

**PUBLIC EDUCATION TECHNIQUES
WATERSHED MANAGEMENT**

METHOD	MOST EFFECTIVE USE	RESULTS
Newsletters	Announce meeting times and dates, update information, list issues to be discussed at upcoming meeting	Public awareness
Newspaper Articles	(same as newsletter) – Provide additional detail about local stories, photos of citizen activities, feature articles provide information about problems and solutions	Public awareness
Demonstration Sites	Exhibit innovative technology, and should be accompanied by signs, brochures or permanent on-site interpretive staff	Public awareness, knowledge, understanding
Printed and Taped Material (e.g., fact sheets, videos)	Explain new technology, describe case studies, provide training information for new employees, outline facts to stakeholders	Public awareness, knowledge, understanding
Signs	Mark watershed boundaries, identify critical areas, promote specific behaviors in specific places, identify cooperators in project, explain adjacent project and its best management practices (BMPs), provide interpretive natural resources information	Public awareness, knowledge, understanding
Meetings	Share information, plan actions, evaluate process	Public awareness, knowledge, understanding, desire/ability to act
Field trips	Observe the natural resources to be protected, view installed and functioning best management practices (BMPs), learn how BMPs operate, monitor BMPs for assessment or compliance	Public awareness, knowledge, understanding, desire/ability to act
On-site Inspections	Identify problems, recommend corrective actions, evaluate effectiveness of pollution controls, identify noncompliant stakeholders, educate individuals	Action
Training	Provide new skills to stakeholders	Action
Technical Assistance	Identify problems, recommend solutions, assist with installation of BMPs, educate individuals, evaluate effectiveness of solutions	Understanding, desire/ability to act, action

Source: Terrene Institute, Clean Water In Your Watershed: A Citizen's Guide to Watershed Protection, 1991