

Drinking Water Source Protection *“Campaign in a Box” Toolkit*

This toolkit was created to support the implementation of source water protection education and outreach policies

Acknowledgements

The Ministry of the Environment and Climate Change would like to acknowledge the contributions of the following people in the development of this toolkit, and thank them for sharing their expertise: Syede Banuri, Carol Chaput, Tim Cumming, Kyle Davis, Sherry Diemert, Laura Mousseau, April Nix and Peter Rider.

If you have questions regarding the content of this toolkit or drinking water source protection education and outreach, please email **SourceProtection.E&O@ontario.ca**.

The contents of this toolkit are provided for informational purposes only and are not intended to provide specific advice or recommendations in any circumstances. Some of the material in this toolkit has been obtained from sources other than the Government of Ontario. The Government of Ontario cannot and does not guarantee that the information in this toolkit is current, accurate, complete or free of errors. Any reliance upon any information provided in this toolkit is solely at the risk of the user. The user may choose to refer directly to the publications listed in this information sheet for further, more complete information on the topic area. The linking to other publications does not imply the Government of Ontario endorses or guarantees any of the organizations or information (including the right to display such information) found on their respective websites. These linked websites/publications may or may not be available in French.

Use this toolkit to help plan, implement and evaluate your local source protection education and outreach. Customize the included resources. This toolkit will save you time and money.

How to Use This Toolkit

This toolkit will make it easier to implement your education and outreach policies by giving you ideas, templates and materials to get your outreach started.

It has four parts to meet the needs of both new and experienced education and outreach practitioners.

Use the entire toolkit to support your education and outreach from start to finish.

Part 1 – Getting Started

New to education and outreach? Part 1 will get you started and includes helpful information to plan, implement and evaluate your education and outreach campaign.

Part 2 – Communications Plan Components

Looking for ideas or just need a refresher? Part 2 includes a breakdown of a communications plan and a variety of effective tactics already being used in communities like yours.

Part 3 – Examples

Searching for ready-to-use materials for your outreach? Part 3 has resources you can use immediately. This section is for both experienced and new practitioners. It has examples of communications materials, including:

- Drinking Water Source Protection Education and Outreach Communications Plan
- Graphics
- Social Media
- Web Content
- Drinking Water Source Protection Pledge
- News Release and Articles



We created this toolkit because you asked for help implementing education and outreach policies.

Use this toolkit to help plan, implement and evaluate your local education and outreach.

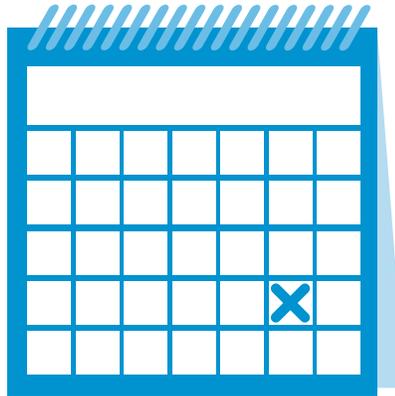
Thank you for your efforts and enthusiasm. I wish everyone success as we move forward.

Susan Lo
Chief Drinking Water
Inspector,
Ministry of the
Environment and
Climate Change

Part 4 – Appendix

Experienced in outreach? Jump to this section for resources to help you develop your own campaign, including:

- Dates to Remember
- Plain Language Tips



Part 5 – Templates

Just need a template? Get one here.

- Communications Plan Template
- Online Pledge Template
- News Release Template
- Public Service Announcement Template

The following professional associations have additional guidance on communications available through their websites:

- Canadian Marketing Association, www.the-cma.org/resource
- International Association of Business Communicators, toronto.iabc.com/resources/blogs-websites
- Canadian Public Relations Society, www.cprs.ca/learning/default.aspx

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Part 1 – Getting Started

Step 1 – Research Your Policies

Review your source protection plan to find out what responsibilities your municipality has for education and outreach.

Step 2 – Plan Your Campaign

Planning your education and outreach campaign is very important. It helps you target your message to a specific audience for greater communications impact.

Ask yourself the following questions:

- What do I need to communicate? What are my key messages?
- What do I want my audience to know?
- Who do I need to communicate to? Who is my audience?
- How can I reach my audience?
- When will I try to reach them?
- Do I need to create materials or do they already exist?
- Are these materials accessible in the appropriate languages and to people of all abilities?
- Who can I partner with to get the word out? Are there other communications that my municipality is sending out where I can include source protection messages?
- What is my budget?
- Who will need to approve my plan and materials?
- How will I evaluate and report on the success of my campaign?

