

# HOW TO MAKE A GOOD BROCHURE

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# Outline

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- Project Idea/Background
- Materials
- Methods
- Results
- Conclusion
- Discussion/ What we learned

# Project Idea

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- Inspired by Eric Eckl's Water Words That Work
- Examine existing brochures used by our departments
- Survey members of the general public to determine their effectiveness

# Water Words That Work

## The Eric Eckl Method

- WWTW LLC is a consulting business that specializes in developing media and content for the natural resources sector
- Services include:
  - ▣ training, research, consulting and campaign development
- Guest speaker at the Indiana Lakes Management Society Conference and a Watershed Networking Session in 2011

# Materials and Methods

- Choose three currently used brochures
- Create online survey [link](#)
- Send to various recipients via email requesting participation
- Questions evaluate effectiveness of material based on action, images, audience
- Demographic information

The following questions will be based on ratings from 1 to 5 with 1 being the lowest and 5 being the highest

The piece has a clear message

1                      2                      3                      4                      5

I could explain this piece to others without showing it to them

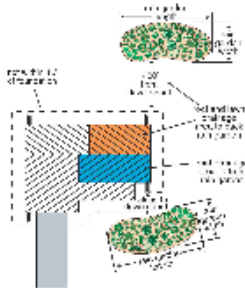
1                      2                      3                      4                      5

# Rain Gardens

## Constructing a Rain Garden

Rain gardens can be designed for any site, their size can vary and they can fit into odd shapes and spaces. You can easily create a simple rain garden in a weekend for no cost if you use plants you already have on hand or you can hire a professional or invest more of your own time and money to install a more elaborate rain garden. A few important things to remember.

- Rain gardens should be located down slope from building foundations and up-slope from any nearby storm drains. Note the direction of runoff in your yard and low spots where water collects.
- Locate the rain garden at least 10' from the foundation of your house (image)
- Hardy native species will thrive in rain gardens with little maintenance.
- Be aware of underground utilities and rights-of-way.
- Do not construct a rain garden over your septic system.



Find out more.... for more detailed information on constructing a rain garden, garden designs, lists of native plants, and native plant suppliers go to:  
[www.co.monroe.in.us/stormwaterquality/bioretenction.html](http://www.co.monroe.in.us/stormwaterquality/bioretenction.html)

### Find native plant suppliers go to:

Ask at your local greenhouse/ garden center or refer to the Indiana Native Plant and Wildflower Society for a list of native plant suppliers at:  
<http://www.inpaws.org/2005LandscapeBrochureWEB.pdf>

### Register your Rain Garden

The Monroe County Storm Water Environmental Education Team (SWEET) is undertaking an initiative to encourage citizens of this County to take a proactive approach to protecting water quality. Help us keep track of the rain gardens in Monroe County. Register your rain garden at:  
<http://www.co.monroe.in.us/RainGarden/register.htm>

## SWEET

Interagency group of Monroe County, Bloomington, Ellettsville, Indiana University, Ivy Tech and citizen representatives focused on STORMWATER QUALITY EDUCATION

For more information, please contact:  
Todd Stevenson, Monroe County Drainage Engineer  
Phone: 812-349-2499  
E-mail: [tstevenson@co.monroe.in.us](mailto:tstevenson@co.monroe.in.us)

Sources of information & images for this brochure include  
[www.raingardens.org](http://www.raingardens.org)

## RAIN GARDENS

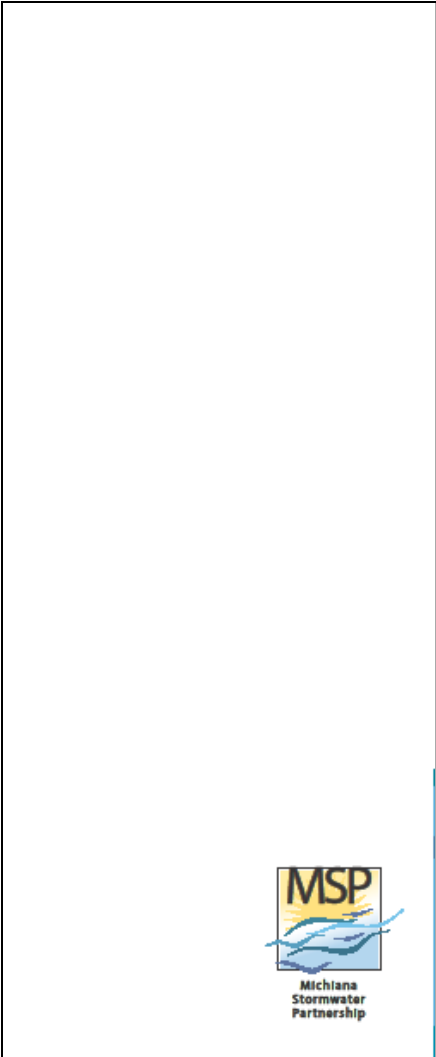
*Rain Gardens are beautiful landscaping features that manage storm water on site. Their loose deep soils absorb water and filter pollutants.*



