

## Education and Public Outreach

### Charge from Groundwater Management Area Advisory Committee

#### Working Group Members

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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), Dean Effler (Citizen), Joye Redfield Wilder (Ecology), Stuart Turner (GWAC-Turner & Company), Ignacio Marquez (AGR)

#### Meetings/Calls Dates

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Meeting: Wednesday, May 6, 2015 from 1:30 p.m. to 3:30 p.m.

#### Participants

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Lisa Freund (Chair-Yakima County), \*Andres Cervantes (GWAC), Gretchen Stewart (EPA), Jean Mendoza (GWAC), Jim Davenport (Yakima County) Jim Dyjak (GWAC), Joye Redfield Wilder (Ecology), Lee Murdock (Yakima County), Patricia Newhouse (GWAC)

\*via phone

#### Key Discussion Points

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- **EPO Achievements**

Lisa reviewed EPO's achievements from 2012 to present. The most recent accomplishment is communications back to the 2014 high risk well assessment participants. 171 unique letters and educational materials will be mailed to the survey participants this week. The purpose of the mailing is to provide participants with their well sampling results, provide well testing resources and to ask them to invite their neighbors and friends to participate in the second round of well sampling.

Joye suggested creating and issuing a news release announcing the release of the results. The release will be issued concurrently with the mail drop. The group agreed.

Lisa noted that all EPO's materials, with the exception of web postings, have been produced and distributed in English and Spanish. A member asked if the PowerPoint presentations posted on the web ("train the trainer" materials) had been translated into Spanish. Lisa responded not yet; however, with the update of the website, Spanish-language web access will be addressed.

Gretchen Stewart was asked to provide details on the PEHSU partnership and the number of clinicians (48) who have been trained. She noted that the next assignment was to complete the New Mom photo novella, in response to Yakima Valley Memorial Hospital's

(YVMH) request for simpler materials. The goal is to complete the novella by September. She added that 2000 new mom flyers have been distributed to the hospitals, with YVMH requesting additional copies.

Jim Davenport asked if there was a means to calculate the effectiveness of PEHSU's campaign. Gretchen replied no, not yet. Nor has "Blue Baby" been recognized by the state as a reportable condition. She observed that medical schools do not provide environmental training to their students.

A member asked if coliform trends from the high risk well assessment survey could be identified. In response, Lee reminded the group that the sample size – 171 – was too small to draw meaningful results. The GWAC approved the second phase of high risk well assessment surveying in part to obtain a larger (meaningful) sampling.

- **EPO Outreach Plan**

Lisa noted that it is time to revisit the plan, which had an anticipated completion date of 2014. The EPO would be well served to validate the audiences and messages it identified in 2012, and use that validation to develop a communications plan that would guide its 2015-16 educational campaigns.

Using the Outreach Plan's audiences as a starting point, Lee walked the group through an exercise to affirm the outreach plan audiences and to set the stage for a communications plan. The plan would use the Outreach Plan as its source document, expand it, and provide a more structured task list for various outreach campaigns.

A broad discussion ensued regarding which audiences the EPO should target. For example, should the general public throughout Yakima County be aware of the GWMA activities. Jim Davenport replied that yes, if the County Commission is asked to take action on a controversial GWAC decision, it will go before the entire County.

Jim asked about the purpose of reducing the audience list to smaller categories. Lee explained that the purpose is not just to consolidate a list: the purpose is to determine if it is realistic.

Lee volunteered to complete the targeted audience exercise and email it to the EPO for its review. The group accepted her offer.

### **2015 EPO Campaigns**

Gretchen Stewart stated that she had volunteered to lead the effort to create the EPO's 2015-2016 outreach campaign. The outreach campaign will be a "boots on the ground" effort that will identify how the \$56,000 budget approved by the GWAC will be spent. It will use the EPO's guiding documents (i.e., Outreach Plan and Communications Plan) to take the EPO's strategy to the next level. Gretchen called for up to five volunteers to participate in an EPO ad hoc committee that will prioritize the targeted audiences, identify the key messages, and identify deadlines and vehicles to carry out the 2015-16 campaigns. Her goal is to have a marketing plan in place by September.

Ignacio Marquez, Patricia Newhouse and Lee Murdock volunteered for the ad hoc group.

Lee volunteered to create the draft communications plan by the end of May for Gretchen's group's consideration. The group accepted her offer.

The point was raised that the EPO needs to prepare for outreach implementation that will continue after the GWAC has completed its work. Jim observed that prevention is the ultimate goal: people's behaviors will need to change in order to improve groundwater quality. EPO will have a role in that work.

### **GWMA Website Update**

Lee reported that the work is continuing as outlined previously.

### **Resources Requested**

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- None

### **Recommendations for GWAC**

### **Deliverables/Products Status**

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- Lee will create a draft Communications Plan for Gretchen's ad hoc committee's review by the end of May.
- Lisa will draft a high risk well survey results news release to be released in conjunction with the participants' mailing.

### **Proposed Next Steps**

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Gretchen will convene the first meeting of the ad hoc campaign group the first week of June in Yakima.

Next meeting: Wednesday, June 3, 2015, from 1:30 p.m.-3:30 p.m., Yakima County Courthouse Rm 419