WATER'S WORTH IT™

Notes from the 2012 **WEFTEC Leadership Day** WATER'S WORTH IT Session

Our Effort:

- During our discussion, various MA's are or may be considering redesigning/redeveloping website. Consider incorporating "Water's Worth It" as a link, etc.
- Consider adding a link and branding to MA's newsletters and conferences.
- Link the re-branding of the "Water is life and infrastructure makes it happen" campaign to the "Water's Worth It" campaign.
- Water Reuse – understand what we do and how many pollutants removed in 1 day
- Be Stewards of the Environment
- Target Fracking – Include MBR in this effort

Our Future:

- Reach out to grade school students to educate them on the importance of water and the "Water's Worth It" campaign. This could be accomplished through schools, boy scouts, girl scouts, etc and activities conducted at fairs or festivals.
- Add the "Water's Worth It" logo to the World Water Monitoring Day website.
- Target our Children through grade schools – students – YPs
- High School – in Advanced Biology7
- Provide a take-away T-Shirt

Our Health:

- Similar to an EnergyStar logo, consider adding "Water's Worth It" sticker to new appliances that conserve water.
- A campaign could be developed to incorporate "Water's Worth It" to items that people see or use every day. Examples include:
  1. T-shirts (add logos to polo shirts, t-shirts, etc)
  2. Recycled cups that are used at conferences, such as at WEFTEC today. This could be combined with another tag on the opposite side of the cup to continue provoking thoughts such as, "Think About It"
  3. Another item that is used by people every day is the toothbrush. Dentists frequently provide toothbrushes after a dentist visit. At conferences and events, consider reaching out to a local dentist to sponsor the event. They could provide free toothbrushes with their name and the "Water's Worth It" logo and distribute remaining toothbrushes through their office. On higher level, WEF could reach out for sponsorship from a major brand to help get the message out, such as with Oral-B.

Our Respect

- Have a seat at the table

- Work with local cities to designate a WATER'S WORTH IT month

Other Comments:
WEF to provide various artwork formats for all related WWI logos

Use in MA technical publications

Use available artwork files/formats at MA level or order water bottles, portfolios, T-Shirts, lanyards etc from local less costly vendors

MA to add logo and link to their website

Use Twitter/blogs/Facebook to push out campaign

Use WWI quote on postage meters and logo on return address or pre-printed envelopes

Encourage customized organization credit cards with campaign logo

Bill inserts

Email signature

Use campaign logo on regulatory and legislative letters