

Water Literacy in Alberta



WPAC Summit

June 22, 2018

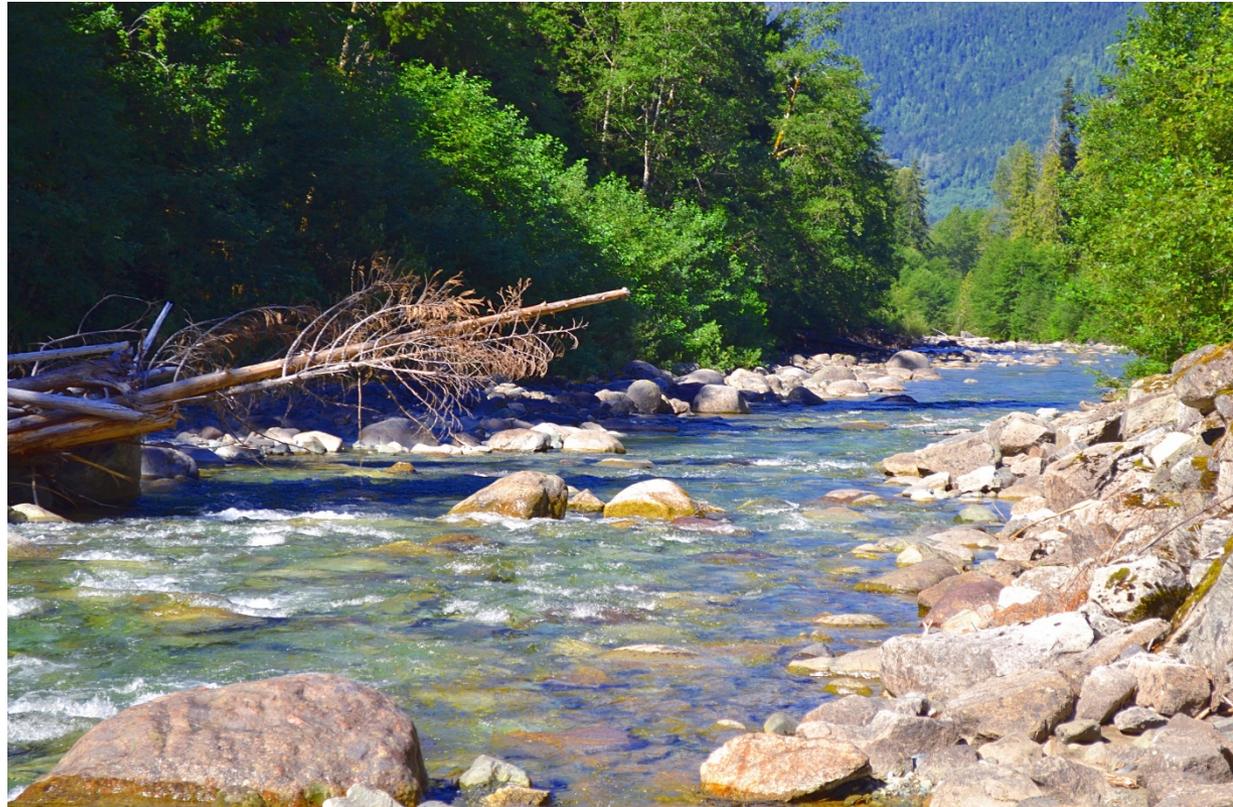
Janine Higgins

Community Engagement Lead

Outline

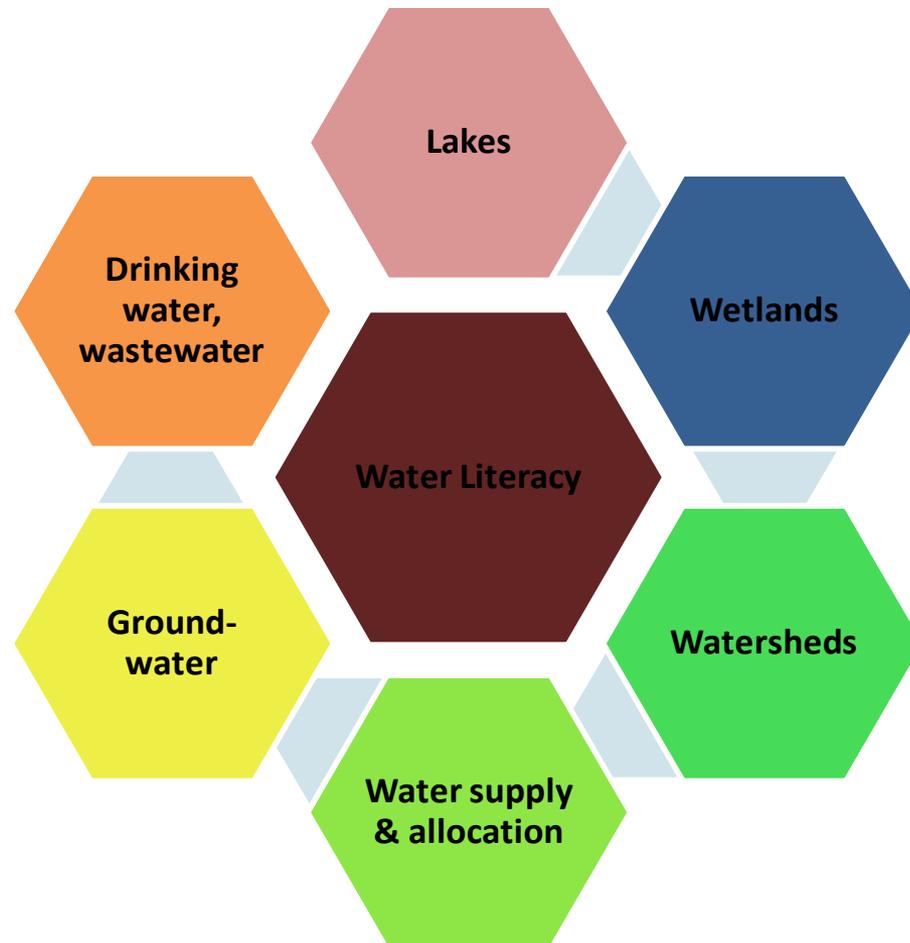
Water Literacy Survey Results

GOA Water Education Program Updates

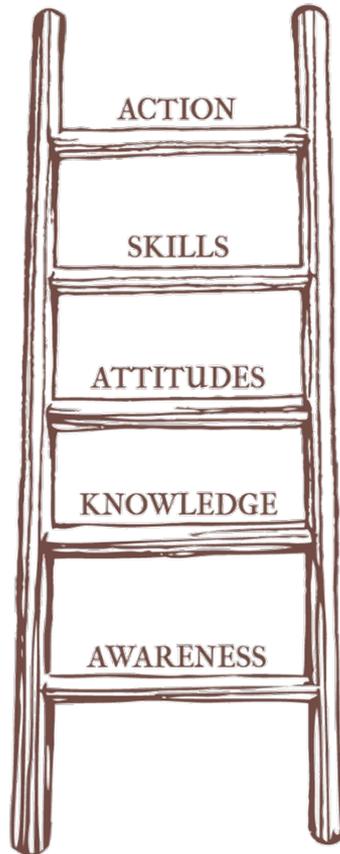


Water Literacy Survey

What is included in “water literacy”?



Literacy Ladder



Taking personal and collective **action**

Using critical thinking **skills** to create place-based solutions

Attitudes of appreciation and concern for the environment and inspiration to act with the environment in mind

