

## Education and Public Outreach Working Group

### Charge from Groundwater Management Area Advisory Committee

Create the 2014 Outreach Task List

### Working Group Members

Andres Cervantes (GWAC-DOH), Jean Mendoza (GWAC-Friends of Toppenish Creek), Tom Tebb (GWAC-Ecology), Elizabeth Torres (Citizen), Gretchen Stewart (EPA), Nieves Negrete (Citizen), Patricia Newhouse (GWAC-Citizen Rep Position #2), Tom Eaton (GWAC-EPA), Dean Effler (Citizen), Joye Redfield-Wilder (Ecology), Wendell Hannigan (GWAC-Alternate), Stuart Turner (GWAC-Turner & Co)

### Meetings/Calls Dates

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Meeting: Wednesday, February 5, 2014

1:30 PM – 3:30 PM

### Participants

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Andres Cervantes (GWAC-DOH), Joye Redfield-Wilder (Ecology), Lisa Freund (EPO Chair -Yakima County), Karri Espinoza (Yakima County staff), Jean Mendoza (GWAC-Friends of Toppenish Creek), Patricia Newhouse (GWAC-Citizen Rep Position #2), Ignacio Marquez (AGR), \*Gretchen Stewart (EPA)

\*via phone

### Key Discussion Points

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**Welcome & Meeting Overview:** Lisa Freund welcomed the group and presented an overview of the meeting agenda.

**Request to Translate GWAC Meeting Summaries:** Jean requested that the EPO consider translating the monthly GWAC meeting summaries into Spanish, noting that the meeting summaries are an important outreach tool for her constituents and others. After lengthy discussion, the group agreed that there is no data to indicate that translating meeting summaries is a cost-effective use of the outreach budget. Data from the website indicates that meeting summaries are not a popular hit, and most people do not rely on meeting summaries as their primary source of information.

EPO's Outreach Plan seeks audience inclusion by a number of means, including translating all outreach campaign materials (surveys, handouts, PSA's news releases, etc). Evaluations will also be conducted to determine how audiences prefer to receive their information. If evaluation results indicate a demand for meeting summaries, the group

will revisit the issue. All members were in agreement with this decision except Jean Mendoza, who asked that her minority opinion be noted.

**ACTION:** No further action will be taken at this time. Requests for document translation will be considered on a case-by-case basis.

**2014 Outreach Task List:** The group reviewed and approved the draft 2014 Outreach Task List created by Lisa Freund and Andy Cervantes. All seven GWAC working groups were assigned this task. The lists will be compiled by the GWAC facilitator into a 2014 working document for the GWAC. Residential, Commercial and Industrial (RCIM) has already submitted a draft list that identifies outreach in its 2014 plans. Other working groups may also submit EPO requests, and placeholders have been inserted in the spreadsheet for this possibility.

The group agreed to the task list as written. Lisa noted that if members had additional items for the task list after today's meeting, to please forward them to her by Friday, February 7.

**ACTION:** Lisa Freund will forward the task list to Penny Mabie on Friday, February 7.

**ACTION:** RCIM will be invited to the March 5, 2014 EPO meeting to discuss their outreach needs.

**Outreach for High Risk Well Assessment Survey:** The County has currently received 18 completed Well Assessment surveys from the Yakima Health District and 32 more will be submitted shortly. 32 additional surveys are in process. The goal is 250 completed surveys and samples by March 31. That deadline may need to be extended as the radio ads did not start until the end of January on KIT and KDNA. The group discussed waiting several weeks before launching the final Spanish-language commercial ads in order to evaluate the effectiveness of the current radio campaign. After discussion, the group agreed to adhere to the radio schedule it had approved in December.

**Church Outreach.** Patricia Newhouse reported that she submitted the High Risk Well Assessment PSA information for consideration by the Sunnyside Association of Churches. There has been no feedback from the churches in the Association; however, her own church decided not to distribute it to their members or post it on their bulletin board because of the divisiveness of the subject. Church leaders noted that there are other means for people to receive information about the program.