After you have reviewed your policies, you can begin creating your education and outreach plan. Refer to the example **Drinking Water Source Protection Education and Outreach Communications Plan** to get started.

Community-Based Social Marketing (CBSM)

Community-Based Social Marketing is a communications strategy that combines knowledge of psychology and marketing to create behaviour change. It has four steps:

- Uncovering barriers that prevent action;
- Designing a program to overcome those barriers;
- Piloting the program in your community;
- Evaluating the program once implemented.

Community-Based Social Marketing emphasizes the importance of identifying local barriers preventing individuals from taking a desired action in order to be successful in changing behaviour. A program to break down these barriers can then be developed, piloted and refined to get the desired outcome built on this evidence-based approach.

Community-Based Social Marketing highlights a number of tools that can be used effectively to encourage behaviour change. You must do more than provide information. You must encourage and nudge individuals and businesses to change their behaviour by breaking down any community or psychological barriers. Some tools to accomplish this include:

- Prompts to remind people to engage in a certain activity;
- Commitments to engage in a certain activity (e.g., signing a pledge form);
- Community norms – establish a behaviour as the “right thing to do”; and
- Vivid communications that use engaging messages and images.

One of the most effective Community-Based Social Marketing initiatives has been the Natural Resources Canada Clean Air Partnership Program to reduce car idling. This Community-Based Social Marketing strategy included:

- “No Idling” signs in highly-visible locations and “No Idling” window stickers saying “For our air: I turn off my engine when parked” to show a public display of commitment;
- Motorists who committed and displayed a window sticker were also provided with an information card indicating that reducing idling would save money, reduce air pollution and decrease greenhouse gas emissions;
- The agency formed local community partnerships to rally around the effort;
- Messaging was tailored to link to local issues; and
- Volunteers spoke one-on-one with motorists at locations where people frequently idled, distributing window stickers for commitment.

The one-on-one volunteer intervention appeared to be the most influential. The Toronto pilot alone saw a reduction in idling by 32 per cent and idling duration decreased by 73 per cent¹.

To learn more about Community-Based Social Marketing [click here](#). Visit ***Fostering Sustainable Behaviour*** to read case studies on the successful application of Community-Based Social Marketing.

1 Robert Fish and Richard Watts. Reducing Vehicle Idling in Vermont: A Community Based Strategic Communications and Intervention Plan. Transportation Research Centre. Draft October, 2011.

Step 3 – Create Your Materials

Once you have created your plan, consider what resources you may want to use from this toolkit and what new materials you will develop. Some elements to think about when you produce materials include:

- Showing a diversity of people in photographs and quotes (e.g., use photographs and quotes that your audience can relate to), and making sure you have appropriate permissions or licenses to use images;
- Translating materials into frequently-used languages in your region;
- Referring to the *Accessibility for Ontarians with Disabilities Act* to review the standards for accessible information and communications, as well as customer service. Everyone benefits from having access to the same information. Go to www.aoda.ca to view helpful guides; and
- Communicating in plain language; use simple, everyday words to get right to the point (e.g., write “do” instead of “accomplish,” “try” instead of “endeavour” and “use” instead of “utilize”). Cut out unnecessary words, e.g., write “about” instead of “with regard to” or “if” instead of “in the event that.” Refer to the **Plain Language Tips in Part 4 – Appendix** for more information.

The Education and Outreach Resource Catalogue provides information and best practices to encourage a change in behaviour to protect drinking water sources. These pages include key content you can use “as is” in your own materials and links to online resources. Organizations linked to in these pages have agreed to share their materials for educational purposes. This means you can use the wealth of resources that already exist. The “key content” section gives you text to insert into brochures, speeches, tweets, or even as part of water or tax bills. The catalogue is available online through Conservation Ontario’s **resource library**.

Step 4 – Implement, Evaluate, and Report on Your Plan

After you have compiled your materials, you can implement your education and outreach plan. Review your source protection plan to confirm requirements for reporting on results.

Evaluation Tools

This document provides a variety of ways you can measure your plan’s success.

We want your education and outreach campaign to be successful. We are here to provide guidance and expertise. If you require assistance using this toolkit, please email SourceProtection.E&O@ontario.ca.

Part 2 – Communications Plan Components

This section details the components of a communications plan you can use to create a blueprint for your education and outreach campaign. You can find a detailed example of a source protection education and outreach communications plan in Part 3. If you are experienced in communications, you may wish to jump ahead to Part 5, where a blank communications template is provided. You can use that template to begin developing your own plan.



