

EDUCATION & PUBLIC OUTREACH Working Group

Charge from Groundwater Management Area Advisory Committee

Working Group Members

Andres Cervantes, Jean Mendoza, Tom Tebb, Rachel Little, Elizabeth Torres, Gretchen Stewart, Mark Nielson, Nieves Negrete, Patricia Newhouse, Tom Eaton, Dean Effler, Joye Redfield-Wilder, Wendell Hannigan, Stuart Turner

Meetings/Calls Dates

Meeting: Thursday, February 21, 2013 8:00 AM-10:00 AM

Participants

Andres Cervantes, Tom Tebb, Joye Redfield-Wilder (Ecology); Rachel Little, Benton Conservation District; Dean Effler, Elizabeth Torres, Jean Mendoza (via phone) and Lisa Freund (Yakima County)

Key Discussion Points

EPO Lead Confirmed (Lisa Freund)

Identified Short-Term/Long-Term Goals and Outreach Materials

Outreach Materials discussed:

1. Surveys (1. High Risk Well Users; 2. Community Awareness and 3. Health Professional Survey);
2. A draft letter to health professionals suggested by Dean Effler; (Tom Tebb will provide additional language to Dean)
3. Other Communications: FAQs/focus sheets and information to new mothers (need GWAC agencies and others to submit project-relevant materials).
4. Media: Web, print, newspaper, social media, radio, community events, TV
5. Project Logo

Resources Requested

Requesting partner agencies identify and forward their project-relevant FAQ/Focus materials to the EPO for web and print outreach. Please submit as Web links and/or in electronic format.

Recommendations for GWAC

EPO is requesting the GWAC's approval to continue developing/finalizing the three surveys and print materials for the GWAC's final review and approval at the March 21 meeting; and to approve a project logo design (three logos will be forwarded for the GWAC's consideration).

Deliverables/Products Status

1. Surveys (1. High Risk Well Users - survey is complete. Needs EPO & GWAC approval. 2. Community Awareness - Jean has submitted a draft survey. Needs EPO review & GWAC approval 3. Health Professional Survey. Not started. Dean/Jean to submit a draft?)
2. GWMA Web site - has been developed and is online; needs Agency FAQs/Fact Sheets; needs EPO review and refinement. <http://www.yakimacounty.us/gwma/>
3. Letter to health professionals - Dean will revise the draft based on today's EPO comments. EPO will review and make recommendations on letter to the GWAC. (*Note: Tom Eaton suggested at the 2/21/13 GWAC meeting to solicit a healthcare professionals organization to endorse/sign the letter*)
4. Media: Web, print, newspaper, social media, radio, community events, TV - to be determined based on other outreach instruments (surveys, print materials, etc.)
5. Project Logo - five logos have been created. EPO needs to review and cut choices to three; bring three choices to GWAC, which will determine final logo.

Proposed Next Steps

The EPO will create a packet of outreach materials for the GWAC's review prior to the March 21 meeting. The packet will include the three surveys, a letter to health care professionals, and logos.

The EPO will ask the GWAC to review/make suggestions and approve materials at March 21 meeting.

Next meeting of the EPO will be early March (date to be determined).
