Drinking Water Source Protection
"Campaign in a Box" Toolkit

Appendix

Environmental Dates to Remember

These important environmental dates are opportunities to incorporate drinking water source protection education and outreach into broader environmental education themes. Leverage the popularity of these dates to increase drinking water source protection awareness. Most of the event websites have helpful resources to use for your plan.

You may want to enter the current year event dates into a calendar. This can help you visualize and plan your campaign. You may choose to customize the calendar with local events that can be used to promote drinking water source protection. Connecting your local events to other environmental initiatives is a great way to increase visibility.

March 22 – World Water Day

World Water Day is held annually on March 22 by the United Nations to focus attention on the importance of freshwater and resource management. Each year, World Water Day highlights a specific aspect of freshwater. The theme in 2015 will be Water and Sustainable Development. Visit ***www.unwater.org*** for more information. Supporting campaign materials are available on the website. World Water Day's popularity is a great opportunity to highlight drinking water source protection.

Late March – Earth Hour

Earth Hour is a worldwide grassroots movement uniting people to protect the planet. The World Wildlife Federation organizes it to engage the mainstream community on a broad range of environmental issues. It is popular for people to turn the lights off during this hour. Link Earth Hour to water quantity by promoting "taps off" during this hour. Earth Hour 2015 will be held on March 28 from 8:30 p.m. to 9:30 p.m. Check ***www.earthhour.org*** to learn more.

April – Earth Month

Earth Day has evolved into Earth Month. Earth Month was established by the Earth Month Network to create awareness for environmental issues. Earth Month can be a great opportunity to link source protection awareness campaigns to environmental protection. Visit **www.earth-month.org** for more information.

April 7 – World Health Day

World Health Day is celebrated on April 7, and is an opportunity to highlight the link between safe drinking water sources and health. The World Health Organization established this day and chooses different themes every year. Visit **www.who.int/campaigns/world-health-day**. World Health Day is an opportunity to make the connection between protecting drinking water sources and health.

April 22 – Earth Day

Every year on April 22, Earth Day is celebrated and is the largest environmental event in the world. According to Earth Day Canada, more than six million Canadians participate in Earth Day activities in their communities. Visit **www.earthday.ca** to learn more about Earth Day Canada. Consider holding local events on Earth Day to promote the protection of source water as a larger environmental protection strategy.

Late April – Pitch-In Canada Week

Pitch-In Canada is Canada's oldest not-for-profit environmental organization. In late April every year, Pitch-In Canada encourages people to "pitch-in" and help clean up litter from areas such as shorelines. Have your community pitch in and encourage recycling and proper disposal of waste and hazardous liquids. Visit **www.pitch-in.ca** to view campaign tips and resources.

May 12 – Canada Health Day

Canada Health Day has been sponsored by the Canadian Healthcare Association and the Canadian Public Health Association for over 30 years to highlight the importance of public health in the well-being of all Canadians. This is an opportunity to highlight the importance of drinking water source protection and the health of Ontarians.

First Week of June – Canadian Environment Week

In 1971, the government of Canada announced that the first week of June would be Canadian National Environmental Week. The theme for Canadian Environment Week changes each year. Visit **www.ec.gc.ca/sce-cew** to learn the theme. The 2014 theme was, "Strengthening Our Environment Today for Tomorrow."

June 5 – World Environment Day

World Environmental Day is the United Nation's main medium for encouraging awareness and action for the environment. People are encouraged to use the day to do something positive for the environment. World Environment Day is an opportunity to encourage people to take action for drinking water source protection. Each year has a different theme, find it here: **www.unep.org/wed**.

Second Sunday of June – Canadian Rivers Day

Canadian River Day is a national day to celebrate and preserve Canada's rivers. Use this day to highlight the importance of protecting rivers as sources of drinking water.

Late September – SepticSmart Week

The American Environmental Protection Agency hosts this annual event to encourage homeowners to maintain their septic systems to reduce risks to water quality. In 2015, the event will be held from September 22-26. Visit the SepticSmart website at **www.epa.gov/septicsmart** for more information and resources. There is a whole toolkit of resources to support your campaign at **water.epa.gov/infrastructure/septic/local-outreach-toolkit.cfm**.

Third Weekend of September – Clean Up the World Weekend

Clean Up the World Weekend is associated with the United Nations to inspire and empower communities to clean up, fix up and conserve the environment. This includes water sources. Use this day to highlight best management practices for protecting source water. For more information, visit **www.cleanuptheworld.org/en**.

Last Sunday of September – World Rivers Day

World Rivers Day is a United Nations approved event, originating in British Columbia, to celebrate the world's waterways and encourage improved stewardship of rivers around the world. Highlight the importance of drinking water source protection on this day. Visit **worldriversday.com/get-involved** to get information on ways to celebrate World Rivers Day from educating people on pollution and storm drains to cleaning riversides.

Plain Language Tips

Plain language writing presents information so that it is easy for everyone to read and understand. Clear language is a critical part of any communications plan. Your audience needs to understand what they are reading and what you are asking them to do.

Why write in plain language?

- Clear writing saves time by helping to avoid misunderstandings and gets your message across the first time.
- Your audience is diverse. English may not be everyone's first language.
- People who are unfamiliar with a subject may need it explained as simply as possible.

The first rule for plain language writing: always keep your audience in mind. Use words that your audience knows.

Three questions to ask yourself:

- Who is my audience?
- What are their needs and abilities?
- What do I need to tell my reader or what do they need to know?

Tips for writing in plain language:

- Use concise sentences and paragraphs. Do not use jargon, clichés, buzzwords or unnecessary adjectives.
- Write in the active voice – subject-verb-object.
- Use positive messages. For example, write "When you pass the examination, you will qualify for admission," instead of "If you fail to pass the examination, you will not qualify for admission."
- Use plain words and phrases. Avoid unnecessary and lengthy words. See the table below.
- Use graphics and images to support text. However, do not overuse graphics and clutter the page.
- Do not use different fonts and styles. Keep it simple.
- Use bullets to organize information in clear, short messages.
- Be consistent with your style and punctuation.
- Use whitespace. Wide margins and page breaks make text easier to read.

Plain Words

Instead of	Try
accomplish	do
activate	start
utilize	use
indicate	show
endeavour	try
by means of	by
adequate number of	enough

Flesch Reading Ease Test

The Flesch Reading Ease Test can be used to help determine if your information is displayed at a reading level appropriate for your target audience. This test considers word and sentence length to determine if your document can be easily read and understood. A high Flesch Reading Ease score is ideal. Aim for a Flesch Reading Ease score between 60 and 70 and a Flesch-Kincaid Grade Level between 6.0 and 7.0.

This test can be conducted using Microsoft Word. Once Word is opened, click *Options> Proofing> Show readability statistics> OK*. Now when you click "Spelling & Grammar" the readability score will appear. If there are word or grammar errors, you will need to go through them before the score appears.

Readability Statistics

Counts
Words	123
Characters	610
Paragraphs	3
Sentences	8

Averages
Sentences per Paragraph	4.0
Words per Sentence	14.8
Characters per Word	4.8

Readability
Passive Sentences	37%
Flesch Reading Ease	60.9
Flesch-Kincaid Grade Level	8.4

OK