

1. Illustrating the connection between private well/septic systems and ground water:
Reaching a dispersed audience with 3D animation on DVD
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4. **Oral Presentation** or possibly poster
5. Education & Risk Communication
6. Well and septic owners have a direct connection to ground water resources and play a critical role in protecting those resources. Homeowners, especially those new to rural environments, often have a limited understanding of their water systems. Reaching this dispersed audience can be difficult, but 3D animation and dialog with professionals can be delivered at a modest cost on DVD. In 2007, the USDA Northern Plains and Mountains Regional Water Program conducted a needs assessment to articulate the educational needs of the audience and produced an educational DVD to meet those needs. The DVD consists of a 17 minute main section which overviews the connection of well and septic systems to ground water and what homeowners can do to protect water resources. The DVD also contains seven additional chapters covering individual topics in more detail, such as taking a water sample, interpreting test results, and shock chlorination. The video was created in collaboration with the MSU Science and Natural History Filmmaking Program. This partnership gave ambitious master's students valuable filmmaking and graphic design experience and simultaneously facilitated the creation of a high quality video with very modest production costs. The film is being distributed to homeowners throughout the Northern Plains and Mountains Region via county extension agents, health departments, and conservation districts. It is also being integrated into existing well owner education programs such as the Well Educated Program in Montana where the DVD accompanies private well water quality results. It is believed that by delivering the DVD to private well owners along with their drinking water quality results, the ground water protection message will resonate, resulting in positive behavior changes.