

Telling the “Good Story”

The Connecticut Section AWWA has a newly formed Public Information Committee that is working to create awareness about the value of public drinking water. As providers of a service that is essential for life, it's our responsibility to continue to remind our customers, the news media, lawmakers and other public opinion leaders about the positive impact public drinking water has on public health and safety and the environment.

We will do this through:

- Water quality testing
- Source protection
- Cross connection tests and inspections
- Public fire protection
- Conservation programs
- Environmental stewardship
- Recreation programs
- Investing in our infrastructure

Think about the work you've done to improve the quality of life for your customers and the greater community. For example, has your organization solved

a water quality issue for a local community? Did you donate land for open space? Replace a water main or other infrastructure to improve water quality and service?

These activities demonstrate the water industry's dedication to service, but if no one knows about them it's a lost opportunity. You can tell your story through your web site, bill inserts, newsletters, traditional and social media and face-to-face communications with business and community leaders. If you don't have access to these communication tools or want to collaborate on a communications project, the Public Information Committee can help.

In addition, the Committee is looking for members who can help us communicate the benefits public drinking water and other issues affecting our industry – by telling us what you are doing in these areas and more.

If you wish to join the committee, or if you have ideas on how we can successfully deliver our message, contact Mary Ingarra, Public Information Committee Chair at mingarra@ctwater.com, or Pamela Monahan at ctawwa@snet.net. Help us tell the “good story.” 💧

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