

[Education and Public Outreach]

Charge from Groundwater Management Area Advisory Committee m

Working Group Members

Andres Cervantes (GWAC-DOH), Jean Mendoza (GWAC-Friends of Toppenish Creek), Elizabeth Torres (Citizen), Gretchen Stewart (EPA), Nieves Negrete (Citizen), Patricia Newhouse (GWAC-Citizen Rep Position #2), Joye Redfield-Wilder (Ecology), Stuart Turner (GWAC-Turner & Co), Ignacio Marquez (AGR), Jessica Black (GWAC); Lisa Freund (Yakima County-Chair)

Meetings/Calls Dates

Meeting: Wednesday, June 1, 2016 from 1:30 p.m. to 3:30 p.m.

Participants

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

*Via phone

Key Discussion Points

The meeting was called to order at 1:35 p.m. Lisa reviewed the agenda, no additional items were added.

Sunnyside Health Fair

Pat and Lisa attended the Fred Hutchinson-sponsored Health Fair in Sunnyside on May 19 where they hosted a GWMA table. The event was moved indoors due to the weather which allowed for the tables to be closer together making the flow of the event run smoother. 120 people visited the event, mostly women with children, but also a few men. GWMA materials in English and Spanish were provided and visitors were invited to complete the public survey.

Lisa complimented Pat's technique for soliciting survey participation, noting that even if people said they lived in Sunnyside, Pat would ask them if they had family or friends who lived in the countryside. If they said "yes," Pat gave them a survey to pass along to those people. This technique should be continued at the upcoming health fairs to increase survey participation.

Pat noted it is imperative that at least one person volunteering at a Health Fair speak Spanish, as approximately 80% of the visitors preferred to speak in Spanish. Also, providing activities for the children is important to keep them entertained while their parents talk to staff and fill out the survey. Clip boards are also needed for visitors' to use when filling out the survey. Some photos were taking and photo release forms were signed by the visitors so photos can be posted to the website.

Upcoming Health Fairs

There are 4 more Health Fairs scheduled for this summer and more volunteers are needed, especially at the Zillah health fair (Sunday, July 17), which no one has signed up for. Members were encouraged to sign up. Pat observed that two volunteers per health fair is ideal.

Volunteers will not be responsible for set up or take down of the booth. Yakima County staff will bring all the supplies and set up the booth before the event, and take it down afterwards. Volunteers just need to attend and work the event.

Test strips: at upcoming health fairs, test strips with an instructional card will be offered to people on private wells so they can test their water. A self-addressed stamped envelope will be provided for them to return their test results to the County.

Gretchen and Ignacio are working on coloring sheets for children who visit the booth. Lisa noted that if they provide her the print-ready coloring sheets, the County will print them before the next event.

ACTION: Lisa will follow-up with Jessica Black to see if any Heritage University students would be willing to volunteer for future Health Fairs or other events.

Lisa will send Gretchen the GWMA logo for the coloring sheets.

Gretchen will work with Ignacio and Andy to create the coloring sheets.
Lisa asked that the print ready materials be provided to her by next week (June 10)

EPO Outreach Plan - 2016

Gretchen Stewart reported that the ad hoc committee had discussed target audiences and the best advertisement avenues to reach them. They determined that the general public in the GWMA was the primary target audience.

These following avenues were identified:

- Billboards
- Radio
- Fliers
- Website
- Medical Environments (clinics etc.)
- Health Fairs
- Publications from Irrigation Districts
- Irrigated Ag Working Group

General Outreach	Partnership with Irrigated Ag Working Group	Established Projects
<ul style="list-style-type: none"> • Billboards • Health Fairs • Displays 	<p>Wait for the IAWG to produces a report of their findings and needs.</p>	<ul style="list-style-type: none"> • Test Strips • GWMA Website • Radio • Well Testing • Surveys

The ad hoc group also recommended partnering with the Irrigated AG Working Group (IAWG) and the Irrigation Districts to conduct outreach. Finally, the group came to the conclusion that program sustainability, primarily through the website, should be a focus of outreach.

Jim Davenport noted that the EPO/IAWG partnership idea is timely. It will be important for the IAWG (and other technical groups) to identify who they want to educate, what they want to educate them on, and what goals they want to reach (define the program), and then bring that information to the EPO so the EPO identify how to implement the program, and how much it would cost (program design, budget.) One possible example is promoting annual soil sampling. The IAWG should be ready to have this discussion in the next couple of months.

A discussion began about the website content and link locations, this conversation was tabled until a County website representative can be determined and provide information on the back-end.

Billboard Campaign

Lisa obtained a quote from Lamar for a billboard in the lower valley that is not on the reservation - \$600 + installation for 4 weeks. The billboard faces east and is 10 x 20 feet with an estimated 35,000 impressions a week.

ACTION: Jean will forward the Clean Air Authority website link to Lisa.

Joy will forward the Story Map link to Lisa.

All members will take a look at the GWMA website and review its current content.

Pat will look for other billboard companies in the lower valley area and pass that information to Lisa so cost and availability can be obtained.

The next EPO meeting is scheduled for Wednesday, July 6th.

The meeting adjourned at 3:10pm.

Resources Requested

- None

Recommendations for GWAC

- None

Deliverables/Products Status

- Lisa will send Gretchen the GWMA logo to create print-ready publications.
- Lisa will investigate the number of web hits to the website provide that information to Gretchen for ad hoc consideration.
- Jean will forward the Clean Air Authority website link to Lisa.
- Joy will forward the Story Map link to Lisa.
- [Placeholder] deliver more New Mom flyers to area hospitals (unassigned)

Proposed Next Steps

- [Placeholder] Initiate outreach partnership with IAWG when that group is ready to move forward.
- Well testing: Add test strip kits to health fair information.
- Develop and implement a billboard campaign that promotes GWAC-approved messages (well testing, new mom and infant information, etc.)
- Develop partnerships with other agencies and/or providers who can help sustain the GWMA messages beyond the life of this group.