Objectives

This section outlines what you are trying to achieve from a business and communications perspective. Business objectives are reasons for the campaign that fit your organization’s needs, e.g., protecting source water so your community continues to have good drinking water. Communications objectives are what you want your audience to learn or act upon as a result of your campaign. These objectives often begin with ‘to inform,’ ‘to engage’ or ‘to influence attitudes.’ Note: objectives need to be SMART –Specific, Measureable, Attainable, Realistic and Timely.



Background

This section provides information on what has occurred up to this point and why communication is needed.



Target Audience

This is where you identify who you are trying to reach. Identify the primary target audience, as well as any secondary audiences to whom you may need to communicate. Identify any potential issues you may encounter with the target audience, as well as methods for reaching them.



Strategic Approach

This is how you will achieve your communications objectives. Outline the high-level approach. For example, will communications be targeted to specific audiences or mass media?



Key Messages

These are the main messages you want your audience to take away from your campaign. These should be clear and concise. Key messages should anticipate and respond to issues that may be raised.



Tactics

These are methods you can use to reach your target audiences. Here is where your creativity and innovation can shine. Consider how your municipality already reaches the audience and how you can leverage those existing communications methods. For example, newspaper articles, news releases, messages on existing city invoices, website content, online pledges, workshops, brochures, social media and/or special events. Consider using a phased approach to organize your communication tactics:

- Pre-launch: identify what needs to be communicated to prepare the audience;
- Launch: identify tactics to communicate key messages and timing. Consider consulting with your target audience to identify their needs and preferred method of communication;
- Post-Launch: identify any follow-up communications to repeat or reinforce the message.



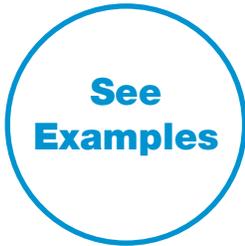
Environmental Dates to Remember

This list highlights important environmental dates in Ontario, Canada and internationally. Planning to do something special on these dates is an excellent way to get the community involved in an environmental initiative. A special event with community participation can generate publicity if local media are searching for a local connection. You may want to create your own calendar of important dates.

Direct In-Person Communication

Face-to-face communication is a valuable tool. You cannot expect people to come to you, sometimes you have to go out and deliver the message. It can be very effective for reaching specific target audiences, such as those in wellhead protection areas. Face-to-face engagement creates a personal connection and builds trust. Consider site visits, mobile tours, tradeshow or going door-to-door to have direct interaction with your target audience. When you are requesting a certain behaviour change, face-to-face engagement allows for a

two-way discussion and for questions to be answered. This also provides you with the opportunity to receive qualitative feedback from your target audience to help remove any barriers preventing a behaviour change.



Digital Communications

Social Media

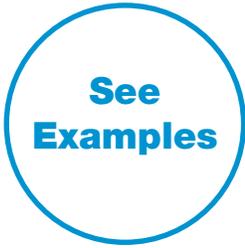
You can coordinate with other municipalities, conservation authorities and the Ministry of the Environment and Climate Change to get retweets and help #SourceWaterON trend on the day you post your tweets. Many viral online campaigns start by picking up the phone and arranging retweets with other organizations to share the message. The same principle applies for Facebook and other social media sites.



Send an email to sourceprotection.E&O@ontario.ca a few days before you tweet in order to arrange retweets with the Ministry of the Environment and Climate change. Alternatively, send a message through Twitter to the ministry's account: **@EnvironmentONT**.



You can also tell the story of your organization's source protection journey by creating a collection of tweets through TweetDeck. A collection enables you to pull together tweets from your own or other's accounts into a single page that you can then share. This allows you to track public conversation. Remember, communications is about listening and engaging in a conversation with the people you want to reach.



Images and Infographics

Social media reaches more people than any other media. Images and infographics have become a popular way for social media users to quickly share information within their networks. Infographics are visualizations of data or knowledge.

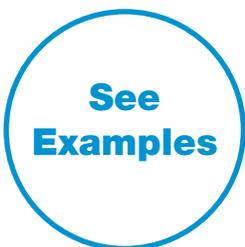
According to Statistics Canada, 94% of Canadians under 45 and 80% of those aged 45 to 64 use the internet.

Images and infographics that are interesting or educational are most likely to be shared. Several images have been included for you to use on social media, websites or to print as posters. When posting these images to social media remember to use the hashtag **#SourceWaterON**.