**Flyer and Additional Lower Valley Outreach.** Lisa Freund distributed a copy of a draft Well Assessment flyer which will be presented to the GWAC for approval at its February meeting. Once approved, it will be translated and printed for distribution at Sunnyside WorkSource, the Cheyne landfill and lower Valley transfer stations and other lower valley

venues. Patricia Newhouse offered to distribute the well assessment flier to other agencies in the lower valley.

**ACTION:** Ignacio Marquez will contact KZTA, *La Familia* and The Bull to start running the PSA's as previously scheduled.

**ACTION:** Lisa Freund will check with Rand Elliott to see if the Town Square Media spot will be rescheduled.

**ACTION:** Andy Cervantes and Ignacio Marquez will participate in KDNA's live public affairs program on February 14, 2014 at 4pm to talk about nitrates, the Well Assessment Survey, and the GWAC.

**ACTION:** Lisa Freund will present the High Risk Well Assessment flier to the GWAC for approval at the February 20, 2014 meeting. The reference to the boundaries will be changed to "Not Available on Yakama Reservation."

**ACTION:** Lisa Freund will send Ignacio Marquez the Public Questionnaire and handouts which he will use to create a questionnaire for the Work Source presentations.

**ACTION:** Ignacio Marquez will move forward on scheduling the presentation at Work Source and preparing the hand-outs.

**ACTION:** Andy Cervantes will work with Jean Mendoza to evaluate the data from the Heritage Questionnaire

**New Mom's Brochure:** Jean Mendoza presented two versions of the New Mom's Brochure: one complex and one simple. She explained that she and Dean Effler propose to distribute the brochure through hospitals (maternity nursing units) throughout the County. Nurses in turn may distribute it to new moms at the time of delivery, if the mom obtains her drinking water from a private well.

Joye Redfield-Wilder submitted edits to the simplified version of the brochure prior to the meeting. Gretchen Stewart noted that she forwarded both versions to the Northwest Pediatric Environmental Health Specialty Unit (PEHSU) and Margo Young for review and input. She hopes to hear back from them in the next few weeks. Ignacio Marquez suggested a few graphics would make it more attractive. Joye suggested the group should also reach out to the Yakima Valley Farm Workers Clinic.

**ACTION:** Gretchen Stewart will report back to Jean on the feedback from PEHSU and Margo Young and assist with developing next steps.

**ACTION:** Joye Redfield-Wilder will contact the Communications Department at Yakima Valley Memorial Hospital to explore the best means of obtaining approval for the New Mom campaign.

**ACTION:** Dean Effler will make contact with the Directors of Nursing at the Sunnyside, Toppenish, Prosser and Yakima hospitals and Farmworkers Clinics to determine interest in and feasibility of this outreach.

**2014 Meeting Schedule:** The group agreed that the first Wednesday of the month meeting schedule is still workable. Dean Effler will join the next two meetings via Skype.

**ACTION:** Lisa Freund will arrange for Skype to be set up for the March and April meetings.

### **Resources Requested**

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None.

### **Recommendations for GWAC**

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Spanish-language translation of GWAC meeting summaries is not recommended at this time.

Approve talking point slides and well assessment flier as presented.

Clarify that once GWAC has approved basic messaging, the delivery formats (flyers, slides, presentations/speeches, PSAs) do not need GWAC reapproval.

### **Proposed Next Steps - March Meeting Topics**

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- RCIM Outreach Request (Bob Farrell, Chair)
- High Risk Well Assessment Status (Ignacio, Andy, Lisa)
- New Mom Campaign update (Jean, Dean and Gretchen)
- Analysis of the Public Questionnaire results (Jean & Andy)
- Placeholders-
  - Website
  - Schools Outreach

The meeting was adjourned at 3:30 PM.

Next meeting Wednesday, March 5, 2014 at 1:30 PM, Yakima County Courthouse Room 419 (phone: 509-574-2353 [PIN# 2353#])