*Rain gardens complement any style of landscape. They are an attractive addition to property and enhance the beauty of the community.*

**Make a beautiful contribution to cleaner water in Monroe County**

# Michiana Stormwater Partnership



# Bean Blossom Watershed Group

## Volunteer



Opportunities are available for those who would like to volunteer their time and expertise to aid in the success of this project.

Volunteers are needed in various areas such as, but not limited to, water quality monitoring, field day support, marketing and outreach activities.

Contact us today for your chance to get involved.

## Cost Share Practice Examples

- Vegetative Filter Strips
- Grassed Waterways
- Nutrient Management
- Residue Management
- Livestock Exclusion Fencing
- Livestock Watering
- Wetland Restoration
- Streambank Stabilization
- Rain Gardens
- Rain Barrels
- Pervious Concrete
- Bioswales

## Bean Blossom Watershed Project Leadership

**Monroe Co Soil & Water Conservation**  
martha.miller@in.nacdn.net  
Phone: 812-349-2046

**Brown Co Soil & Water Conservation**  
cathy-paradise@iaswcd.org  
Phone: 812-988-2211

**Project Coordinators**  
Jim & Julie Farr  
ECO Transitions, LLC  
812-369-9295  
jim.farr@bbwatershed.info  
www.bowatershed.info

