

RECOMMENDED ACTION
Based on Top Priority Alternative Approach

Category

Communication/Education

Goal (s) Letter for Reference:

f/n, p

Summary of recommended action:

A public education/communication campaign will be conducted to provide a consistent flow of information regarding coastal health issue using all forms of available media. The public needs to be educated and encouraged to become stakeholders in the improvement of coastal health through the development of sustainable ecosystem practices. Poor personal and business practices (including those at the municipal level) contribute to the bacterial and chemical contamination of the Great Lakes.

Recommended timeframe:

By 2006, education campaigns will be conducted to effectively communicate water quality issue to both the public and private sectors of the Great Lakes states.

Projected benefits and costs:

Cost: \$400,000 (Great Lakes Basin @ \$50,000 per state x 8 states).

Benefit: Increased awareness, stakeholder “buy-in”, a public capable of making informed decisions with regard to sustainable development both personally and at the municipal level, decreased economic loss, and an increase in commercial benefits.

Best-suited entity(s) to accomplish recommended action:

Agencies most suited to carry out recommended action at all levels of implementation: federal, tribal, state, local municipalities, regional/bi-national commissions, other Great Lakes organizations, NGO's, industry, media. Partnering of identified agencies will facilitate the consolidation and utilization of currently available information to spearhead a continuous and adaptive public education/communication campaign reflective of new information on all aspects of coastal health.

Measurable objectives:

Information crucial to the improvement of Great Lakes coastal health will be consistently visible in the media (TV, newspaper, radio, PSA, billboards, telephone hotlines, internet), in brochures, videos, on signs posted in public places, through leaflets and brochures, in town-hall type meeting and in the curriculum of our public educational system which is geographically specific at the state and local levels (including individual beaches).