Making Potable Reuse a Reality Through Research-based Public Outreach and Engagement Tools

Bob Johnson, President
WateReuse Association

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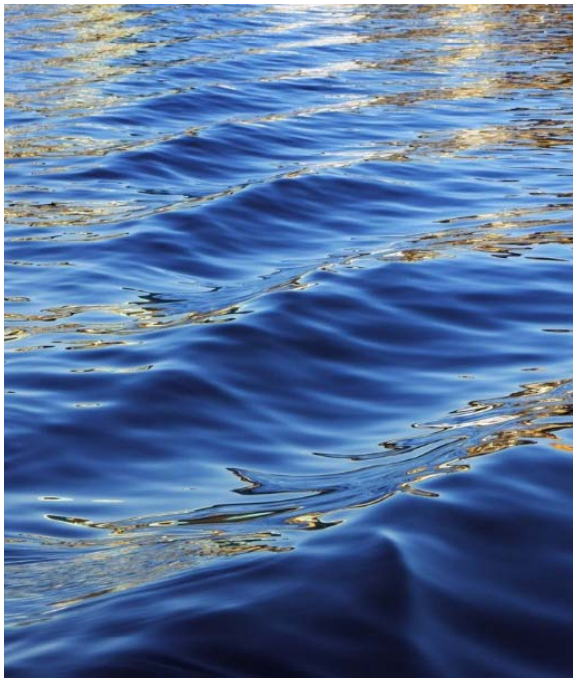

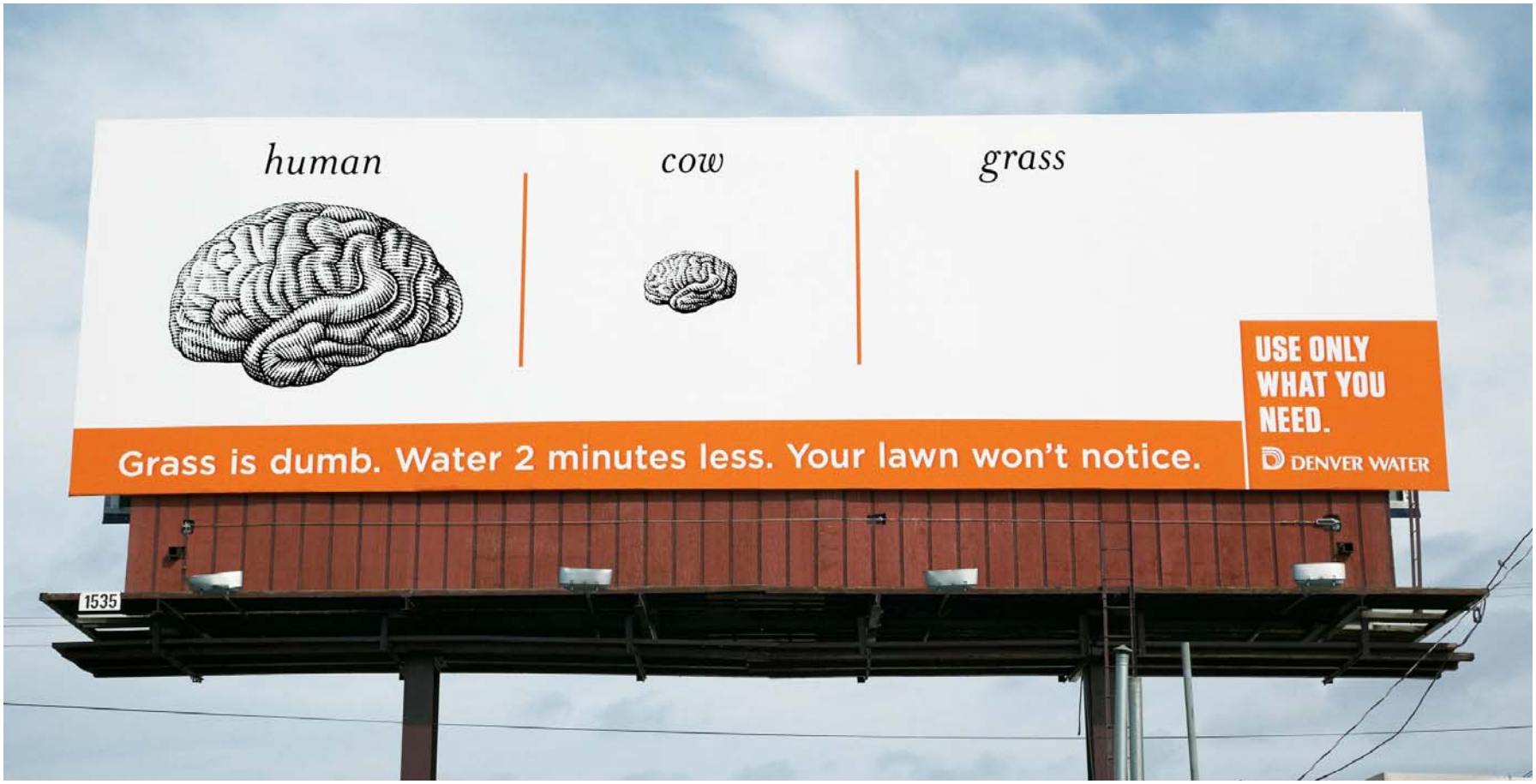
human
cow
grass
Grass is dumb. Water 2 minutes less. Your lawn won't notice.
USE ONLY WHAT YOU NEED.
DENVER WATER
1535

