

EPO's Accomplishments Timeline 2012-2017

2012

1. EPO develops the Education and Public Outreach (EPO) Plan as required under WAC 173-100-090 (1) Groundwater advisory committee.
2. December 12, 2012 - GWAC approves the outreach plan; Yakima County submits it to the Department of Ecology.

***2013 - EPO Implements Education and Outreach Plan**

3. EPO creates GWAC logo options for GWAC consideration.
4. March 13, 2013 - GWAC approves a GWMA logo, which is used for all subsequent outreach materials, including but not limited to the website, letterhead, news releases, outreach flyers, program banner, and billboards.
5. **Public Awareness Survey.** GWAC contracts with Heritage University to conduct bilingual door-to-door surveys in the GWMA. EPO designs survey to gauge the public's awareness of the nitrate issue and its potential health impacts. (Work included but was not limited to creating the survey content and packets, mapping the areas to be surveyed, training 16 Heritage University students to conduct the survey, troubleshooting issues, conducting quality control of the survey methods, and entering data into a spreadsheet.)
 - a. **Outreach results:** 300 Direct Bilingual Contacts (direct mail, in person, flyers) to households in the GWMA.
 - b. 136 surveys completed
 - c. Spanish/English news releases issued to media (pre-and post-survey).
 - d. EPO issues survey results and posts to the website.
6. **Health provider outreach.** Over 200 healthcare providers receive nitrate-related health information and a survey asking them if they have observed symptoms of methemoglobinemia in their maternal or infant patients (English).
7. July 18- Commissioner Rand Elliott and Andy Cervantes make a presentation to the Central Family Medicine Residency Program on the GWMA and nitrates.
8. September - EPO creates script for—and GWAC/EPO member Andy Cervantes participates in—an Hispanic Affairs Commission “Connect with Your Government” Spanish-language statewide radio talk show to increase awareness about the GWMA

9. **December** - Commissioner Elliott gives a presentation on the GWMA, and seeks support of the upcoming well assessment survey, to the Community Advisory Board for El Proyecto Bienestar
10. **December-High Risk Well Assessment Survey Phase I** EPO Creates a survey instrument and develops an outreach campaign for a well assessment survey in the target area. (Wrote and released bilingual materials including PSA's, a direct mail piece, GWAC Chair letter to area newspapers; explored ministerial outreach to churches)
11. **GWMA website.** EPO develops and launches a community website that offers information about the committee, its meetings and information on nitrate-related topics.

***2014-**

12. January-EPO issues a news release announcing the GWAC's accomplishments
13. EPO updates the website and maintains it in "real time" from its inception to the present (English)
14. EPO continues outreach for High Risk Well Assessment Survey Phase I April 7 - issues a news release announcing that the survey deadline has been extended

15. New Mom Campaign

- a. EPO develops and obtains GWAC approval for new mom messages to be distributed in hospitals and clinics.
- b. EPO prints and distributes over 2000 English/Spanish new mom flyers to hospitals, clinicians and at health fairs and community events (including but not limited to Zillah Days and Granger Agricultural bilingual event)
- c. **EPO seeks and obtains partnership with the University of Washington's** Pediatric Environmental Health Specialty Unit (PEHSU) to collaborate on the New Mom campaign
 - i. PEHSU conducts clinician trainings in Yakima and Lower Valley to raise clinician awareness of nitrate issue, resources and treatment
 - ii. PEHSU obtains authorization to offer Continuing Education Units (CEU) to participating healthcare providers.
 - iii. PEHSU creates and distributes Clinician Training video
 - iv. Nitrate/new mom materials posted to PEHSU's national website

16. **GWAC educational materials:** EPO creates and obtains GWAC approval of GWAC slide deck (GWAC background information and nitrate education series); posted to website

17. May - Deep Soil Sampling Launched. EPO partners with Irrigated Ag working group to promote program.

18. May 2 - EPO issues a bilingual news release reminding households of the May 31 deadline to participate in Phase I Free Well Testing.

19. Phase I of the High Risk Well Assessment Sampling Surveys is completed (172 Total)

- a. **Outreach:** Bilingual outreach included multiple presentations to Sunnyside Workforce clients, talk show participation on Spanish and English radio stations, paid advertisement on Spanish and English-language radio, 600 Spanish-English direct mail pieces, and GWAC Chair editorial outreach published in area English and Spanish papers.

20. GWAC approves a two-year outreach budget developed by the EPO

TOTAL \$267,000:

- Abandoned Wells and Septic System Maintenance \$76,000
- Educational Outreach Campaigns \$54,000
- Wellhead Risk Assessment Surveys-Phase 2 \$100,000
- Redesign and Maintain GWMA Website \$12,000
- Community Outreach Surveys \$25,000

21. EPO releases the High Risk Well Assessment results.

22. EPO prints and distributes 2000 double-sided English/Spanish New Mom Flyers at health fairs in Prosser, Yakima and other outlets.

