource. Every person deserves clean water – it is vital for our health, communities, environment and economy. We have made great progress in reducing pollution during the past 40 years. But many challenges remain and we must work together to protect clean water for our families and future generations. Everyone has an impact on the water and we are all responsible for making a difference. Water is worth it.


News

- **EPA's Water is Worth It Video Project** – Celebrate the Clean Water Act 40th Anniversary. Create a Video & Tell Us Why Water Is Worth It to You.
- **Images of Water** – A "how and then" gallery of water photos from 1972 and 2012.
- **It's Our Environment blog** – Read about the campaign to mark the 40th anniversary of Clean Water Act.


#cleanwater Latest Updates



EPAAwater 2012 is the 40th anniversary of the #CleanWater Act-check out what others are doing to help mark the anniversary. go.usa.gov/f68 yesterday · reply · retweet · favorite



EPAAwater We've got some great resources & activities to teach students about clean water. go.usa.gov/f60 #cleanwater 3 days ago · reply · retweet · favorite



EPAAwater 2012 is the 40th anniv of the

Join the conversation

Social Media



U.S. EPA Water
@EPAwater
The Environmental Protection Agency's Office of Water- working for clean water for all Americans
USA <http://water.epa.gov>

Following: 2,010
Tweets: 602
Followers: 18,743

Tweet to U.S. EPA Water
@EPAwater

Tweets

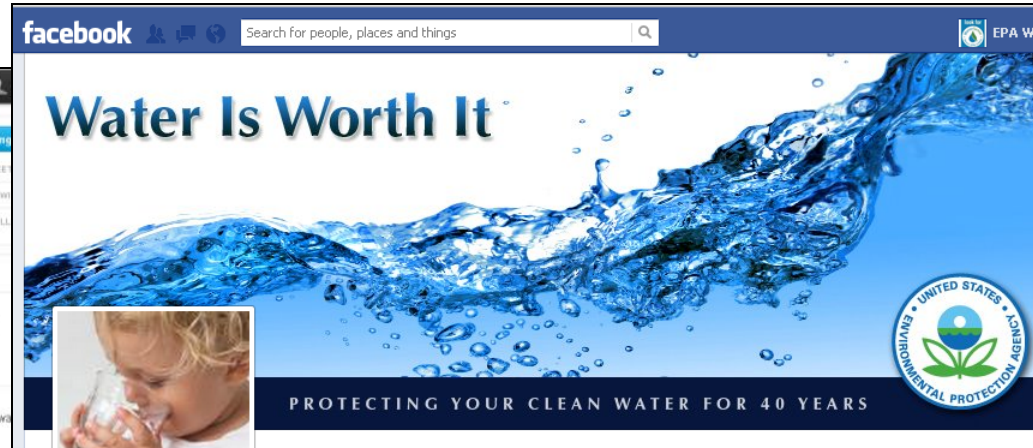
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Technology behind high efficiency toilets has come a long way in recent years says Phys.org bit.ly/maTHQ1
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PROTECTING YOUR CLEAN WATER FOR 40 YEARS

UNITED STATES • ENVIRONMENTAL PROTECTION AGENCY



YouTube epa clean water act 40th anniversary

Water Is Worth It Video Project

USEPAgov + Subscribe 215 videos

Water Is Worth It

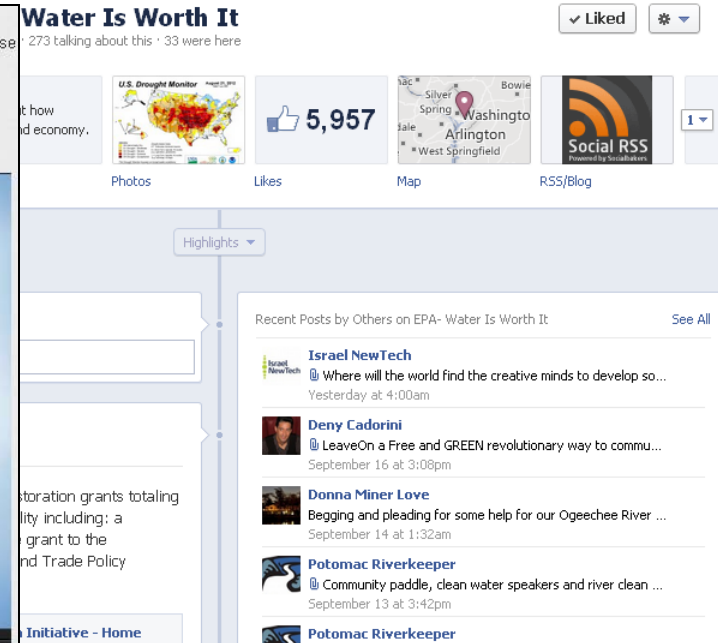
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Like Add to Share

2,305

Published on May 15, 2012 by USEPAgov

We're asking Americans like you to send in a 15-second response to this video explaining the important role that water plays in your life. So grab your friends, family, coworkers, neighbors, classmates, and pets and join in and let



