

Publicity Events

Situation



Fix a Leak Week 2009 Table Display in Livingston Twp.

For the last three years, New Jersey Water Savers has discovered ways to blend indoor and outdoor conservation education. The purpose of these programs is to educate the public and decision makers through a combination of outreach efforts.

Over the last two decades, many fields have begun to evolve from a one-dimensional reliance on table displays, to a more sophisticated approach which draws from successful techniques used by the commercial industry known as "social marketing."

Rather than dictating how information is conveyed to an audience, social marketing allows educators to listen to the needs and desires of the community and to build a water conservation program from there.

Action

New Jersey Water Savers has focused the public outreach on educating people on where their water comes from, the availability of it, demonstration projects in the area, and easy ways to conserve water inside and outside their homes and businesses. At each of these events, program staff have disseminated factsheets and giveaways, including toilet leak tablets, shower timers, rain gauges, sand bucket filled with water saving activities for children and native seeds to plant. These events have been successful and have provided an opportunity to provide the public with an opportunity to answer their water conservation questions.

Impact

The key to any water conservation program is keeping visible. New Jersey Water Savers, in cooperation with each of the pilot communities, has had a presence at many community events. Outreach provides an excellent opportunity to heighten awareness of water conservation methods and engage people of all ages to become responsible for their water use.



Disseminating sand buckets filled with water saving activities at the Belmar Kids Run, 2009

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New Jersey Water Savers Partnership

New Jersey Water Savers is a partnership between the Rutgers Cooperative Extension Water Resources Program, the New Jersey Department of Environmental Protection, and the United States Environmental Protection Agency. This partnership was created to provide leadership to promote water conservation throughout New Jersey. For more information on our partnership efforts, visit us at www.water.rutgers.edu.

