

Five Step Community Action Plan

1. Creating Shared Community Beliefs, Values, and Behaviors

In all aspects of the community engagement process, increasing public awareness is most effective if done in a way that fits the social context of people's lives. The objective of this effort: work to shift community consciousness about water quality from one of taking it for granted to one of gratitude and commitment towards protecting it.

2. Encouraging Advocacy, Education, and Public Awareness

To be effective in changing people's behavior, it is important to provide more than information. The social context in which behavior takes place is also important. Public awareness campaigns are critical in widespread change efforts but they must connect with the lived experiences of the people whose behavior is sought to be changed.

3. Cultivating Leadership Support

We need to change how people in public institutions address the issue of protecting water quality. One critical step in creating change in the broader community is having people in positions of power act in ways reflective of the overall change sought. There needs to be a focus on convincing elected officials and agency staff to share in the commitment of protecting our water.

4. Enforcing and Implementing

Public policy intended to modify people's behavior is more successful with regulations and enforcement. Recommendations for implementing policy changes, and enforcing those guidelines, must include methods of ensuring compliance.

5. Monitoring and Assessment

As with any major initiative, monitoring progress and then adjusting tactics will be essential to monitoring progress.

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