



Steal This Fact Sheet: Strategies For Reducing Stormwater Pollution

Lorraine Joubert and Lisa DeProspero Philo, RI NEMO
Land & Water Summit
March 15, 2008

Where Do We Fit In?

- RI NEMO is working in partnership with the RI Departments of Transportation and Environmental Management on a Stormwater Phase II Education and Outreach Program.

Rhode Island

NEMO



- We're helping municipalities meet their public education, outreach, and involvement requirements.
- That involves crafting messages and strategies that attempt to reduce stormwater pollution by shaping people's behaviors.

A Disconcerting Context



Spreading the word doesn't guarantee an audience's attention or understanding.

Competi



First walking shoes ... \$21.95
camcorder... \$285.99

*The pleasure of seeing
your daughter take
her first steps,
over and over again...*

PRICELESS

 *there are some things money can't buy
for everything else there's MasterCard.*



Ever

on a mac.

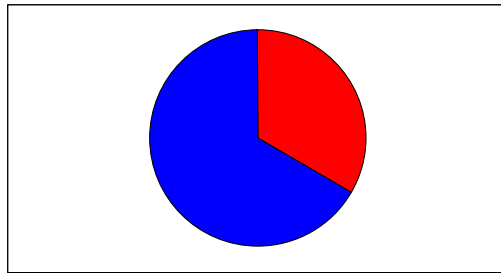
With All Those Messages...



Environmental Literacy

According to a National Environmental Education & Training Foundation study (1997-2001):

- 2/3 of adult Americans were unable to pass a basic, multiple-choice, environmental knowledge quiz



The Flag of Environmental Illiteracy!

- only 28% could identify the most common source of water pollution

The Good News



A 2004 Yale University survey of 1000 adults revealed:

- 88% believed toxic contamination of soil/water to be at least a somewhat serious problem
- 83% considered water quality to be at least a somewhat serious problem
- 77% were concerned about the quality of their drinking water

So Where Do We Go From Here?

- Understand Your Audience.

What is the best incentive for them to adopt your suggestions?

- Be Careful With Your Message.

Is it “made to stick?” If so, it’ll be a **SUCCESS**.

(Thanks to Chip and Dan Heath for that one!)

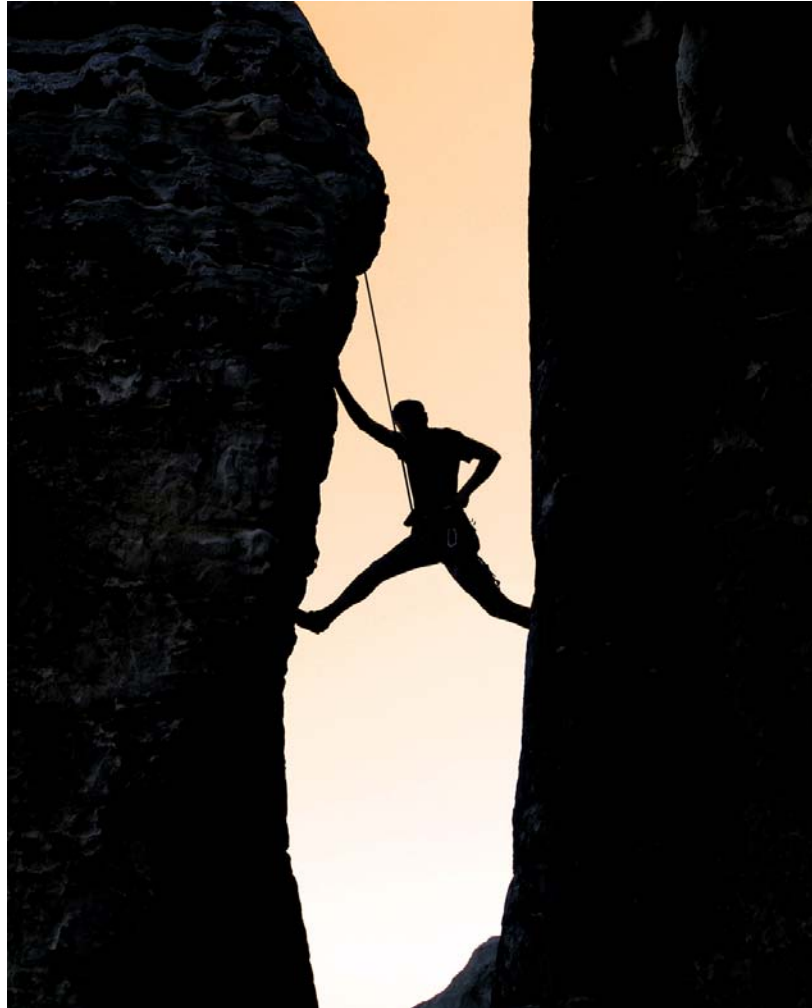
- Find Partners.

