

# Conservation and Communications Update



David Slade  
Oct. 20, 2011

# Reaching out to Public with... “It’s Hip to Fix a Drip!”



*Water-Woman, Flo and Wilma the Watershed Warrior* made over 40 public appearances at parades, children’s camps, fairs, etc.

# Communicating CWB Targets through local stories

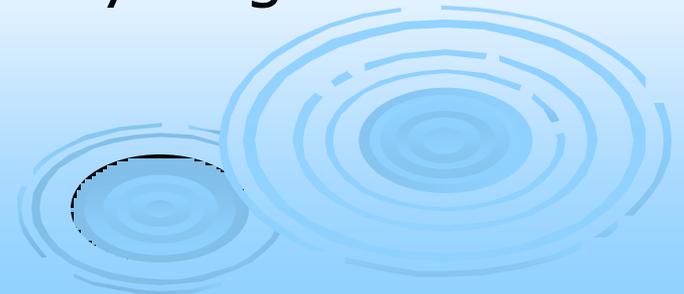


7 Water Hero Chronicles in The Citizen focused attention on targets (Conservation, IQ, Estuary, Riparian)

# More Numbers....



- 1000 homes given a toilet test kit (and taught how to use it)
- 13 local summer students went on full day watershed tour.
- ~500 residences surveyed on doorstep.
- 4 pickups of river trash to dump or recycling.



# Attracting sponsors and in-kind supporters to make it all possible.



## GIVING THANKS!

The Cowichan Watershed Board extends sincere thanks to all the residents, businesses, governments, stewardship groups, and water providers of the Cowichan region who pitched in to help conserve water and protect our watersheds this summer.

Website: [Cowichanwatershedboard.ca](http://Cowichanwatershedboard.ca)  
Facebook: Cowichan Water Challenge

Special thanks to the following sponsors and supporters for making our work possible:



Cowichan Tribes, Safe Youth Cowichan, Tim Hortons, Just Jakes, Thrifty Foods, Island Saving Credit Union, Community Farm Store, Cheers Cowichan Tours, Country Grocer.

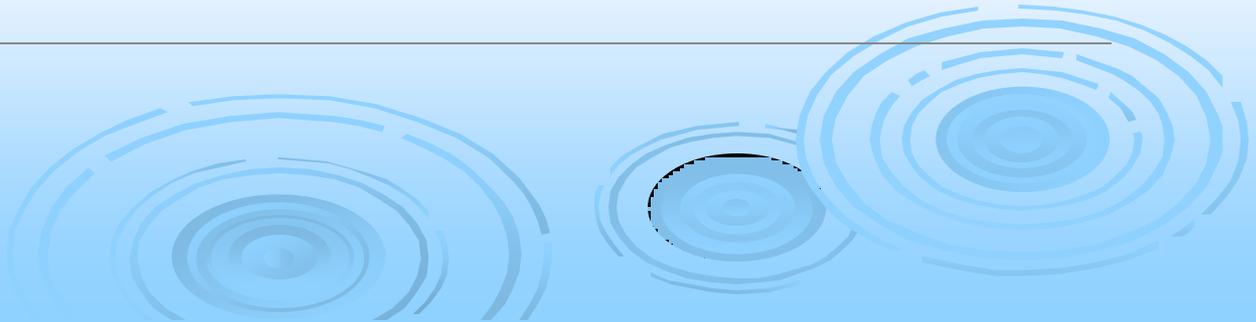
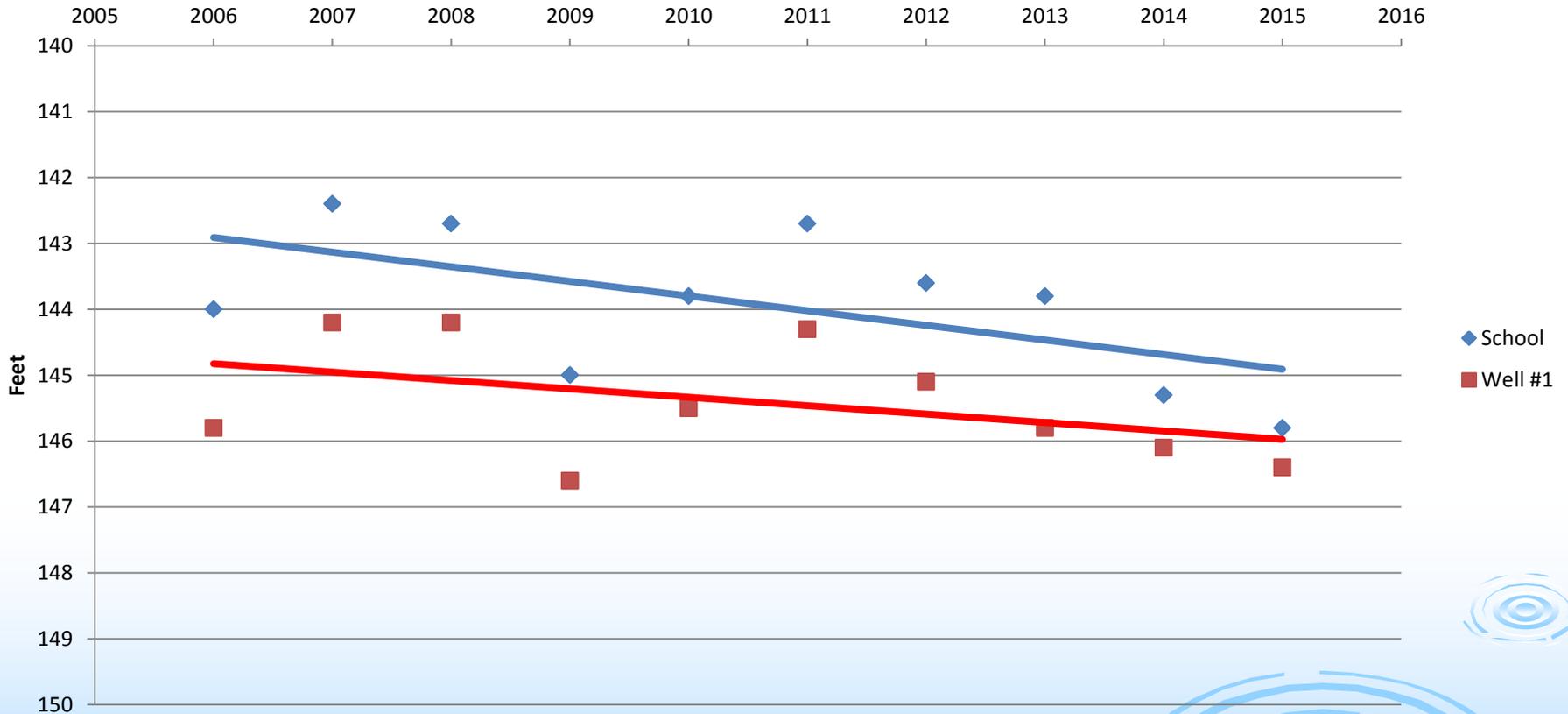
# Making Conservation Fun



