Outline

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

- 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

<table>
<thead>
<tr>
<th>The following questions will be based on ratings from 1 to 5 with 1 being the lowest and 5 being the highest</th>
</tr>
</thead>
<tbody>
<tr>
<td>The piece has a clear message</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>I could explain this piece to others without showing it to them</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
</tr>
<tr>
<td>0</td>
</tr>
</tbody>
</table>
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 right 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/bioretenion.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/2003LandscapeBrochureWEB.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 citizens 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

Sources of information & images for this brochure include www.rain-gardens.org
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 Stabilisation
- Rain Gardens
- Rain Barrels
- Pervious Concrete
- Bioswales

The Bean Blossom Watershed Project

"Diverse Groups Coming Together With a Common Goal!"

Bean Blossom Watershed Project Leadership

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

Brown Co Soil & Water Conservation
cathy.paradise@iaswcd.org
Phone: 812-988-1211

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

Monroe & Brown Counties
Results

Qualtrics format results

<table>
<thead>
<tr>
<th></th>
<th>Rain Garden Brochure</th>
<th>The Bean Blossom Watershed Project</th>
<th>Michigan Stormwater Partnership Brochure</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The piece makes it clear what I can do</strong></td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>1</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>8</td>
<td>8</td>
<td>14</td>
<td>30</td>
</tr>
<tr>
<td><strong>I am confident others would do their part</strong></td>
<td>2</td>
<td>3</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>3</td>
<td>3</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>8</td>
<td>8</td>
<td>13</td>
<td>29</td>
</tr>
<tr>
<td><strong>I am confident my action would make a difference</strong></td>
<td>0</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>1</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>0</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>8</td>
<td>8</td>
<td>13</td>
<td>29</td>
</tr>
</tbody>
</table>
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

The images get my attention
The images demonstrate what I can do
The images show how my actions make a difference

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

**Question Series Three: AUDIENCE**

- **The piece has a clear message**: Michigan Stormwater Partnership Brochure - 4.38, The Bean Blossom Project - 3.00, Rain Garden Brochure - 3.50
- **I could explain this piece to others without showing it to them**: Michigan Stormwater Partnership Brochure - 3.92, The Bean Blossom Project - 2.25, Rain Garden Brochure - 2.50
- **The piece was prepared with the general public in mind**: Michigan Stormwater Partnership Brochure - 3.77, The Bean Blossom Project - 2.25, Rain Garden Brochure - 2.75
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)
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)
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 piece 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

- 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

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

- 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
- Best photos:
  - Faces
  - Fixes... not problems
  - Families
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

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