

# State Water Resources Control Board

FOR IMMEDIATE RELEASE

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Contact: Tom Mays  
(916) 341-5263

## Water Boards Unveil Storm Water Education Toolbox Throughout U.S.

### **Erase the Waste Campaign Promotes Water Awareness Month By Empowering Communities, Schools and Groups to Protect Waterways**

**Sacramento, CA** – In honor of Water Awareness Month in May, the California Water Boards today released a comprehensive set of storm water educational resources in a wide-reaching effort to address polluted runoff that affects communities throughout the state and nation. The California Storm Water Toolbox was developed as part of the State Water Board-funded Erase the Waste storm water public education program, a \$5 million community-focused campaign. The action-oriented tools are free to all interested parties as part of the state's commitment to improving water quality.

The products have previously been shared with environmental representatives from other states, and countries, including China, Mexico and South Korea. They will continue to be promoted abroad. A special distribution will be made to government and school officials and organizations in other states.

The California Storm Water Toolbox includes a diverse roster of multilingual outreach and education tools designed to address varying water pollution priorities in different regions.

- For residents, community and civic groups, the Toolbox features advertisements, posters, collateral materials and a comprehensive Neighborhood Action Kit in English, Spanish, Chinese, Korean and Vietnamese – an innovative “how-to” guide to community-focused pollution prevention designed to educate and engage residents.
- To support educators, the Toolbox includes a landmark Water Quality Service Learning Model for grades 4-6. The curriculum combines in-classroom learning with an outdoor campus water review that meets the state's stringent curriculum standards. It also features the Water Quality Detectives After School Program, an adapted version of the curriculum for middle school and after school settings.
- For municipalities, the Water Boards and the California Storm Water Quality Association launched the California Storm Water Resource Directory, a Web-based inventory of storm water materials from throughout the state. Later this year, the Water Boards will also launch a "train the trainer" workshop series on creating cost-effective outreach and education programs.

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## **2-2-2 Water Education Toolbox**

The tools will be promoted and distributed in partnership with dozens of organizations, including the California Department of Education's Cal Serve program, the California Integrated Waste Management Board's Anti-Litter Task Force, the California Regional Environmental Education Community network, watershed councils, and environmental, community and advocacy groups. The toolbox will also be distributed through a national list of U.S. cities, state storm water managers, educators and watershed groups.

The California Water Boards are comprised of the State Water Resources Control Board in Sacramento and nine regional water boards throughout the state. The State and Regional Water Boards were created by the Legislature in 1967. The boards are part of Cal/EPA and serve collectively as the state bodies responsible for ensuring the quality of California's waters.

The California Water Awareness Campaign is a year-long effort by organizations throughout California to heighten public awareness of water and the role water agencies and allied entities play in conservation, management, water supply, water quality and distribution. The campaign focuses on the month of May each year with the observance of Water Awareness Month. For more information, please visit [www.wateraware.org](http://www.wateraware.org).

Log on to [www.erasethewaste.com](http://www.erasethewaste.com) to access all of the components of the California Storm Water Public Education Toolbox. The Service Learning Model and teacher Web casts are also accessible at [www.waterlessons.org](http://www.waterlessons.org). The online Storm Water Resource Directory is also accessible at [www.casqa.org/resourcelibrary](http://www.casqa.org/resourcelibrary).

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