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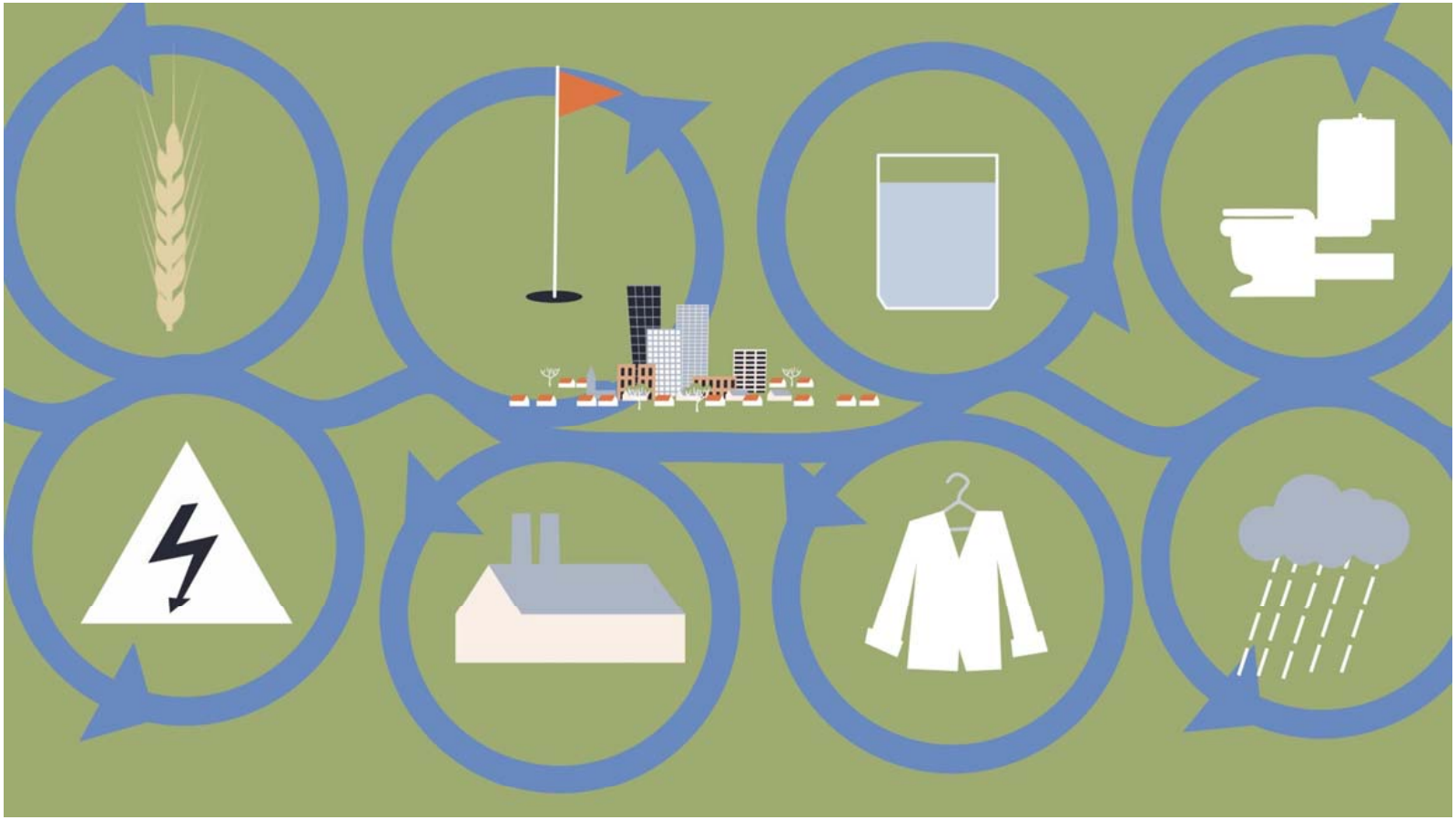

