



**Title:** Best Practices for Water Outreach Education

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**Theme:** Pollution Assessment and Prevention

**Situation:** Natural resource and water outreach professionals have information and resources for target audiences within a geographic region or for audiences who are interested in a particular body of water. Professionals often are expert in the content area but may not have training or experience in choosing outreach methods most likely to create desired impacts.

**Objectives:** The goal of the Water Outreach Education national facilitation project also known as the Best Education Practices or BEP project is to help natural resource management and outreach professionals to choose appropriate education techniques and resources for their water management programs.

**Methods:** The Water Outreach Education facilitation project has produced a decision tree to assist natural resource professional in familiarizing themselves with outreach strategies and to help professionals select one or more options most likely to lead to desired outreach impacts. The decision tree is accompanied by a number of education resources to provide support for the outreach educator. The Water Outreach project has produced a number of other resources as well

**Partnerships:** The Advisory Team includes representatives from the US EPA Offices of Water and Environmental Education the Groundwater Foundation the Water Education Foundation and Extension professionals from California Nebraska Ohio and Wisconsin.

**Research:** Resources developed for the Water Outreach Education project are dependent on integrating research into everyday questions that professionals have about how to do their job. The project has conducted a provider study to learn more about what natural resource professionals prefer and what they need. Education practice recommendations are built from summaries of education theory and key points established in natural resource and education peer reviewed literature.

**Resources:** Advisory Team organizations have contributed substantial time and resources to building the underlying knowledge for the best education practice recommendations.

**Results:** Detailed efforts have identified water outreach provider needs and preferences a list of target audiences of most interest to water professionals a summary of education and outreach theories applicable to water outreach education and a variety of strategies leading to particular audience needs. We have also studied knowledge management principles and E-Extension recommendations to determine the most useful method of organizing information we have developed.



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