

**Presentation Abstract: Education and Risk Communication category**

**Communicating ground water and water well stewardship to the public:  
Leverage your message, stretch your resources**

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About 13 million families rely on privately owned household wells for their water supply. Reaching well owners to educate them about ground water and water well stewardship can be a challenge in the best of times, but it is even more difficult during times of budget constraints. Yet the challenge remains of how to reach these well owners, who are responsible for taking care of their water systems, with information that is vitally important to their having a safe and reliable water supply.

National Ground Water Association (NGWA) Public Awareness Director Cliff Treyens will explain NGWA's strategies and tactics for meeting the challenge. Key to NGWA's approach is the leveraging of its message through partnerships, the Web and its own members at minimal expense.

Treyens also will review NGWA's simple four-point message on how well owners can reduce risks their water supply through proper well location and construction; regular well maintenance; regular water testing and treatment, if necessary; and ground water protection.