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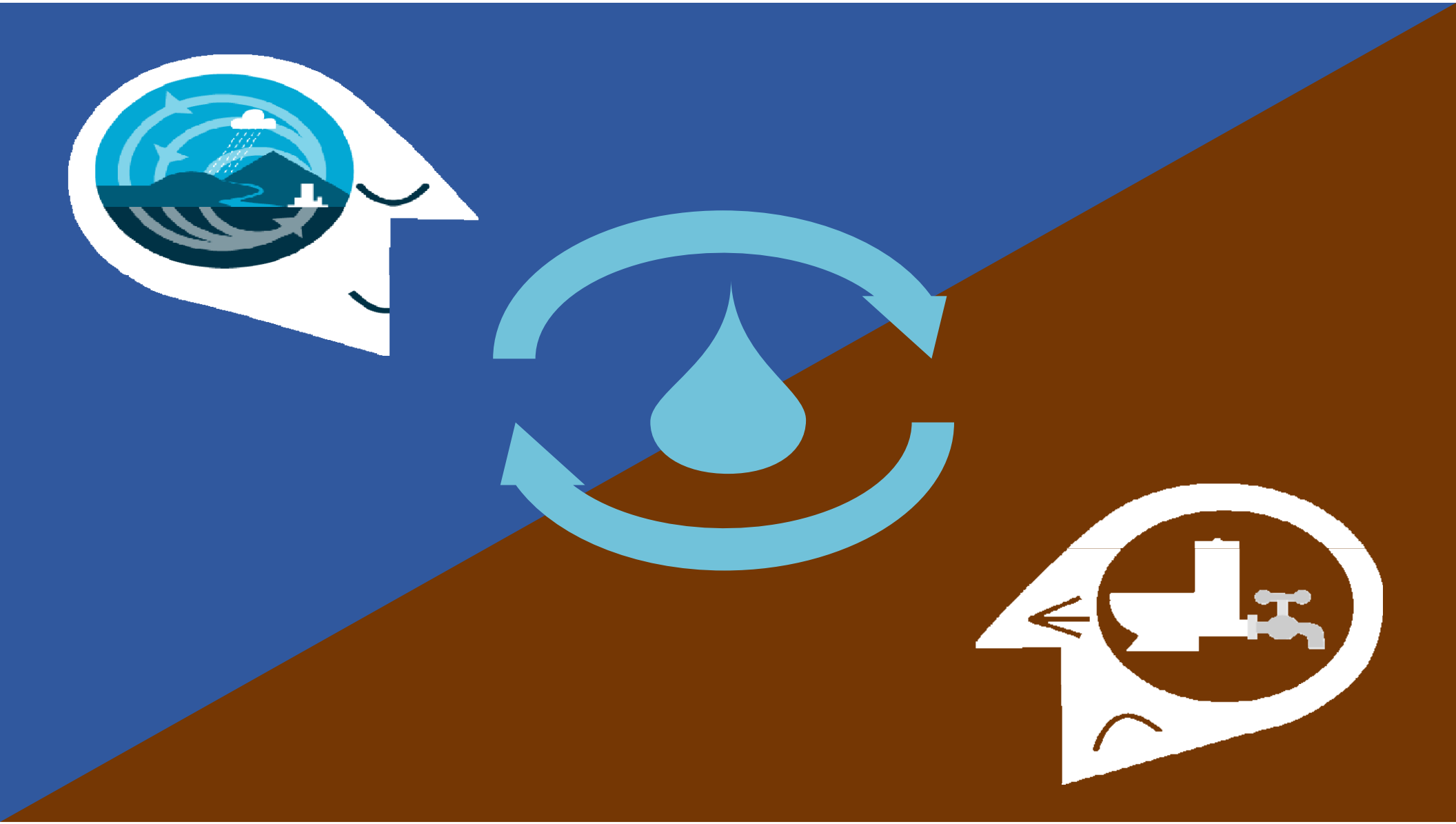


