

# 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



# The Great Water Odyssey<sup>SM</sup>



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# *The Great Water Odyssey* <sup>SM</sup>

- 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



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# 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%
<b>Implementation</b>			
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			
<b>Behavior Change</b>			
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

Water<sup>SM</sup>



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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](http://thegreatwaterodyssey.com)
- [floridaswater.com](http://floridaswater.com)
- [floridawaterstar.com](http://floridawaterstar.com)
- [sjrwmd.com/education](http://sjrwmd.com/education)



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