## The Bean Blossom Watershed Project

*"Diverse Groups Coming Together  
With a Common Goal"*



*Monroe & Brown Counties*



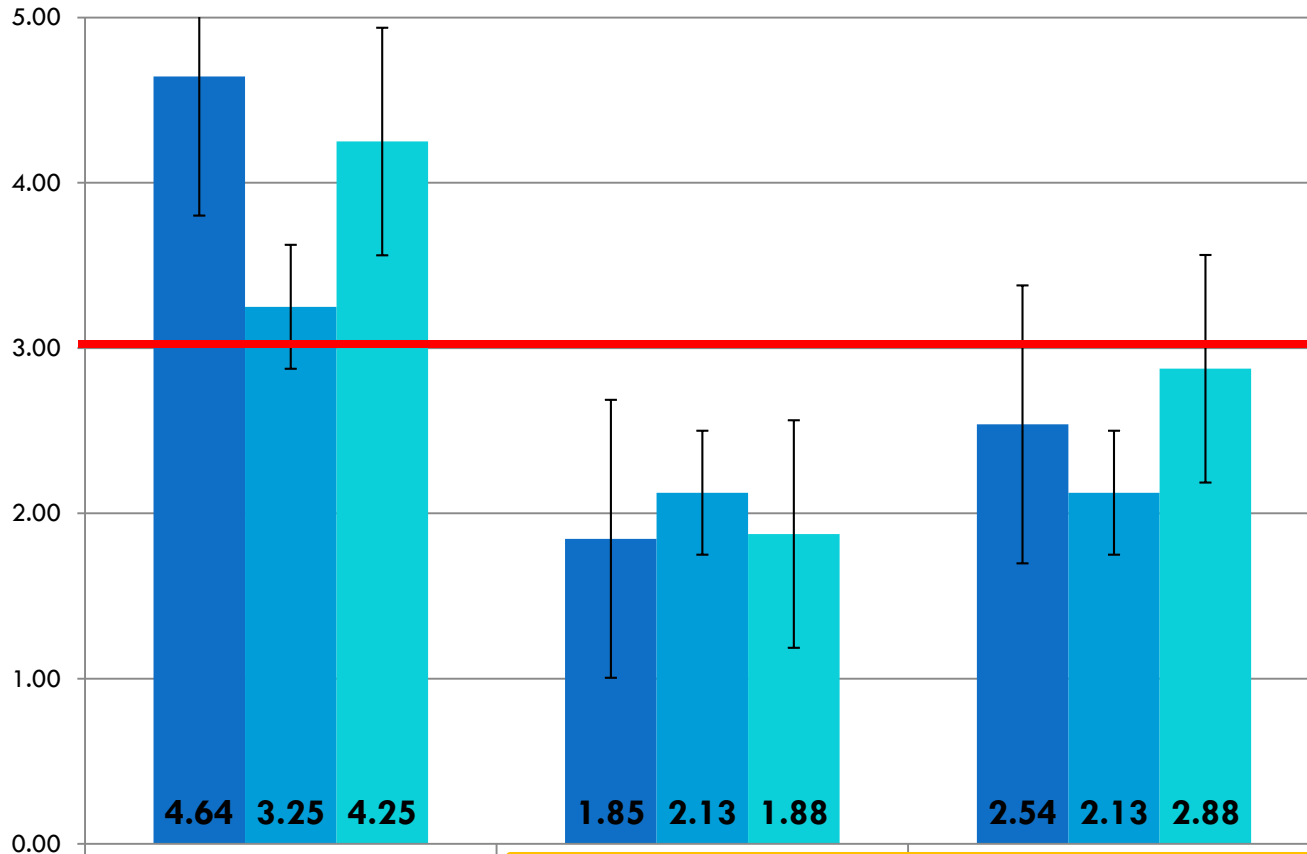
# Results

## Qualtrics format results

		Which of the following documents did you view?			Total
		Rain Garden Brochure	The Bean Blossom Watershed Project	Michigan Stormwater Partnership Brochure	
The piece makes it clear what I can do	1	0	1	0	1
	2	0	1	0	1
	3	2	2	1	5
	4	2	3	3	8
	5	4	1	10	15
	Total	8	8	14	30
I am confident others would do their part	1	2	3	6	11
	2	5	3	3	11
	3	1	0	4	5
	4	0	2	0	2
	5	0	0	0	0
	Total	8	8	13	29
I am confident my action would make a difference	1	0	2	4	6
	2	3	4	4	11
	3	4	1	2	7
	4	0	1	0	1
	5	1	0	3	4
	Total	8	8	13	29

# Results

## Question Series One: ACTION



- Michigan Stormwater Partnership Brochure
- The Bean Blossum Project
- Rain Garden Brochure