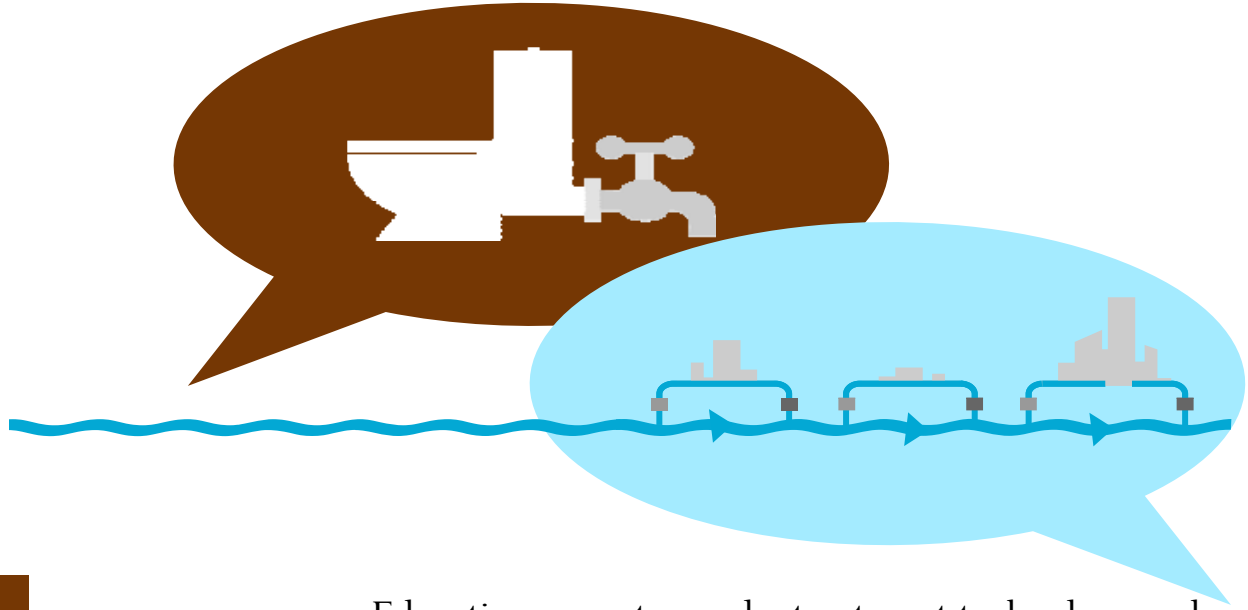
Transformative change started with **SINGAPORE's**

NEWater:

New Lexicon without the 'Yuck Factor'.

A comprehensive public education program ensures that NEWater technologies are understood.