Water Is Worth It

273 talking about this · 33 were here

5,957 Likes

Photos Likes Map RSS/Blog

Highlights

Recent Posts by Others on EPA- Water Is Worth It

- Israel NewTech**
Where will the world find the creative minds to develop so...
Yesterday at 4:00am
- Deny Cadorini**
LeaveOn a Free and GREEN revolutionary way to commu...
September 16 at 3:08pm
- Donna Miner Love**
Begging and pleading for some help for our Ogeechee River ...
September 14 at 1:32am
- Potomac Riverkeeper**
Community paddle, clean water speakers and river clean ...
September 13 at 3:42pm
- Potomac Riverkeeper**

Initiative - Home

Social Media

Twitter Chat with
Nancy Stoner

#cleanwater



Video Project & Rachel Carson

Rachel Carson Sense of Wonder Contest

Sense of "Water" Contest

2012 is the [40th Anniversary of the Clean Water Act](#), and this year's Sense of Wonder contest will focus on water. To honor this anniversary, the contest has been renamed the Sense of Water Contest for 2012. The deadline for entries is June 1, 2012.

What's the Contest About?

The U.S. EPA, Generations United, the Dance Exchange, Council, Inc., and the Center for Creative Media are sponsoring a poetry, essay, or video contest. Entries can be from a team of two or a young person.

or water through us. Capture, explore and study how we share our own interactions.

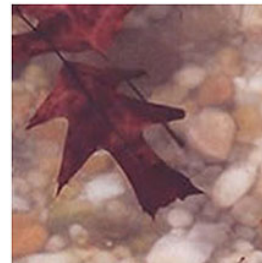
living body. You can't change it in a storm, a

makers are

1951 Rachel Carson's *Around Us*. The

sampling and savoring, could not be passed on to the sea with new

ific style, sea. In the uniqueness



About the Contest

- [Vote now](#) for the 2012 Finalists. Deadline: September 24, 2012
- [About Rachel Carson](#)
- [Partners of Rachel Carson Sense Of Wonder Contest](#)
- [Criteria for Judging](#)
- [FAQs in English](#)
- [Entry Form \(PDF\)](#) (2 pp, 222KB, [About PDF](#))
- [2012 Contest Flyer \(PDF\)](#) (1 pg, 156K, [About PDF](#))

2012 Contest

- [2012 Finalists](#)

Previous Winners

2011 Contest

- [Winners](#)
- [Finalists](#)

2010 Contest

- [Winners](#)
- [Finalists](#)

2009 Contest

- [Winners](#)
- [Finalists](#)

2008 Contest

- [Winners](#)
- [Finalists](#)

2007 Contest

- [Winners](#)
- [Finalists](#)

YouTube

epa clean water act 40th anniversary



Browse

Water Is Worth It Video Project

USEPAgov



Subscribe

215 videos



Water Is Worth It



Like



Add to

Share



2,305



Published on May 15, 2012 by [USEPAgov](#)

We're asking Americans like you to send in a 15-second response to this video explaining the important role that water plays in your life. So grab your friends, family, coworkers, neighbors, classmates, and pets and join in and let

8 likes, 0 dislikes

Then & Now



Importance of Water Paper



U.S. ENVIRONMENTAL

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Estimating the Value of Water to the U.S. Economy

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(DFO):

Responsible Committee

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Estimating the Importance of Water to the U.S. Economy

[Consideration of the](#)

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BACKGROUND.

EPA's Office of Water
value of water to the
importance of clean
availability clean wat
of the economy (i.e.
data are available or
value of water in the
nonmarket economic
watershed, or local).