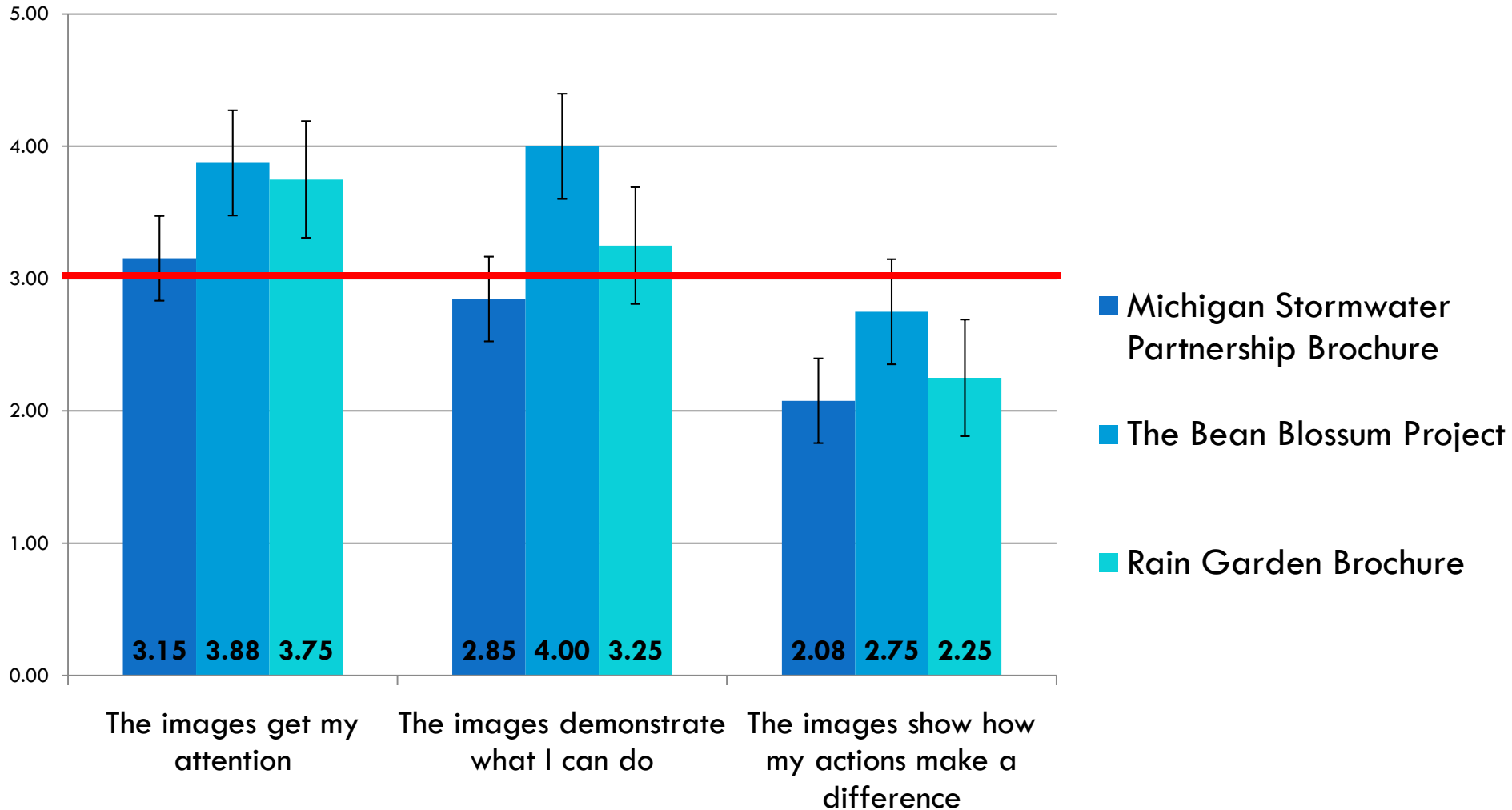
The piece makes it clear what I can do

I am confident others would do their part

I am confident my action would make a difference

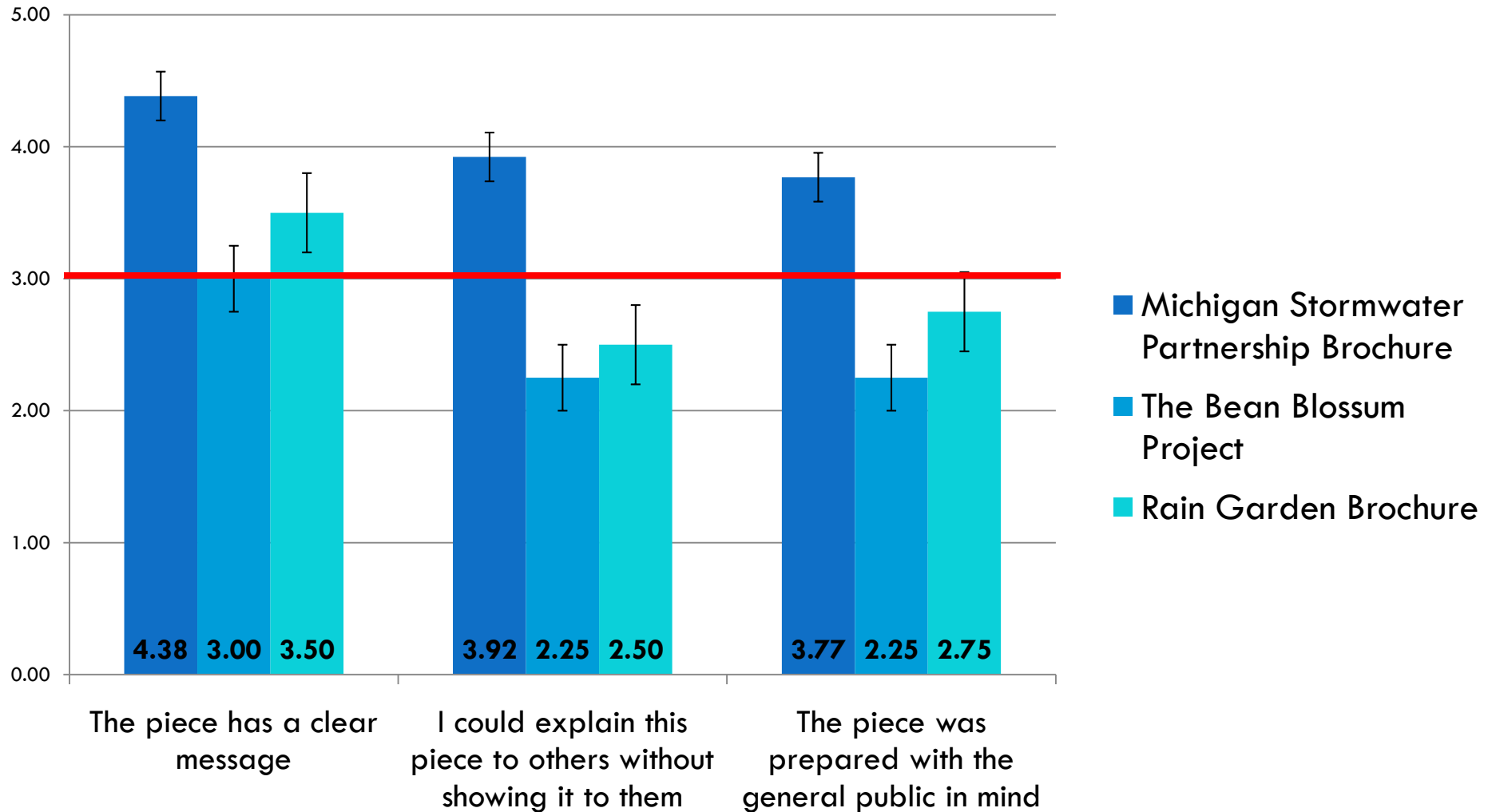
# Results

## Question Series Two: IMAGES



# Results

## Question Series Three: AUDIENCE



# Results

## □ Comments about ACTION:

“...If I do all I can, it creates an impetus to continue making small efforts in my personal sphere of influence... Beyond what I can do, I **think no individual effort can accomplish** what industrial and cultural prohibitions and modifications could do.”

“it seems like this will **only work if everyone does it**, not just me”

“I don't have faith in the other people in my community to care about this stuff”

(MSPB)

“My action would make a small difference; however, getting the general population as well as **apartments/landlords to do it is another story.**”

“what could we do if we don't have a place to plant a garden”

(Rain Garden)

# Results

## □ Comments on IMAGES:

“Colorful artwork that in general illustrates a point, but doesn't arouse any specific emotion to do more or try harder.”

“Images? No. Text following the images? Yes.”

“The images are **just clip art**. I could find those on microsoft word”  
(MSPB)

“the images are **dated and not clear**. I do not know how they relate to the watershed project.”

(BB Project)

“The diagram is **too small and difficult to read**.”

“The images are beautiful and they make it appealing to plant a rain garden, but they don't reflect what the rain garden is actually doing”

(Rain Garden)

# Results

## □ Comments on AUDIENCE

“I wouldn't know how to explain how everyone can benefit even from just one lawn. it seems like everyone would need to do things to make a difference”

“I could explain what the peice says but I don't think I could explain WHY other should do these things”

(MSPB)

“some of the acronyms and codes are stuff I'm not familiar with”

“I understand that I could volunteer but I don't think the stuff about what this is and what 319 grant could do/what it is. Also the panel on cost shares seems out of place”

(BB Project)

“It doesn't tell you how to build one, but instead gives you a link to a Web site that does”

(Rain Garden)

# Conclusions

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- MSPB was most clear but not super convincing