NOTE: RI towns could use a few good men...and women to help them meet their obligations!

- Document Your Success.

It’ll help you garner future support.

Understanding Our Audience: What We Found About Rhode Islanders

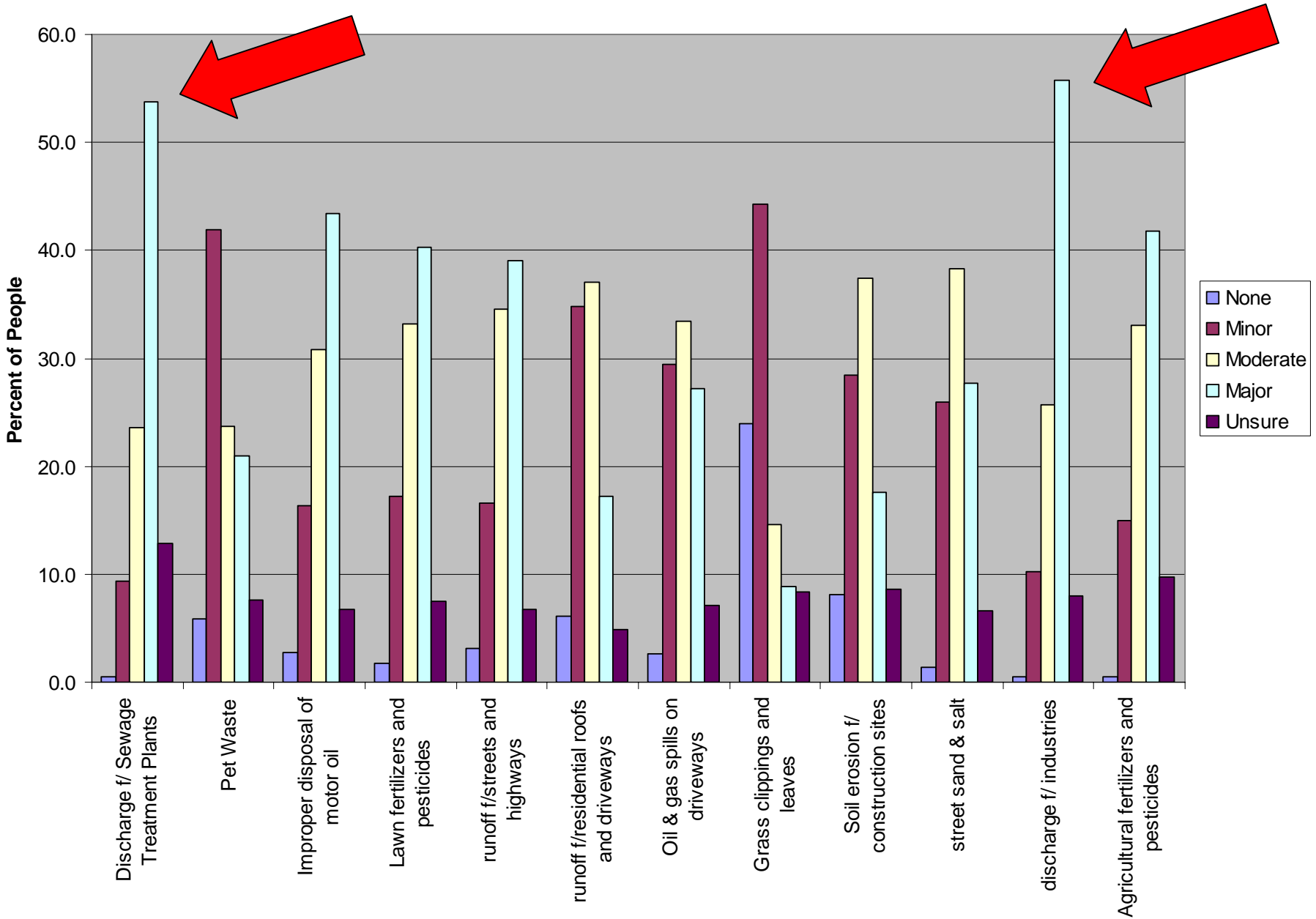


Understanding Our Audience: What We Found About Rhode Islanders

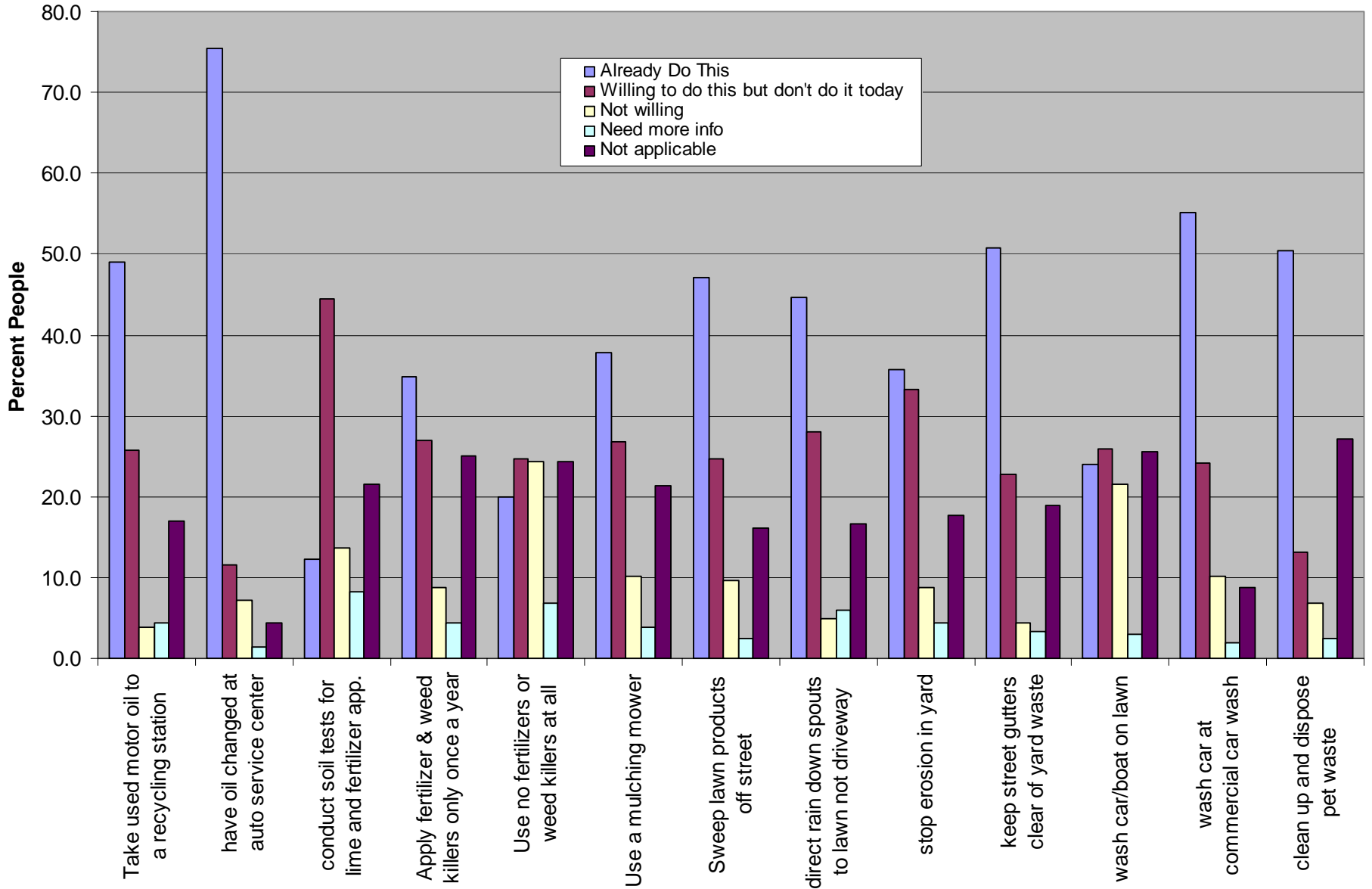
Survey says....



To what extent do you believe each of the following items is potentially damaging to water quality in Rhode Island?



Which of the following practices would you do on a regular basis if you knew that the action would help reduce water pollution?



Finding Partners: Pilot Project, Anyone?

We have contact information for Rhode Island MS4s who are part of the Stormwater Education and Outreach Program!

Why not partner with a Town to pilot one of these strategies?



Comments?



For Continuously Updated Materials



Visit our website at:

<http://www.uri.edu/ce/wq/>

Be sure to check out the RI NEMO page
and the Stormwater Resource Center.

Or contact us at:

Lorraine Joubert
401.874.2138
LJOUBERT@uri.edu

Lisa DeProspero Philo
401.874.5687
LPHILO@uri.edu