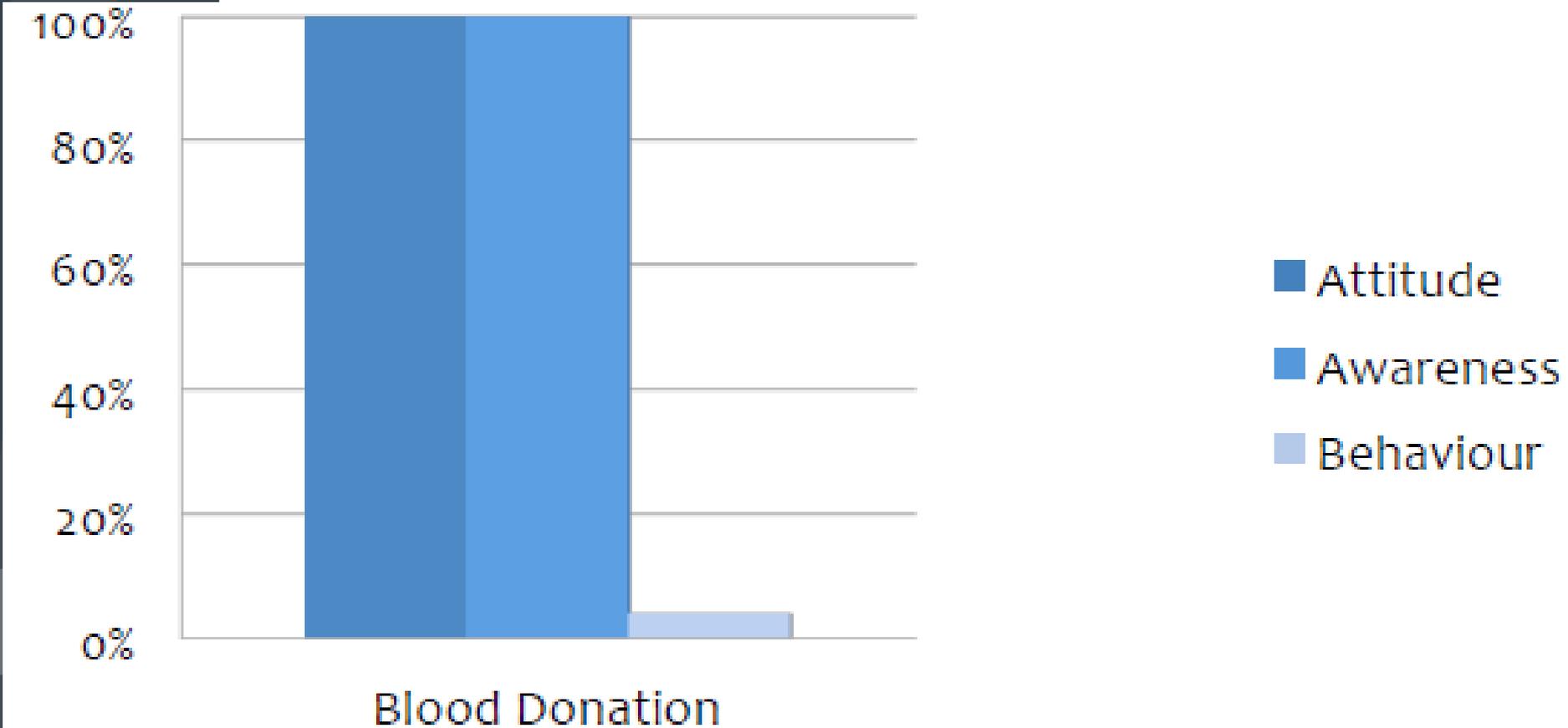
Deeper **knowledge** of natural systems and processes

General **awareness** of the relationship between the environment and our choices

