

Taking the General out of the Public

Presentation by
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Why Water Management Districts Educate

- Citizens' right to know and understand
- Less expensive than restoration
- Encourage public participation
- Meet ongoing need for education
- Wise investment



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Developing an Effective Program

Means approaching in several different ways.

To begin:

- Know change desired or needed
- Choose your audience
 - Who can affect the desired change?
 - Is there more than one group or audience?
- Select appropriate partners



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- Conduct research - focus groups, surveys, etc.
- Develop your message(s) based on audience
 - What message will appeal to the group targeted?
 - Does the message or delivery need to be changed for each target?
- Refine your method or approach



- Develop program materials
- Pilot test
- Implement
 - Develop plan
 - Consider phasing based on
 - County
 - Region
 - Budget
 - Staff
 - Message
- Develop evaluation process



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The Great Water OdysseySM



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The Great Water Odyssey SM

- An interactive computer curricula for third-, fourth- and fifth-grade students
- A tool for educators to teach children about **water conservation** and other **water resource issues**
- Designed to meet Florida's Sunshine State Standards and to help prepare for the FCAT



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Education Needs

- Align with Florida Sunshine State Standards
- Align and integrate programs that use scientific reading research
- Focus on **rigor** and **relevance** to promote student achievement
- Align with the Florida Professional Development System Evaluation Protocol



Water Resource Issues Taught

- Natural systems
- Conservation
- Stormwater runoff
- Resource protection
- Growth management



We all play a role

Results

- 120 schools using Odyssey
- 13 counties within the District
- 320 educators trained
- Approximately 8,000 students using Odyssey



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Evaluation Results

Testing	Pre	Post	Average Gain
Teacher Learning	5.82%	7.86%	2.27%
Student Learning	27.15%	49.22%	22.07%
Implementation			
New knowledge accessed 6.7 times over a 30-day period			
54% of teachers are using the materials back in their classrooms			
69% of teachers reported sharing Odyssey with their colleagues			
50% of teachers were interested in receiving all grade levels of Odyssey			
Behavior Change			
54% of the teachers reported that students made changes in their behavior at home			
35% of the teachers observed their students making behavior changes at school			

Water Conservation Public Awareness Campaign

Think **2** Two



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Campaign Overview

- Mass media, paid advertising
 - TV, radio, newspaper, bill boards, direct mail
- Partnership effort
 - Local governments and water supply utilities
- Research
 - Focus groups and telephone surveys



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Campaign Focus

- 2002-2004 campaign
 - Increase awareness
 - Educate on simple ways to conserve
 - Instill a sense of social responsibility
- 2005-2007 campaign
 - Lawn and landscape irrigation rule
 - Proper lawn irrigation techniques
 - Why conservation is important
- Goal
 - Change water use behaviors



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Campaign Results

2002-2004

- Increased awareness from 66% to 88%
- Increased knowledge from 63% to 95%
- Resulted in significant behavior change
 - 750,000 people admitted to changing behaviors

2005-2007

- Increased rule awareness from 45% to 62%
- Decreased three day or more watering from 31% to 12%



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Florida

WaterSM



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Program Objectives

- Develop certification program for builders
- Design a rating system similar to the Energy Star rating system
- Increase the building community's knowledge about water-efficient building practices
- Increase the number of new homes built with water efficient features
- Cut outdoor water use in half or more



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Florida Water StarSM Results

- 3 builders/developers
 - Collins Builders – 73 homes in Blackwood Forest
 - Beazer Homes – 48 homes in Arbor Glen and 58 homes in Villages of Westport
 - Paradise Cove
- 13 homes have been certified
- 14 certifiers trained



- Partners

- Program for Resource Efficient Communities
- Northeast Florida Builders Association
- JEA
- Florida Irrigation Society



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Summary

- Effective programs and campaigns target their audiences, and craft their messages, and delivery mechanisms.
- They look at the community and its needs.
- They foster traditional and non-traditional partnerships.



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"Imagination will often carry us to worlds that never were. But without it, we go nowhere."

— Carl Sagan

For more information, visit

- thegreatwaterodyssey.com
- floridaswater.com
- floridawaterstar.com
- sjrwmd.com/education



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