WRRF built on NEWater



Education on water cycle, treatment technology and safety can overcome the "yuck factor" and foster acceptance

Language

WRRF 07-03

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Building on WRRF Research

Understanding the urban water cycle increased acceptance; water quality; and positive terminology all have an impact on acceptance.

https://www.youtube.com/watch?v=GVm-d-zOxJs

Context

WRRF 09-01

Language

WRRF 07-03

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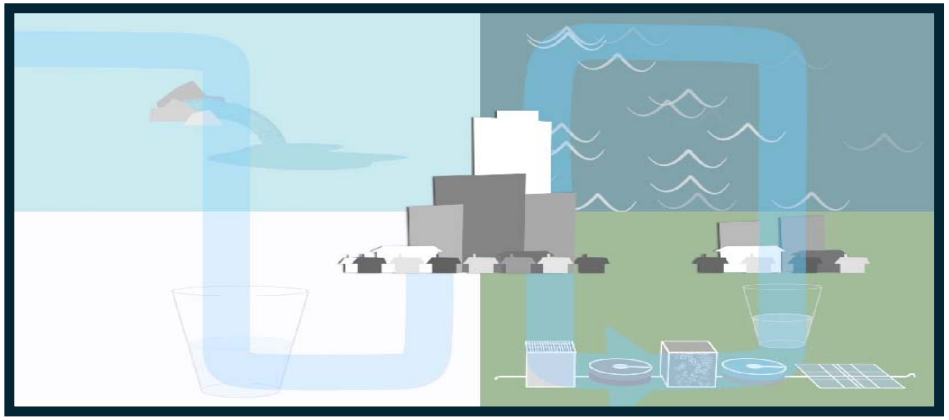
Building on WRRF Research

Delivery
WRRF 12-06
WRRF 13-02

Context
WRRF 09-01

Language
WRRF 07-03



Model State and Local Communication Plans that identified messages, delivery tools, and key stakeholders from Policy Makers to Regulators to Advocates, to Specific Demographics.

https://www.youtube.com/watch?v=RwrYFJEJSQ0

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We've created the tools and templates to develop effective communications

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Key Messages

Top Three Key Messages

Potable reuse provides a safe, reliable and sustainable drinking water supply.

Using advanced purified water is good for the environment.

Potable reuse provides a locally controlled, drought-proof water supply.

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Key Messages Explained

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Draft Your Message Plan

— ESSENTIAL —

Water Terminology for Potable Reuse

The messages here introduce new terminology for potable reuse — namely, "**advanced purified water**" or, "**purified water**." This reflects the preferred terminology from the focus groups and telephone surveys conducted in the WRRF-13-02 project. **The research clearly demonstrates that "potable reuse" and "direct**

Get Ready for Public Engagement

Carefully craft your community's project story

At a minimum, answer the following questions about potable reuse:

1. What is potable reuse?
2. Where does it fit in our water supply portfolio?
3. Why is the potable reuse project needed?
4. What purpose will it serve?

can help improve technological literacy.

Effective messaging is not enough. According to by Dr. Paul Slovic in *The Feeling of Risk: New Perspectives on Risk Perception*, 2010, information must also convey emotion or feeling to be meaningful.