Adapted from 2007 Campaign for Environmental Literacy

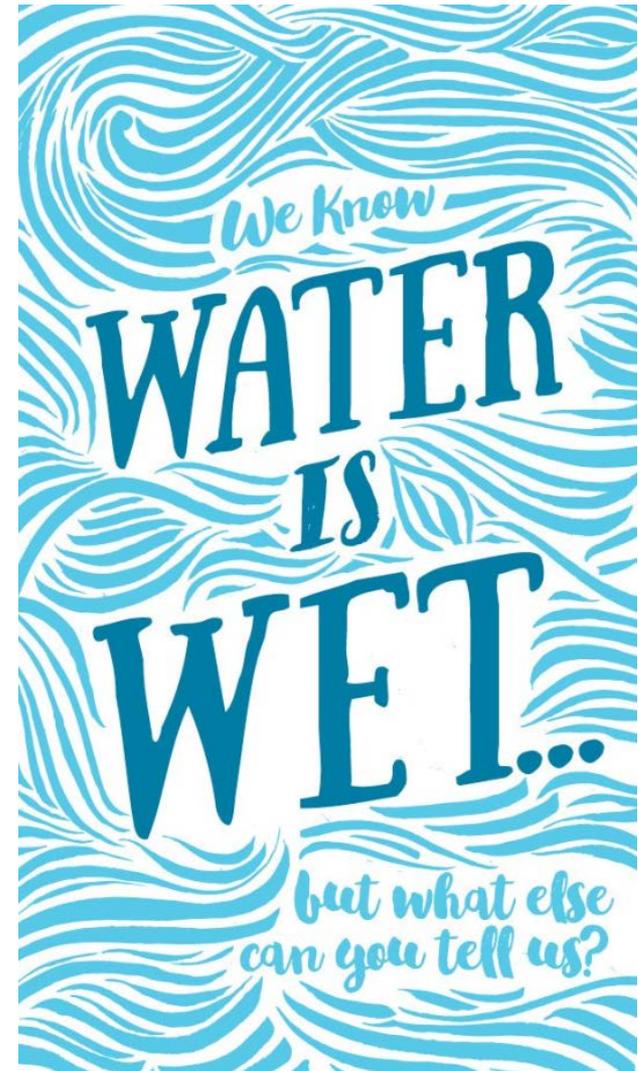
Knowledge = Behavior Change!

NOT!



Background

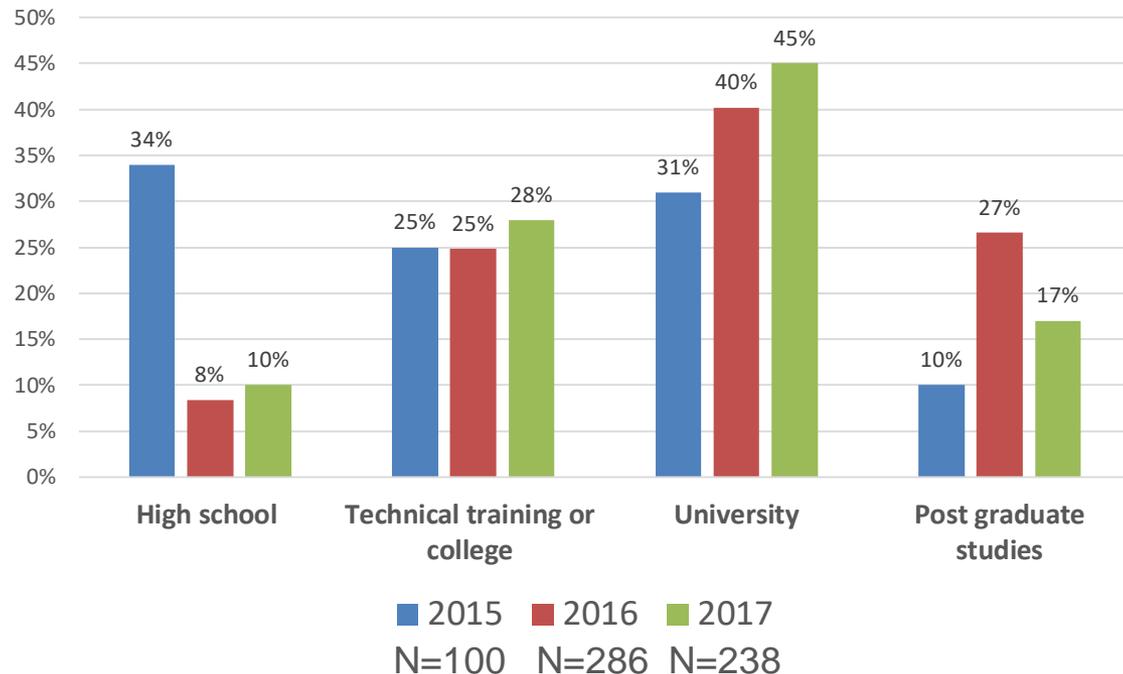
- Survey created by Alberta Water Council's Water Literacy Project Team
- Initially delivered by phone to 100 individuals across the province in 2015
- Put online for 2016/17, 2017/18 and 2018/19
- Survey was distributed through AEP social media accounts, WPACs, non-profit organizations, at tradeshow & events



