



The Value of Water

Paula Smith and Elizabeth Hyde

Communications and Outreach

PUBLIC HEALTH
ALWAYS WORKING FOR A SAFER AND
HEALTHIER COMMUNITY



Office of Drinking Water Mission

We work with others to protect the health of the people of Washington State by ensuring safe and reliable drinking water.



What's the Value of Water?

- Value of Water Coalition campaign
- U.S. Water Alliance
- National event



Imagine a Day Without Water

September 15, 2016

Investing in Infrastructure

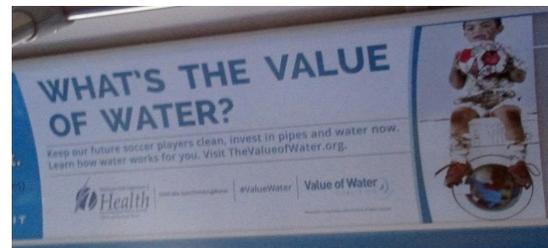
- 64,240 gallons
 - The amount of water used by the average U.S. citizen in a year.
- \$4.8 trillion
 - The amount of money that needs to be invested in water infrastructure over the next 20 years.

The Value of Water Campaign

- We used federal set-aside money to participate in the Value of Water campaign.
- The Value of Water Coalition provided artwork and other resources free of charge.

Our Bus Ads

- We have bus ads in Olympia-Yelm, Shelton, Spokane, King and Pierce counties, Wenatchee, and the Tri-Cities.



Billboards

- We have billboards in Seattle, Yakima, and Pasco.



WHAT'S THE VALUE OF WATER?

Learn how water works for you.
Visit TheValueofWater.org.

Washington State Department of Health
Office of Drinking Water

DDH.Wa.Gov/DrinkingWater #ValueWater Value of Water COALITION

Photo credit: iStockphoto.com/Photo: Andrew Gaudin



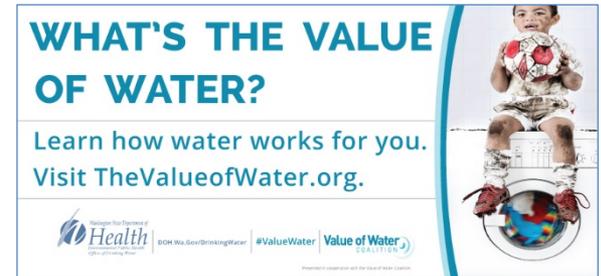
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Photo credit: iStockphoto.com/Photo: Andrew Gaudin

Imagine a Day Without Water

- September 15
- Facebook and Twitter messages
www.thevalueofwater.org

95% of Americans think it's important to improve and modernize water infrastructure.



Imagine a Day Without Water
September 15, 2016 | #ValueWater

The aquatic exhibit at the National Zoo in Washington, DC uses 1.6 million gallons of water a day.



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71% of Earth's surface is covered by water. But only 1% is accessible freshwater suitable for human use.



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1 in 3 Americans are currently affected by drought conditions.



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1/5 of the U.S. economy would grind to a halt without reliable water infrastructure.



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Each day in the US, 700 water mains break. Annually we lose 1.7 trillion gallons of water to leaks and breaks.



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Marketing Resources

- Bill inserts available for use.
 - Large systems: Download PDFs with commercial printer's marks.
 - Small systems: Order printed inserts at no cost.



New Resource Page on Our Website

- [Water System Marketing Resources](#)

Water System Marketing Resources

The Value of Water

We are participating in the national Value of Water campaign, [Imagine a Day without Water](#), in partnership with the [Value of Water Coalition](#). The campaign promotes awareness and education on the importance of water to the economic, environmental, and social well-being of America.

We have five designs available for bill inserts, linked below. They may be ordered at no cost from the [Publications Database](#)--enter only the publication number to order. You may order in increments of 100, up to 1,000 total. The PDFs below show the five available designs.

[331-578 \(PDF\)](#) [Morning Coffee]

[331-579 \(PDF\)](#) [Firefighters]

[331-580 \(PDF\)](#) [Empty Pool]

[331-581 \(PDF\)](#) [Stalls]

[331-582 \(PDF\)](#) [Washer]

Printer-ready utility bill inserts for commercial printing

The utility bill inserts below show all printer's marks for your print shop. Download directly from the links.

[331-578-PRINT \(PDF\)](#)

[331-579-PRINT \(PDF\)](#)

[331-580-PRINT \(PDF\)](#)

[331-581-PRINT \(PDF\)](#)

[331-582-PRINT \(PDF\)](#)

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Questions?