Using this hashtag allows you to see the number of tweets connected to drinking water source protection by allowing you to use the hashtag to search all related tweets. By logging into your Twitter account and clicking “Analytics” on the dashboard you can determine the number of impressions (potential views) your tweets had, which is a good indicator of your message’s reach.

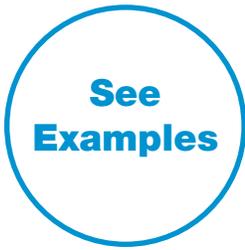


A size of 500 x 250 pixels is recommended if you want an image in your tweet to appear in the Twitter preview panel. Twitter may only preview part of your image if it is larger.



Website Content

We have included content suitable for posting on your municipal or conservation authority’s website. Remember to plan for accessibility when posting materials online, and include alternate text for all images and graphics. If you have a social media strategy in place you may consider promoting your web links through those means.



Pledge

What is a pledge?

A pledge is a commitment to undertake a certain action, such as reducing the amount of road salt used to melt ice in the winter.

Why use a pledge as part of an education and outreach campaign?

Taking a pledge helps people make a deeper commitment to protecting source water and feel they are part of a community that shares a common goal. Pledges help people feel involved and that what they do matters. Pledges help people understand how small actions can make a difference, and commit to behaviour change by publicly stating how they are helping to protect drinking water sources. The pledge reminds individuals about simple, everyday actions that protect source water. This is an easy tool for measuring the number of people who intend to actively protect drinking water sources and to help show the success of your education and outreach activities.

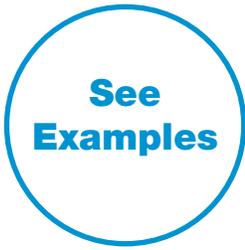
The online pledge example included in this toolkit can be posted to a municipal or conservation authority website. Customize the pledge with behaviour changes you are encouraging in your area. Track the number of pledges as an indication of your success.

You can also use social media for pledges. Tweet a message with an action and ask people to retweet the message if they pledge to commit to the action. For example, “I pledge to reduce the amount of road salt I use” or “I pledge to dispose of left over paint and other hazardous liquids at my Municipal Household Hazardous Waste Depot.” The number of retweets the message receives is an indicator of the number of people who have committed to this action.

A simple pledge can be designed on postcards or other print products to distribute at tradeshows or events. Consider the audience and tailor the pledge for commitments related to policies that affect them (e.g., industry, businesses or homeowners). Have participants write their name on the pledge and take the card with them as a reminder of their commitment. Remember to track the number of cards distributed. Ask ahead of time if you can follow up with them about whether they stayed committed to their pledge – following up greatly increases the chance that people will stay committed to their pledge.

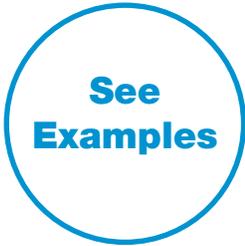
What is the easiest way to get people to follow through with their pledge or commitment? Make it public!

People are more likely to follow through on a public commitment than a private one. Sharing their pledge through social media helps people commit publicly, get support from peers, and make source protection more fun by involving their friends.



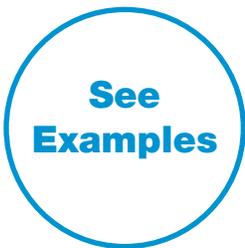
News Release

A generic news release is provided that can be customized with local information. Send the news release to local news outlets to encourage them to write articles or broadcast information about events happening in your community, for example, the approval of your source protection plan. Consider providing photos to accompany the news release. Speak to your local news or assignment editors to determine if the release meets their editorial needs.



Generic Articles

Customize these articles with local information to submit to community newspapers or post on your municipality's website. Community newspapers may be eager to profile homegrown source protection stewards. The included quotes can be attributed to residents or new quotes can be added to meet your needs. Highlighting that source protection is significant to local leaders helps others in the community understand its importance. Speak with your local news or assignment editors to discuss their preference for articles, news style and desired length.



Public Service Announcement (PSA)

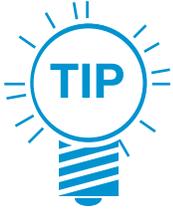
Radio and television stations provide a certain amount of airtime for public service messages. PSAs are short messages produced to be broadcast on radio or television stations. PSAs can be sent to stations as ready-to-air audio or video files. Radio stations can often be sent scripts for an on-air announcer to read, however television stations often require pre-recorded video. Contact your local broadcast stations to find out specific requirements. You may also want to find a partner or sponsor, especially if you plan to create a high-quality television PSA. For example, television stations may require a certain video quality, and you may want to have a proper set or actors.