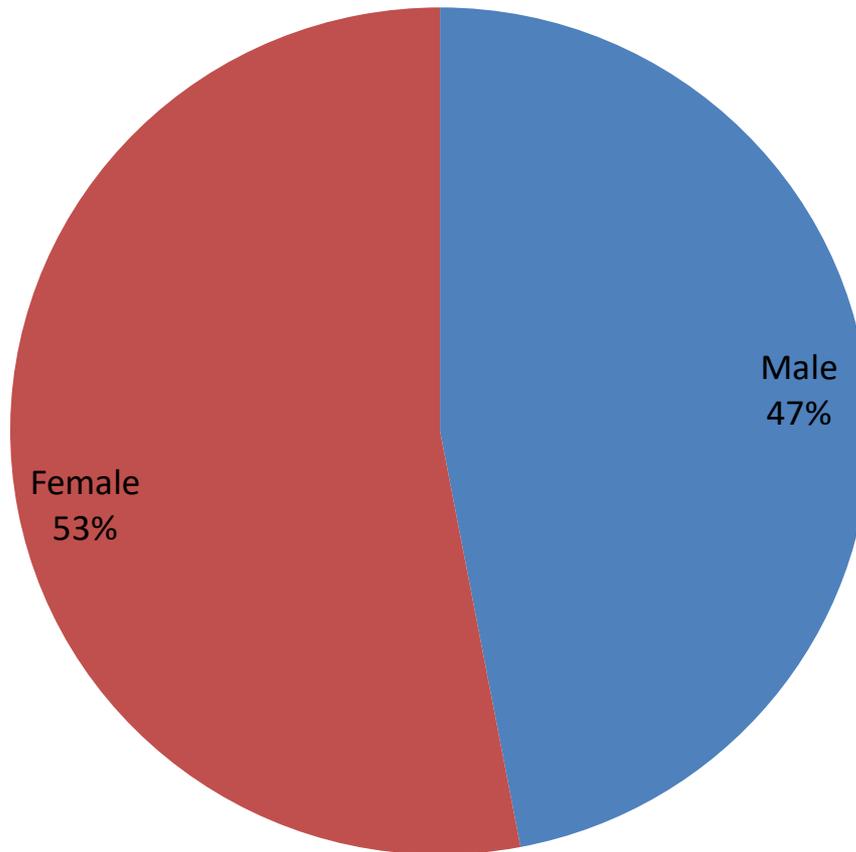
Who's taking the survey?

- As of April 11, 2018:
 - Fully completed by 408
 - Partially completed by 860
- In 2017, had 97% new respondents

What is the highest level of education you have completed?



