

# Save Our Water Initiative

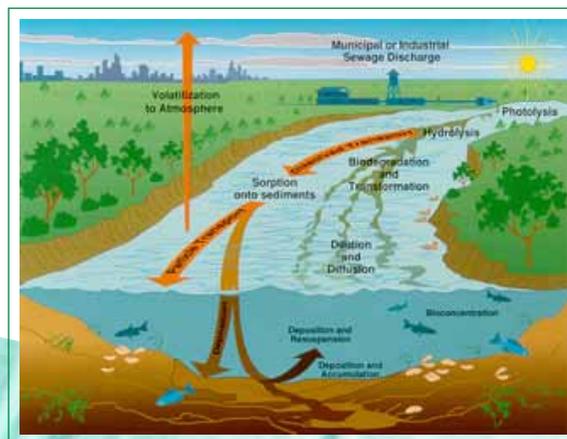
The Institute for Environmental Solutions is addressing the urgent need to prevent the spread of chemical contaminants to wastewater downstream

## Contaminants of emerging concern (CECs):

- Harmful chemicals that may act as endocrine disruptors to change the way hormones function in animals (e.g. reproductive failure)
- Can have toxic effects on human health and can disrupt ecosystems
- Found in personal care products, home cleaning products, and lawn and garden products

Individuals can take action to prevent these toxic substances from entering our waterways in the first place. We can prevent their harmful effects on water, wildlife, humans, and our environment!

CECs are not currently regulated or treated in wastewater treatment facilities, despite their potentially toxic effects. The U.S. Government provides no guidance to prevent corporations, local business, or residents from letting them drain to our water supply.



## YOU CAN PREVENT CONTAMINANTS, IMPROVE HEALTH, AND REDUCE WATER POLLUTION

- IES is kicking off the Colorado Save Our Water Initiative (SOWI) to engage citizens and communities in preventing contaminants of emerging concern (CECs) in our water
- Local individuals, households, and businesses can play a crucial role in reducing and preventing contaminants
- Your simple low- or no-cost behavior changes result in immediate health and environmental benefits—much cheaper, faster, and more effective than new government regulations

### Why does this approach work?

- It's **FAST**
- It's **EFFECTIVE**
- It's **INEXPENSIVE**
- It's **SCIENCE-BASED**
- It **EMPOWERS CITIZENS** and **COMMUNITIES** to improve their health and environment



### IES's Colorado Save Our Water Initiative will foster sustainable behavior through community-based social marketing:

- Select behavior changes to reduce pollution
- Identify barriers and benefits associated with the behavior changes
- Find ways to break down and eliminate the barriers and maximize the benefits
- Work with residents and the community to implement the pollution reduction and prevention strategies
- Identify best practices in behavior change pollution reduction programs
- Measure success and evaluate outcomes
- Document the project so it can be replicated in other neighborhoods and communities

### Specifically, the IES SOWI will:

- Provide convenient workshops that demonstrate how easy it is to find alternatives to using products containing CECs
- Work with local businesses and organizations to adopt pollution prevention strategies such as contaminant-free soap, cleaners, and personal care products
- Provide incentives to encourage people to use products free of toxic chemicals



## REDUCE YOUR CHEMICAL FOOTPRINT!

### Save Our Water Initiative

The IES Save Our Water Initiative will target expecting parents and parents of small children and teach them about the risks to children and fetuses associated with exposure to harmful chemicals. These families are often motivated to take active steps to improve their children's and the environment's health.

IES will:

1. Select a pilot community that has:
  - Demonstrated a problem of chemical contaminants
  - A receptive audience of expecting and current parents
  - A convenient meeting place for workshops for parents, such as a library or church
2. Determine the barriers and benefits to making and using household and personal care products free of harmful chemicals.
  - Use focus groups or surveys to find out why parents would be likely to switch to toxic-free products
  - Develop behavior changing strategies parents can adopt to reduce their chemical footprints

3. Implement community outreach and education.
  - Neighborhood and community workshops
  - Peer-to-peer education
  - Samples and do-it-yourself kits
  - Local business participation and household product trade-ins
  - Leadership training
4. Measure results and evaluate effectiveness.
  - Assess attendance at our program and solicit participant reviews of program effectiveness
5. Plan to replicate
  - Implement similar programs in other communities



## Join IES in cleaning our water and protecting our health

IES welcomes partnerships with citizens, businesses, non-profits, community groups, and local governments. Please join us in cleaning our water and protecting our health. We are looking for volunteers, community resources, and funding.

Please contact IES at (720) 295-4437 or at [solutions@i4es.org](mailto:solutions@i4es.org).



### Please donate to IES

**Ten out of 10 doctors recommend clean air and water. Follow your doctor's orders and support IES today!**

Your tax-deductible charitable contribution to IES benefits your health and your environment.

Send donations to: IES, 761 Newport Street, Denver, CO 80220. Credit card donations are welcome at [coloradogives.org/i4es](http://coloradogives.org/i4es).