



EDUCATION AND OUTREACH STRATEGY

INITIAL FINDINGS – SOURCE PROTECTION COMMITTEE – APRIL 20, 2016

the letter **M**

PROJECT OVERVIEW

DISCOVERY

Core team meetings

Review of materials and presentations

Interviews

INITIAL ANALYSIS

Lots of information

Lots of opportunity

Finite resources

Varied audience needs

MOVING FORWARD

Additional research and interviews

Final Strategy

Implementation Plan

INITIAL FINDINGS

- **Direct targeting of vulnerable areas**
- **Upfront education needed**
- **Dense and heavy communications**
- **Highly-technical and confusing**
- **Reluctance to embrace**
- **RMO/RMIs are enthusiastic**
- **Source Protection Authority should act as support**

INITIAL RECOMMENDATIONS – POLICY DEFINITIONS

EDU-1 – AGRICULTURAL: Storing or applying materials to land, or using land for livestock operations in vulnerable areas.

EDU-2 – HAZARDOUS LIQUIDS: Using or storing fuel and toxic liquids in vulnerable areas.

EDU-3 – ROAD SALT: Using and storing salt in vulnerable areas.

EDU-5 – RECHARGE: Water taken from a source in vulnerable areas should be returned to that same source.

EDU-6 – SEWAGE: Owning or operating a septic or sewage disposal/treatment system in vulnerable areas.

EDU-7 – WASTE: Owning or operating a landfill or disposal site in vulnerable areas.

INITIAL RECOMMENDATIONS – OVER-ARCHING MESSAGING

Messaging to guide policy-specific messaging:

- Safe and secure drinking water is **critical to maintain a high quality of life for residents and visitors**, and to **encourage and grow business investment**.
- All property owners in the South Georgian Bay Lake Simcoe Region contribute to the safety of our drinking water; **those who own land in a designated “vulnerable area” have a greater responsibility**.
- There are already many examples of **exceptional stewards embracing drinking water protection**.
- Education and outreach support for source water protection is available from the **experts at your Source Protection Authority**.

OVERVIEW – EDU-2: HAZARDOUS LIQUIDS

COMMUNICATION OBJECTIVES:

1. Promote pollution prevention.
2. Identify and clearly and succinctly explain dense non-aqueous phase liquids (DNAPLs).
3. Identify use of alternatives to DNAPLs.
4. Explain the proper storage and disposal of fuel and hazardous waste.
5. Collaborate with the Technical Standards and Safety Authority (TSSA).

OVERVIEW – EDU-2: HAZARDOUS LIQUIDS

SPECIALIZED TARGET AUDIENCES:

Direct Targets

- Homeowners (general public)
- Suppliers/manufacturers
- Retail stores
- Gas stations
- Marinas

Direct Influencers

- Technical Standards and Safety Authority
- Fuel oil contractors/distributors
- Boating Ontario

Indirect Influencers

- Canadian Oil Heat Association (Ontario)
- Insurance companies

OVERVIEW – EDU-2: HAZARDOUS LIQUIDS

MESSAGING:

- Property owners that use fuel oil can reduce the potential for a spill by using a certified contractor for installation, purchasing the appropriate equipment for safe operation, ensuring regular maintenance and having their systems inspected yearly as mandated by law.
- There are more than 600,000 chemicals in use worldwide that can impact drinking water if used, stored or disposed of incorrectly in vulnerable areas.
- Some of the most toxic liquids are found in common products – dry cleaning solvents, paint removers, adhesives, stains, oils, metal cleaners, PVC pipes and paints to name only a few – and are not always easy to identify.
- Many toxic liquids are nearly impossible to remove from groundwater because they are heavy and sink, and become even more harmful as they break down.
- These toxic liquids can contaminate groundwater – and then drinking water – over large areas and for a long time: decades to centuries.
- The best way to manage toxic liquids in drinking water is to ensure they don't get there in the first place: Your area Risk Management Official helps businesses identify these liquids and find alternatives.
- Your area Risk Management Official partners with you to find the best drinking water protection solution, complete required paperwork and draft a final Risk Management Plan and deadlines.
- Protecting drinking water doesn't necessarily big costs. In many cases smart management or small fixes reduces the danger, public awareness of, and the potential liability of a contamination and clean-up.
- In some cases, meeting compliance requirements may mean reduced insurance rates.

WHAT'S NEXT...

1. Additional research and interviews
2. Message finalization
3. Final Strategy with supporting objectives and audience personas
4. Implementation Plan

