

Community Outreach & Education #1

DRWPP 2026 Final Recommendations Drafts - Monday, Aug 10

The Community Outreach and Education work group recommends that TDEC, the Duck River Agency, Harpeth Conservancy, TVA, TN State Parks, TDOT, and watershed non-profit organizations collaborate to develop a robust model outreach and education program that expands current opportunities in the watershed to engage multiple audiences in watershed protection activities and responsible river recreation. This program should include the following components: K-12 education and water sector workforce development; adult learning webinars and workshops that cover the basics of water quality and watershed protection; field opportunities including wastewater and drinking water utility tours; and a watershed-scale outreach event to unite communities in action, i.e. the Big Duck River Clean Up. All opportunities should be shared on the Duck River Agency's website. This recommendation would benefit watershed communities in their efforts to meaningfully participate in watershed protection efforts, strengthen relationships amongst all watershed stakeholders, unify the watershed in protection activities, and provide concrete opportunities to equip the next generation of river stewards across the state.

Community Outreach & Education

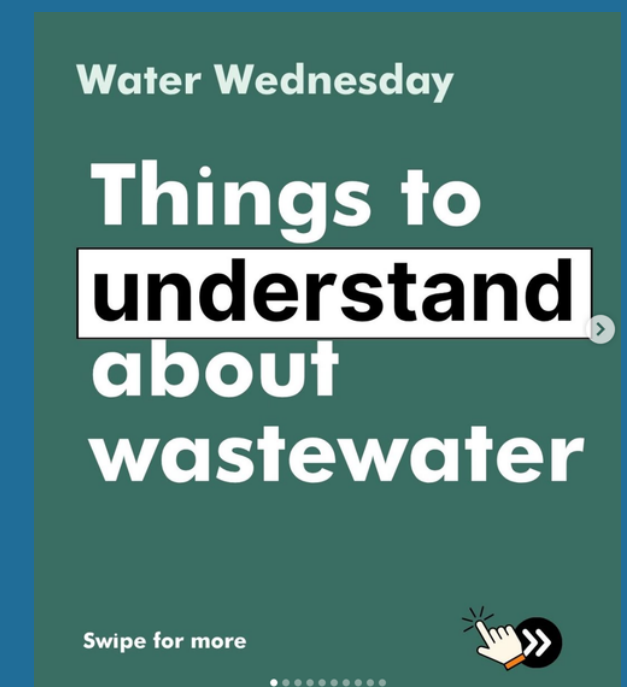
#2

DRWPP 2026 Final Recommendations Drafts - Monday, Aug 10

The Community Outreach and Education work group recommends that TDEC, the Duck River Agency, Harpeth Conservancy, and watershed non-profit organizations collaborate to develop a digital communications toolkit that expands access to trusted watershed information. The toolkit should provide a unified framework for communicating about critical watershed issues, including low flow and drought, land use, water quality, and conservation actions, while connecting residents with meaningful opportunities to engage in local stewardship. The toolkit will be hosted on the Duck River Agency's website, and the Duck River Agency will pilot model use of the toolkit with guidance from Harpeth Conservancy, other DRWPP members, and watershed non-profits. Resources should include a Watershed Content Calendar, a library of photos and video assets for public use, shareable educational materials, and ready-to-use communications templates such as social media graphics and captions, one-page fact sheets, and press release templates. The toolkit should also provide best-practice guidance through how-to modules and training opportunities to help local governments, utilities, nonprofits, and community organizations effectively use the materials. This recommendation is especially important for Tennessee's many rural communities, where limited communications staff and resources can make it more difficult to share timely information and engage residents. By expanding digital outreach capacity, increasing access to DRWPP-approved educational resources, and providing ready-made communications tools, the toolkit will help ensure that communities across the watershed, regardless of size or capacity, can effectively inform residents and connect them with local opportunities to protect and steward the Duck River.

Example Post:

Toolkit materials will be branded appropriately. Stay tuned!



Upcoming Events

2026

- September 26: 2026 Duck River Cleanup in Columbia with Keep Maury Beautiful and Higher Pursuits
- October 3-4: National Banana Pudding Festival in Centerville
- October 29: Down the Duck Film Screening at Tennessee Tech in Cookeville