[Agency Charge](#). (PD

RESPONSE

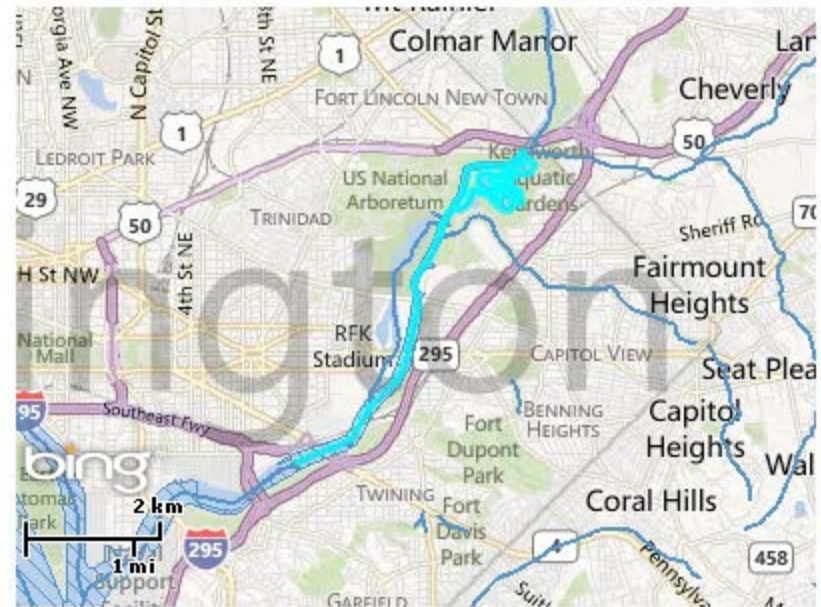
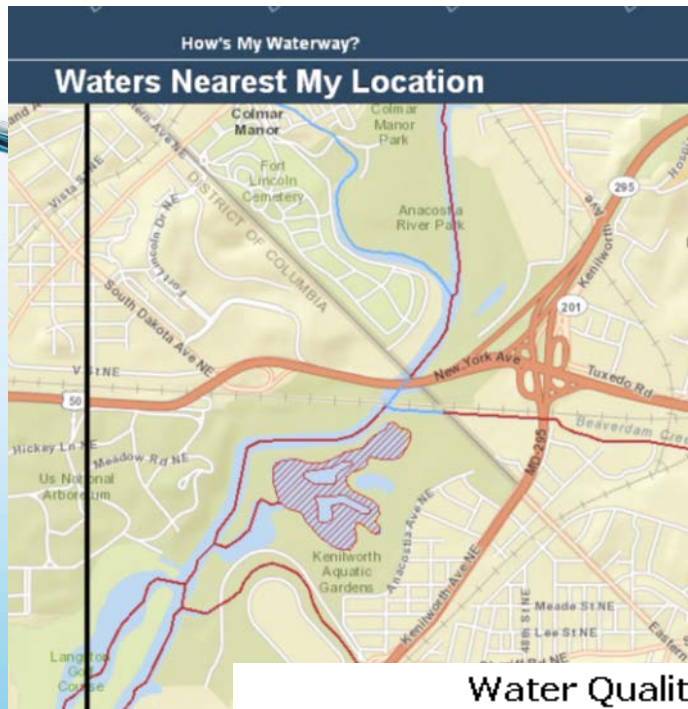
Methodology to evaluate the
develop a report on the
such as how the
provide to different sectors
ing and energy), and what
with EPA research on the
integrate market and
, EPA, state, regional,

COMING SOON

- [SAB Home](#)
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- [Advisory Council on
Clean Air Compliance
Analysis](#)

“How’s My Waterway?”

2010 Waterbody Report for Anacostia Dc



Click on the waterbody for an interactive map


Water Quality Assessment Status for Reporting Year 2010

The overall status of this waterbody is Impaired.

[Description of this table](#)

Designated Use	Designated Use Group	Status
Navigation	Other	Good
Primary Contact Recreation	Recreation	Not Assessed
Protection And Propagation Of Fish, Shellfish And Wildlife	Aquatic Life Harvesting	Good
Protection Of Human Health Related To Consumption Of Fish And Shellfish	Aquatic Life Harvesting	Impaired
Secondary Contact Recreation And Aesthetic Enjoyment	Aesthetic Value	Impaired

Our Takeaways

- 
- Messaging is key
 - “You can’t just say it, you gotta say it the right way”
 - Choose avenues to fit audiences
 - Partnering with the right people makes all the difference
 - And our partners were great!

Our Partners

- Special thanks to all of our partners


American Rivers
Clean Water Action
Clean Water America Alliance
Clean Water Network
Earth Justice
Environment America
Natural Resource Defense Council (NRDC)
National Wildlife Federation
River Network
Sierra Club
Waterkeeper Alliance
My Clean Water Act
Wyland Foundation
Effect Partners
American Sport Fishing Association
Association of State Fish & Wildlife Agencies
Ducks Unlimited

Izaak Walton League
Theodore Roosevelt Conservation Partnership
Trout Unlimited
Association of State Drinking Water Administrators
Association of State Floodplain Managers, Inc.
Association of State Wetland Managers
Association of Clean Water Administrators
Association of Metropolitan Water Agencies
American Society of Civil Engineers
American Water Works Association
National Association of Clean Water Agencies
National Association of Flood & Stormwater
Management Agencies
National Association of Water Companies
Water Environment Federation
National Environmental Education Foundation

Other Recommendations

- 
- Have a plan, follow it and adjust as needed
 - Right people for the right job
 - Tell a story
 - “Make complex policy debates understandable, relevant, and personally important”
 - Prof. Matthew Nesbitt, American University

The Future of Clean Water

- 
- The future looks bright
 - People have higher environmental expectations
 - Have to keep telling the story and we have to get better at it
 - "There are far, far better things ahead than any we leave behind"
- C.S. Lewis

Questions



Feel free to contact me (Trey Lewis) with questions at:

lewis.trey@epa.gov

or

(202)564-6601

Shameless Self-Promotion #1:

“Putting the Social into Social Media”

-Friday at 10:35am in Room XYZ

Includes Park Howell (Park & Co, Water- Use It Wisely),
Martha Golea (ValleyCrest Takes On) and Mark Olson
(Tarrant Regional Water Authority, The Lawn Whisperer)