



Protect Guam's Fresh Water: Taking Personal Responsibility for Pollution, Conservation and Community Action.



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Fresh water is one of Guam's premier natural resources and is vital to life on our island. Beyond drinking, washing and the daily activities of life, we must have a reliable and ample source of clean water to support our industries including tourism, to preserve community health, to control fires, and for recreation. A stable supply of fresh water improves property values and is essential to the island's economy. Guam residents must have access to information about the value of our freshwater supply if they are to take responsibility for curtailing pollution originating in households and businesses, conserving water through consumer-side system maintenance and water saving practices, and participating in community action and decision-making.

This education program will create an awareness of public policies and an interest in adopting personal practices that support the protection of clean and abundant fresh water on Guam. The working title, "Protect Guam's Fresh Water," is intended to target adult residents of Guam especially home owners, business owners, and farmers who handle hazardous chemicals or toxic waste. The program consists of a (1) Public Service Campaign, (2) an Online Clearinghouse, and (3) Partner Recruitment of businesses and agencies. The Public Service Campaign includes the components needed to promote awareness and methods to "Protect Guam's Fresh Water." Local mass media will be alerted to the campaign and oriented to the purpose and availability of campaign materials, and will be able to conveniently download print ads, radio spots, and a television spot in appropriate formats for use

by their respective publications and broadcast needs. Information about avoiding pollution, practicing conservation and participating in community action will be emphasized. Simple methods and tips that take into consideration local lifestyles and conditions will be included. The Online Clearinghouse will give easy, 24/7 public access to information in the following three areas: 1) Information tips and FAQs on how one can make a difference in Protecting Guam's Fresh Water with simple practices at home and work; 2) Ideas for speaking to key officials, media outlets, and online forums will be included in a directory; 3) A registry will offer community action groups an opportunity to recruit participants. The Partnership Recruitment will target the mass media, businesses, agencies, civic groups and community leaders providing opportunities to help spread information by reprinting and sending statement stuffers, posting tips on bulletin boards, and adopting 'fresh water friendly' practices.

The program objectives are to 1) provide the public with easy access to information about protecting Guam's freshwater resources; 2) promote personal responsibility for controlling pollution at home and work especially from household-type chemicals, landscaping and farming activities and septic tanks; 3) promote personal responsibility to repair consumer-side water leaks and instituting water saving practices; 4) provide access to information about participating in decision-making and community discussions and 5) serve as an ongoing reminder of the value and importance of the island's natural resource of fresh water..