When Should You Consider Using a PSA?

- When you have an announcement or request for a specific action;
- When you have a clear and easy-to-understand message. (If your audience is not aware of drinking water source protection, other communications should also be considered); and
- As part of a larger communications campaign.

To Develop a PSA:

- Research your target audience; what broadcast stations do they tune in to?
- Outline two to three specific key messages;
- Start with a bold fact to catch the attention of the listener or use a well-known public figure to deliver the message;
- Get straight to the key messages using simple and vivid language. You typically have less than a minute to broadcast your message;
- Request a specific action (e.g., we ask you to use less road salt this winter).



PSA messages should be memorable and actionable.

Evaluation and Reporting

In accordance with the Clean Water Act, 2006, source protection authorities must annually prepare and submit a report that describes the measures taken to implement the source protection plan and describe the extent to which the objectives of the plan are met.

If your municipality has education and outreach and monitoring policies you will need to evaluate and report on them through the annual reporting process. It is important to consider how you will measure the success of your education and outreach campaign.

These questions are examples of what may appear in the annual reporting process to measure the performance of your education and outreach campaign:

- What methods were used to implement the policies? E.g., in-person workshops, site visits, phone calls, hard-copy and email distribution of materials, mention in speeches, integration with other programs, websites, videos, podcasts, social media promotion/advertising, traditional advertising, radio/TV interviews, articles in publications.
- How many people did this initiative reach?
- What is the number of residents (landowners or tenants) or businesses who indicated through surveys, workshops, pledges, or other means, that they intend to be more proactive in protecting water sources? E.g., by using less water or fewer hazardous chemicals, adding spills containment around chemical storages, restricting nutrient application in certain areas or by using less road salt.
- How do you know people understood your message? Do you have baseline information with which to compare? How much did people know about drinking water source protection before your campaign and then after? Did the people you reached implement practices to reduce risks to drinking water sources?

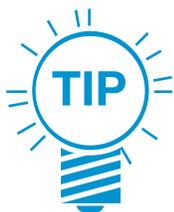
- What is the number of residents or businesses who have integrated a “source protection attitude” into their daily life by taking confirmed action to protect water sources? E.g., properly abandoning a well, changing nutrient application or storage practices, reducing household water use, changing chemical storage or properly disposing of waste.
- Do you have qualitative stories to share?



To answer these questions, consider using some of the following tools for measuring the impact of your education and outreach tactics. Where possible, try to establish whether people’s knowledge has increased or whether they have taken action as a result of your communications efforts.

Communications Tactic	Measurement Tool
Workshops/Speaking Events	<ul style="list-style-type: none"> • Survey to ask if attendees’ knowledge of source protection threats and best management practices increased as a result of the workshop (this could be done through audience response systems, fun quizzes, etc.) • Number of: <ul style="list-style-type: none"> • people who attend workshops/speaking events • impacted landowners who took part (persons engaged in an activity that could impact drinking water)
Social Media/Website*	<ul style="list-style-type: none"> • Number of: <ul style="list-style-type: none"> • hits to your webpage/ number of downloads of a resource • likes, shares, retweets or views of Twitter and Facebook posts • times #SourceWaterON appears • people who pledge to protect source water • link clicks on Facebook and Twitter

Communications Tactic	Measurement Tool
Traditional Media	<ul style="list-style-type: none"> • Number of: <ul style="list-style-type: none"> • drinking water source protection articles in local media • key messages included in newspapers or broadcast
Print Materials	<ul style="list-style-type: none"> • Number of materials distributed
Risk Management Official	<ul style="list-style-type: none"> • Number of residents visited • Qualitative stories of residents changing behaviours to residential drinking water systems
Phone	<ul style="list-style-type: none"> • Document questions, concerns and follow-up • Ask for comments; track environmental behavioural change
Direct Mail	<ul style="list-style-type: none"> • Number of: <ul style="list-style-type: none"> • materials sent out • phone calls received • Record and track comments
Other	<ul style="list-style-type: none"> • In-person, telephone or web-based survey to measure public awareness of drinking water source protection, could be included as part of a broader survey • Number of people who had their septic system inspected



You can use a free online application to capture the reach of your social media campaign. Google Analytics, bit.ly, socialmention.com and Topsy can measure the reach of your campaign by gathering information on the number of times:

- *your webpage has been visited;*
- *a hashtag has been used or the number of people who shared your message.*

