# Community Outreach & Education #1

## DRWPP 2026 Final Recommendations

### Support and enhance a model outreach and education program

Nongovernmental organizations, in partnership with the DRA, TDEC, TDOT, and TVA should develop a robust model outreach and education program that expands current opportunities 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.

# Community Outreach & Education #2

## DRWPP 2026 Final Recommendations

## Develop a digital communications toolkit that expands access to trusted watershed information

The DRA, watershed non-profit organizations, and TDEC should 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 local stewardship opportunities. 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. The toolkit will help ensure that communities across the watershed 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!

# Community Outreach & Education #3

DRWPP 2026 Final Recommendations

## Engage communities in water quality monitoring to support broader data collection and promote awareness of watershed health.

Conservation organizations should expand and support existing community science water quality monitoring efforts with advice from academia and state and federal agencies. Community science programs would increase public participation in watershed stewardship, improve awareness of water quality issues, expand monitoring coverage throughout the watershed, and generate valuable data that can support future water management decisions. Efforts should be focused on identifying data areas that are suitable for collection by the public, developing standardized sampling methods, establishing accessible data management systems, and linking water quality monitoring with public education.

# Upcoming Events

## 2026

- October 23: Duck River Education Day at Henry Horton State Park, Chapel Hill
- October 29: Down the Duck Film Screening at Tennessee Tech, Cookeville