



# Stewardship & Outreach

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*World Water  
Monitoring  
Day*

Bill Gill

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Smithfield Foods



# Program Potential

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- Interact locally
- Works for a variety of participants
- Minimal cost
- Resources readily available
- Low tech
- PR potential
- WEF and IWA



# What's Involved

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- Use kits ordered through website
- Register your site
- Sample any water body for:
  - Dissolved Oxygen
  - pH
  - Turbidity
  - Temperature
- Input results



# Getting Started

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- [www.WorldWaterMonitoringDay.org](http://www.WorldWaterMonitoringDay.org)
- Order kit(s) (\$20 each - good for multiple tests)
- Use contacts and website resources to solicit participation & PR
- Schedule for September 18<sup>th</sup> (or anytime through October 18<sup>th</sup>)
- Plan for fun



# Additional Potential

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- Tie to conservation efforts at your facility
- Talk about the factors that impact water (domestic, your facility, other industries, natural)
- Interact w/ your community in a positive way



# More Additional Potential

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- Think:
  - Schools
  - Girl & Boy Scouts
  - Church groups
  - Employee teams
  - Local Regulators
  - Friends, Neighbors, Relatives



??? Questions ???