Goals of Messaging

The goal of messages included here is to

https://www.watereuse.org/water-reuse-101/fact-sheets/

Animations
Treatment Videos

https://www.watereuse.org/water-reuse-101/videos/think-drink-water/

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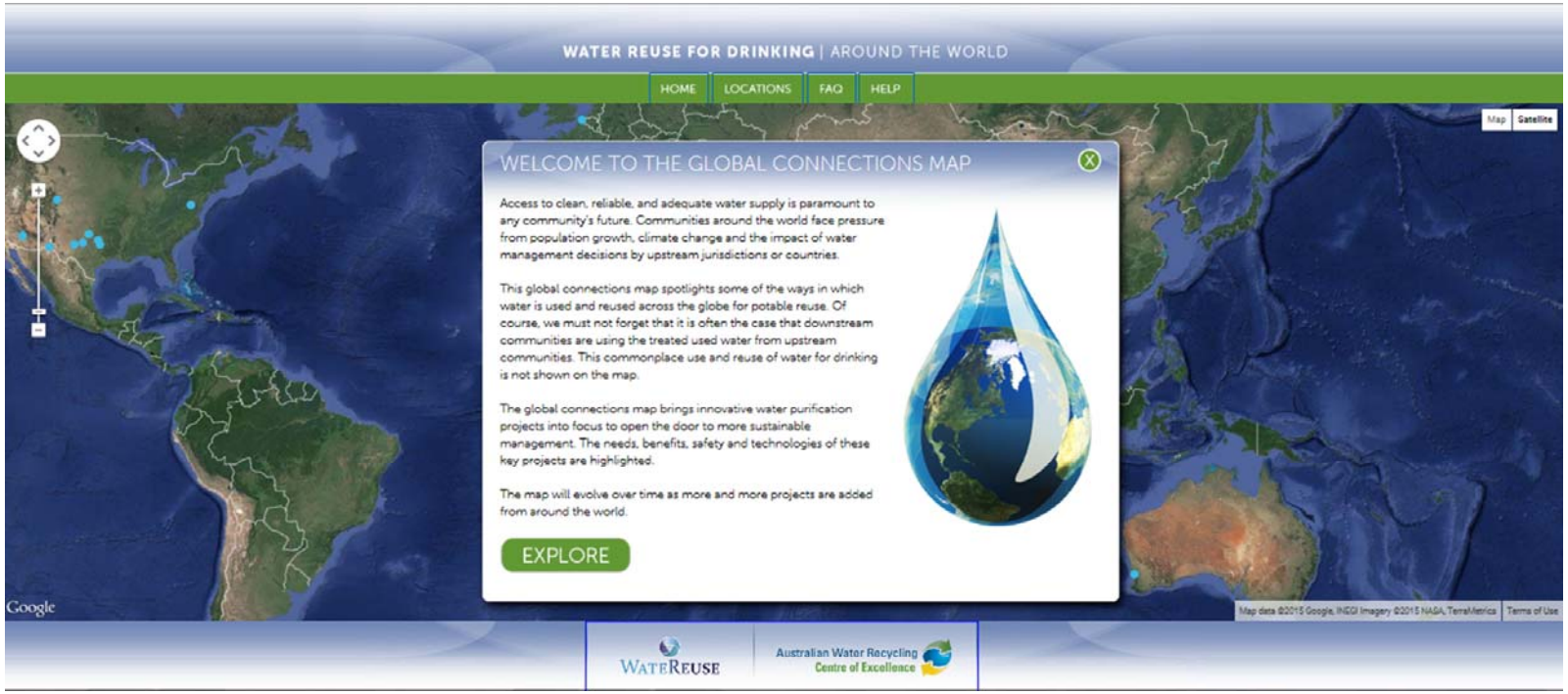
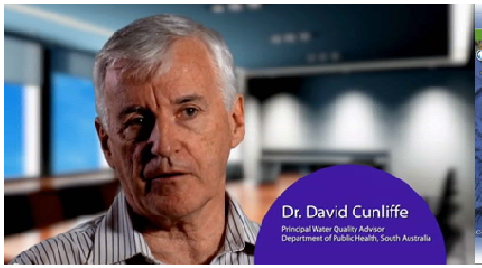
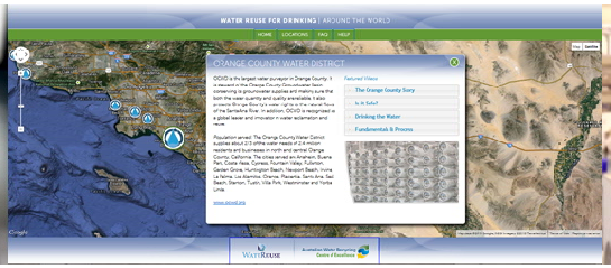
Global Connections Map FAQs

https://www.watereuse.org/water-reuse-101/global-connections/







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"Water should not be judged by its history, but by it's quality."

Dr Lucas van Vuuren (1927 – 2014)

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