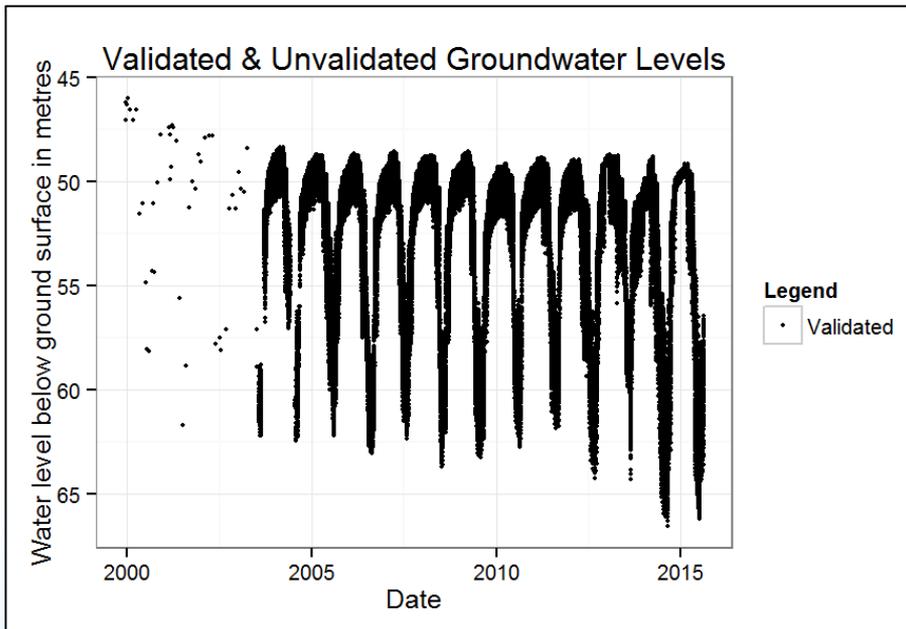
**Lots more photos on Facebook:  
Cowichan Water Challenge**

# Well, well, well... 3 well trends.

## Cobble Hill Static Water Levels



## Arbutus Ridge, CVRD



## Braithwaite