- Bean Blossom and Rain Garden had best pictures
- Results might be different if really given to general public (response demographic, education)



# What we learned: WWTW Method

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- Begin with Behavior
- Foolproof Photos
- Swap Shoptalk
- Words that Work
- Review Readability

# Begin with Behavior

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- Identify the behavior that you want your audience to undertake
  - ▣ Do you want them to buy something, give money, adopt a new behavior...?
- Make this point clear and obvious...don't make your audience guess what you want them to do

# Foolproof Photos

- Always show images of the behavior you want them to adopt to adopt
- Best photos:
  - ▣ Faces
  - ▣ Fixes... not problems



- ▣ Families

# Swap Shop Talk

- Don't try to use your environmental pamphlet to teach people new vocabulary- it's very ineffective
- "The Grandmother Rule"- If it's not a word your grandmother would use, swap it out

Sustainable

Responsible, environmentally friendly

Biodiversity

Extinction, wildlife

Stormwater

Polluted runoff

Watershed

Upstream, downstream, water conservation

# Words That Work

- Words selected due to their effectiveness- supported by social studies and test groups

Nature protection

Pollution control

Enough Clean Water

Wildlife Conservation

Future Generations

Healthy

Family & Children

Safe

Trends

Make a Difference

Doing My/Your/Their Part

It affects you

What you can do

Working together

Save Money

Accountability

Corporations

Choice

Fair

Balance

Planning Ahead

Responsible

Freedom

Investment

Law

# Review Readability

- Longer sentences are harder to read
- Longer words are harder to read
- Sentences in the passive voice are harder to read than sentences in the active voice.
- Linguists have devised systems to evaluate the readability of text passages (ex. Flesch Reading Ease score). This is built into Microsoft Word.
  - Click the **Microsoft Office Button**, and then click **Word Options**.
  - Click **Proofing**.
  - Under **When correcting grammar in Word**, select the **Show readability statistics** check box.

# Ways We Could Improve

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- Fewer words, simpler words
- Better pictures- showing the activities we want people to do
- Clearer message- stated more simply and directly



QUESTIONS?