You’re collecting data, so now what?

ADVOCATE!
Levels of Monitoring

- **Level 1**: Educational (W.A.V.)
- **Level 2**: Status and Trends (Pilot Project)
- **Level 3**: Special Projects (CWTU)

Any level can ADVOCATE;
Any level builds ADVOCACY!
adˈvəkat

- A person who pleads another’s cause
- A person who speaks or writes in support of something
- To speak or write in support of; be in favor of
The Power of Advocacy

- Level 1: 416 adults; ~1400 students
- Level 2: 120 volunteers
- Level 3: Varies (~50)
- CBLM ~900 volunteers

- Over 2000 people committed to water resources!
- Over 2000 voices!
Things You Need

- DATA – Good Data
- People – The more diverse; the better it is
- Communicate – Multi-media heroes
Data can tell you a story
Then you tell the story

- Use good data, not anecdotal accounts
- Have a good design!
- Eliminate bias
- Use facts to fight fiction
- Cooperate/Build Bridges
- Stay calm and be patient
Data Says......

• That the stream appears to be fine....
• Tell the story!
• The stream appears to be impacted....
• Review data and options, tell the story!
• Not enough data....
• Keep monitoring, tell the story!
Diverse Cross Section of People

Find Commonality

- Identify common goals
- Combine passions
- Talk to existing groups
- Go local
Use Different Media

• Pamphlets
• Radio
• Television
• Websites
• Speaking Engagements
• Word of Mouth!!!!
Tell the Story & Making Contacts

- Don’t accuse or threaten
- Build a bridge; don’t burn it
- No form letters; no petitions
- Personal letters or phone calls
- Invite stakeholders to participate
- Frame the message

- EDUCATE!
What Not To Do

Don’t find yourself alone
What To Do...
Grass Root Effort
Thank You!

Questions?