***2015 –**

23. EPO rebuilds and launches the new GWMA website

24. High Risk Well Assessment Follow-up EPO communicates test results, prevention messages and GWAC information to high risk well assessment participants (171 unique mail pieces in English and Spanish)

25. EPO evaluates and reports back to the GWAC regarding the Phase I High Risk Well Assessment results. They agree that the data show a great need for well owners to be familiar with their wells, and to test their wells more frequently.

26. EPO announces Phase II Well Assessment survey. EPO's goal is to complete 200 sampling surveys.

EPO agrees to use Phase I methodology for messaging in Phase II. Targets: areas of known high nitrate, areas where little nitrate data exists. Direct mail list is increased from 600 (Phase I) to 1000 in Phase II.

27. Phase II outreach continues. December-EPO evaluates its outreach methods (direct mail, radio advertising, flyers and newspaper coverage.) Response from survey participants indicates that direct mail is the most cost-effective method of eliciting participation. Accordingly, EPO plans a second direct-mail release in January 2016.

***2016**

28. County sends 115 results letters to recent well assessment participants with their certified lab results and educational materials. January-350 additional household invitation letters are sent.

29. January and March-news releases inviting well assessment participation are released.

30. March 31-Phase II high risk well assessment survey closes.

31. April-the County mails the last round of results letters to the Phase II well assessment participants with their certified lab results and educational materials. The letters included handouts on nitrate, coliform, and private well and septic system maintenance.

32. **EPO Completes Phase II of the High Risk Well Assessment Sampling Surveys (289)** for a total of 466 completed surveys (Phase I-177 + Phase II-289).

- a. **Outreach:** Bilingual outreach included multiple presentations to Sunnyside Workforce clients, talk show participation on Spanish and English radio stations, paid advertisement on Spanish and English-language radio, 600 Spanish-English direct mail pieces, and GWAC Chair editorial outreach published in area English and Spanish papers.

- b. **Follow-up** County communicates test results, prevention messages, septic system maintenance and GWAC information to high risk well assessment participants (289 unique mail pieces in English and Spanish)

33. ***GWAC/EPO participate in five Fred Hutch-sponsored health fairs (Sunnyside, Mabton, Zillah, Granger and Toppenish) between May and August 2016.**

Volunteers make bilingual, one-on-one contact with approximately 250 lower Valley residents.

Information on private wells, nitrate in groundwater, new mom flyers is distributed to visitors.

Visitors are also asked to complete the GWAC's public survey.

Residents on private wells are offered nitrate test step strips for a “do-it-yourself” drinking water test. Self-addressed stamped envelopes are included with the test strips so people can return their test results directly to Yakima County.

34. EPO develops, presents and receives GWAC approval to launch a “Test Your Well” English/Spanish billboard campaign in the Lower Yakima Valley.

35. December - first billboard goes live in the LYV GWMA.

***2017**

36. January - Second of two “Test Your Well” Billboards Goes Live

37. EPO creates, translates and posts five “What You Can Do” flyers to the GWMA website.

38. EPO Launches a “What You Can Do to Protect Well Water” (English/Spanish) Campaign

(in response to wide-spread local flooding, especially in the unincorporated community of Outlook) March & April 2017

- “What You Can Do to Protect Well Water” flyers “(English/Spanish) and test trips distributed door-To-door in Outlook (Yakima Health District).
- 12,000 What You Can Do to Protect Well Water flyers inserted in the Sunnyside Daily Sun News on March 29, 2017
- 10,700 flyers inserted in the Spanish-language *El Sol* weekly publication on March 30, 2017
- KDNA news show participation – April 4, 2017 (Andy Cervantes and Ignacio Marquez)
- KIT interview-March 30, 2017 (Commissioner Rand Elliott)
- April 29- flyers distributed at the Sunnyside Walmart store

39. PEHSU New Mom Flyers

200 flyers are distributed to the Toppenish Community Hospital (restock order)

40. EPO Requests Working Groups to Complete an EPO Questionnaire

EPO asks all working groups to answer EPO’s questions related to their mission, accomplishments, discoveries, target audiences and messages.

The purpose of this exercise is to help the EPO develop a short-and long-term (post adoption) Communications and Outreach Plan for the GWAC's consideration.

This information is compiled in a summary distributed to the GWAC.

41. June - EPO begins to develop its alternatives recommendations for the GWMA program.

- EPO requests GWAC assistance to identify specific messages and outreach it would like conducted.

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