

# NATIONAL WATER REUSE ACTION PLAN

## COMPLETED ACTION

**Action 8.1:** Compile and Develop Water Reuse Program Outreach and Communication Materials



## Background

Communication and public engagement efforts are critically important for increasing community awareness of, and support for, water reuse projects. Successful reuse communications reduce misconceptions, are disseminated on multiple media platforms and frame reuse as a positive, necessary step for sustainable and resilient communities. Coupled with well-designed efforts to build public confidence in the safety and reliability of water recycling, these communications materials are critical to successful reuse project planning and implementation. It is important to anticipate stakeholder needs as reuse becomes more commonplace, and equipping reuse proponents with examples of communication materials can help build public understanding and trust in reuse.

The action team compiled and organized expert-developed water reuse communication materials to help interested parties understand what has been used successfully. These materials may help reduce concerns among the public and decision makers about the safety of recycled water by emphasizing early reuse education and providing carefully framed messages that are tailored to resonate with key audiences.

## Accomplishments

- The [Water Reuse Communications Library](#) is a living library of ready-to-use outreach materials and examples compiled by leading water reuse agencies, advocacy associations, researchers and other sources. The library hosts a broad range of materials that utilities and other communicators can borrow or use as inspiration, such as fact sheets, graphics, web tools and videos. Additionally, the library provides opportunities to develop new materials that reduce the current gaps in information. Users may continue to submit water reuse communication materials for potential inclusion [here](#).
- To help encourage its utilization and expansion, the Communications Library was:
  - Highlighted in the October 2023 WateReuse Review Newsletter
  - Presented at the 2024 WateReuse Symposium Communications Workshop in March 2024
  - Presented at NACWA's Strategic Communications: H2O Workshop in June 2024
  - Presented at AWWA's [ACE Conference](#) in June 2024
- Focus group participants [recommended additional materials](#) not currently listed in the library, but would be helpful to develop to fill reuse communications gaps, including:
  - Ready-to-use graphics for different recycled water treatment plant types and treatment trains
  - A fact sheet that explains potable reuse from the lens of risk assessment
  - Classroom education resources

## Action Team

### Action Leader

- **WateReuse Association**
  - Ben Glickstein  
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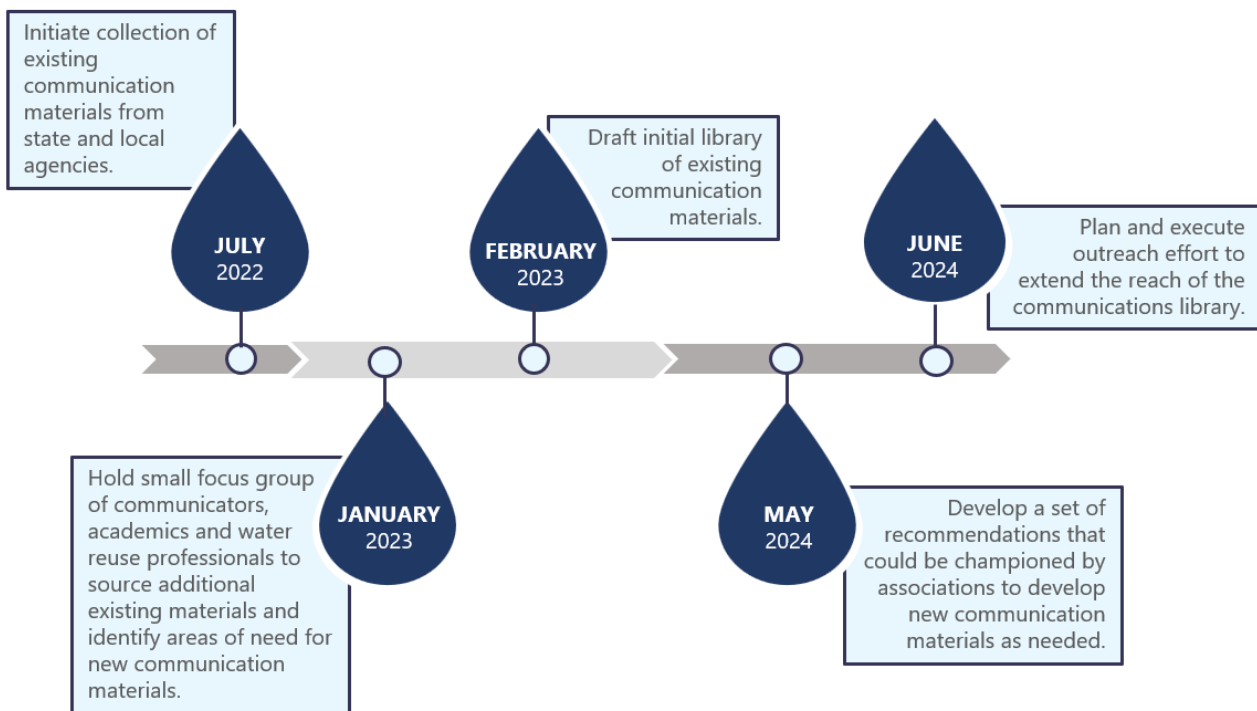
### Action Partners

- **Athens-Clark County**
- **Eastern Municipal Water District**
- **Katz & Associates**
- **Los Angeles County Sanitation Districts**
- **Metropolitan Water District of Southern California**
- **Southwest Florida Water Management District**
- **U.S. Environmental Protection Agency**
- **Water Environment Federation**
- **WSP Consultants**

## Lessons Learned

- In the development of the library, many participants stressed that water reuse communications need be carefully tailored and consider local issues like community concerns, local drivers for water reuse and languages for translation. Action Leaders decided to highlight that the materials in the library exist for the purpose of inspiring water reuse communicators, not primarily for use *as-is*.
- In addition to its formal outputs, WRAP Action 8.1 solidified collaborations between many municipalities and water utilities that are currently engaged in local water reuse communications. Through focus groups and project planning, communications professionals from these communities shared best practices and formed relationships to continue advancing a body of reuse communications knowledge and experience.

## Action Implementation Process



## Potential Future Activity

- The Action 8.1 team will continue to:
  - Solicit, review and post newly submitted materials to the Water Reuse Communications Library.
  - Circulate the Water Reuse Communications Library amongst water professionals to extend its impact.
- Advance, and seek funding for, the completion of the [recommended materials](#) identified during focus groups. Avenues to develop these materials include the WateReuse Outreach & Education Committee and collaborations with other action partners and water industry associations.

## Additional Resources

- [Water Reuse Information Library](#)
- [Water Reuse Resource Hub by End-Use Application](#)