

## 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

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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)

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#### Key Discussion Points

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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

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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

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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

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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.

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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).