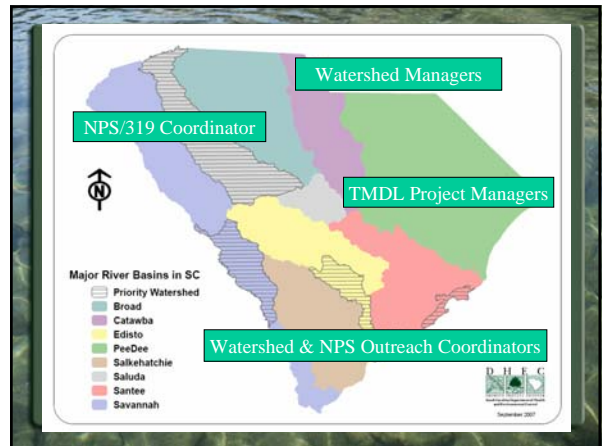


Watershed Academy 2007:
Working with DHEC's Bureau of Water

Rebecca Haynes
Watershed Outreach Coordinator
DHEC Bureau of Water



Our Vehicle...

Section 319 Funds

Just Ask the Locals...

Sample Partners

- Conservation Districts
- Department of Natural Resources
- S.C. Forestry Commission
- State and Private Universities
- SC Sea Grant Consortium
- Nonprofit Cooperators
- Local Municipalities

Partnerships developed by Watershed Managers

What's Getting Done?

22 Implementation Projects

- 72 watersheds/TMDLs
- \$7.2 million **federal** funding
- \$11.5 million **total** funding
- Local partnerships with local expertise
- DHEC continues monitoring

But...what are we spending all of this money ON anyway?



Speaking of Outreach . . .

Social Marketing is . . .

the planning and implementation of programs designed to bring about **behavior change** using concepts from commercial marketing.

*How can we **sell** behavior change?*

Behavior Change = Improved Water Quality

GOAL: Measurable water quality improvements

BARRIERS: Limited time, money & resources

EVALUATION

- Beyond "bean-counting"
- Continuous throughout project
- Tailor it to audience
- Different methods

What do you know about water pollution?

Your answers to this survey will help us develop our polluted runoff outreach campaign. Thank you! - CRIC, Bureau of Water Culture's Team

Knowledge (indicated by red arrows pointing to questions 1, 2, and 3)

Attitudes (indicated by a green arrow pointing to question 5)

Behaviors (indicated by a blue arrow pointing to question 4)

- Circle all that are considered sources of polluted runoff.
 - Over application of pesticides/fertilizers
 - Deforestation
 - Failing septic systems
 - Misuse of storm drains
- What happens to water that goes down a storm drain?
 - It goes to the ocean
 - It goes to a nearby water body
 - It goes to a nearby stream
 - It goes to a nearby lake
 - It goes to a nearby pond
- Do you have a dog? Yes/No If not, skip to #6.
 - I never pick up my dog's poop
 - I pick up my dog's poop only on walks
 - I sometimes pick up my dog's poop
 - I always pick up my dog's poop
- Circle your attitude towards picking the poop.
 - Neighbors can convince me to skip the poop
 - I might consider if there was a good reason
 - I should skip, but just can't get myself to do it
 - I skip the poop because it is important
- Where do you get information about environmental issues? (Circle all that apply)

a. Newspaper	d. School
b. Local news	e. Friend & family
c. Church	f. Other _____

Q7. Where do you live?

County _____	State _____
Watershed _____	

Q8. What is your age?

- Under 18 years old
- 18-29 years old
- 30-39 years old
- 40 years old and older

We can offer . . .

Consultation & guidance

- Assess & target your audience
- Develop appropriate campaign
- Evaluate progress & success

EVALUATION

DISTRIBUTION

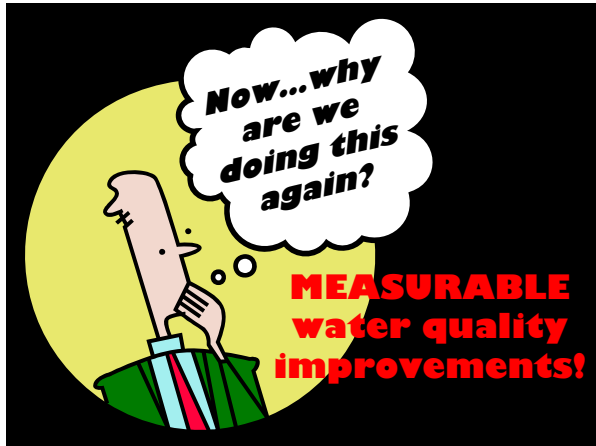
FORMAT

MESSAGE

TARGET AUDIENCE

GOALS, OBJECTIVES, AND TASKS

NPS Outreach Toolbox




MEASURABLE Improvements

- Reaching Standards
 - Monitoring
 - Full Restoration
 - Partial Restoration

MEASURABLE Improvements


- Reaching Standards
- Reducing pollutants
 - Load reduction calculations
 - Nitrogen, phosphorus, sediment



x **1,779** = Amount of sediment kept out of SC waters EACH YEAR

MEASURABLE Improvements

- Reaching Standards
- Reducing pollutants



x **1,779** = Amount of sediment kept out of SC waters EACH YEAR

- Restored waterbodies

327 since 2000

Not everything is measurable

Not everything is measurable

WHO TO CALL . . .

Watershed Managers:

- Edisto & Catawba Basins
Carol Copeland
803.898.4203
copelaca@dhec.sc.gov
- Saluda & Pee Dee Basins
Vacant
- Savannah & Broad Basins
Vacant
- Santee & Salkehatchie Basins
Andy Miller
803.898.4031
millerca@dhec.sc.gov
- Water Quality Standards & Watershed Planning Section
Manager, Gina Kirkland
803.898.4250
kirklagl@dhec.sc.gov

www.scdhec.gov/water/

WHO TO CALL . . .

319 & NPS Coordinator:

- Meredith Barkley Murphy
803.898.4222
murphymb@dhec.sc.gov
- 319 grant info: NPSGrants@dhec.sc.gov

Outreach Coordinators:

- Watershed Outreach
Rebecca Haynes (Spratlin)
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