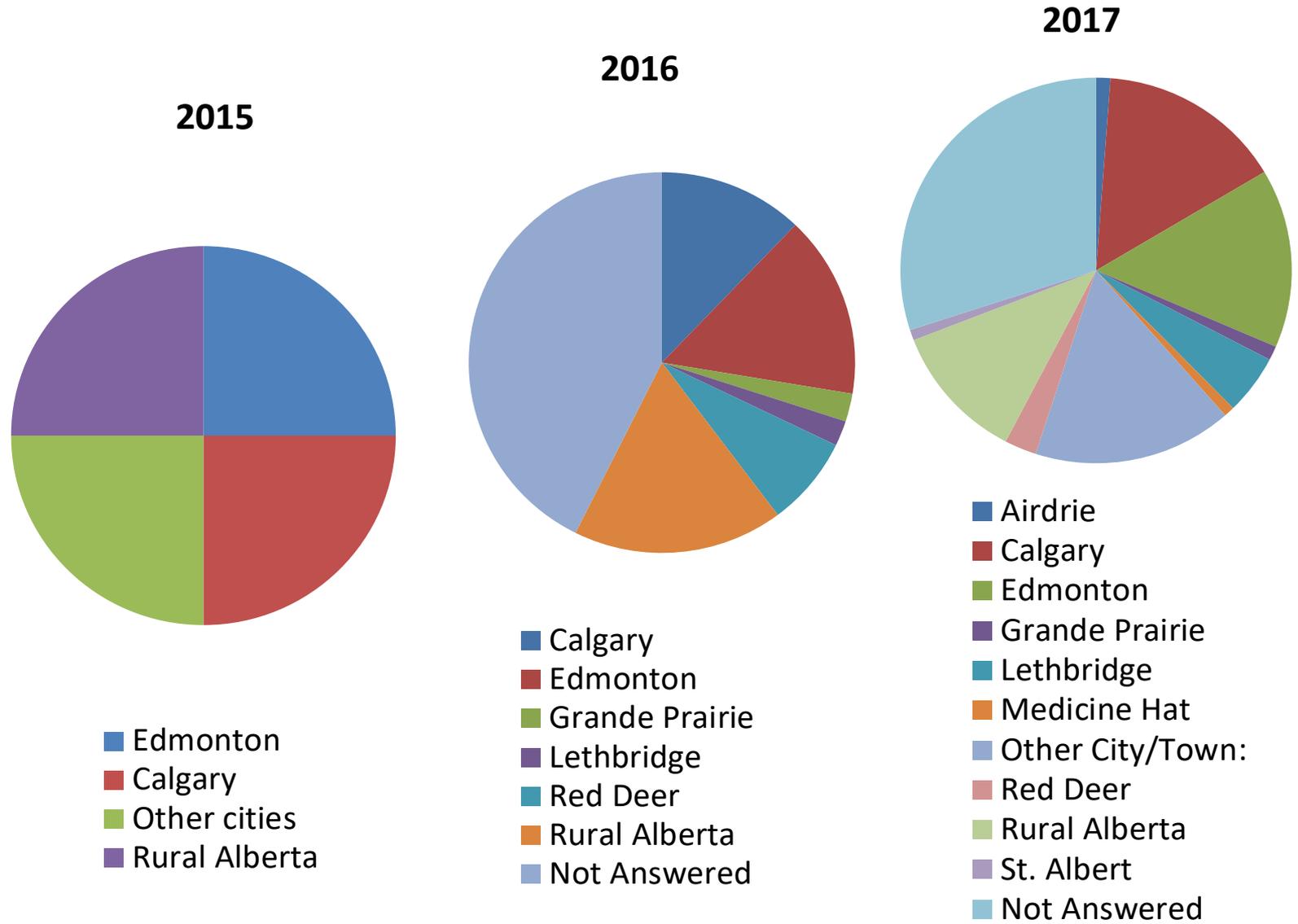
Who's taking the survey?



Average age:

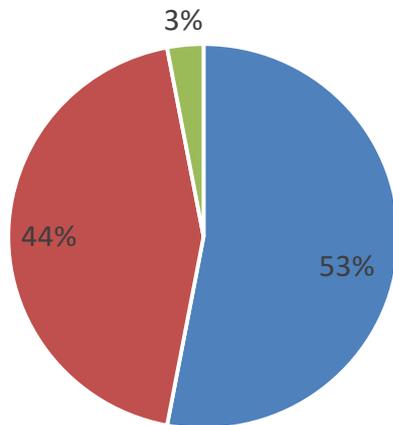
- 2015 - 75
- 2016 - 52
- 2017 - 44

Who's taking the survey?



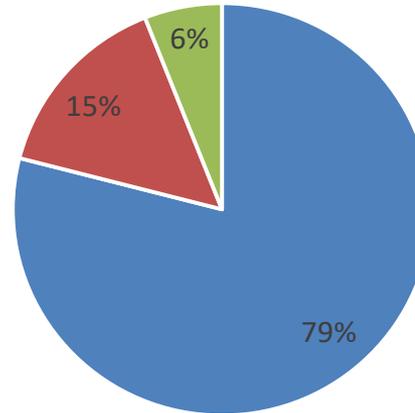
A watershed (or drainage basin) includes all of the land that water flows across as it drains toward a common body of water, such as a stream, river, lake or coast. Do you live in a watershed?

2015
N=100



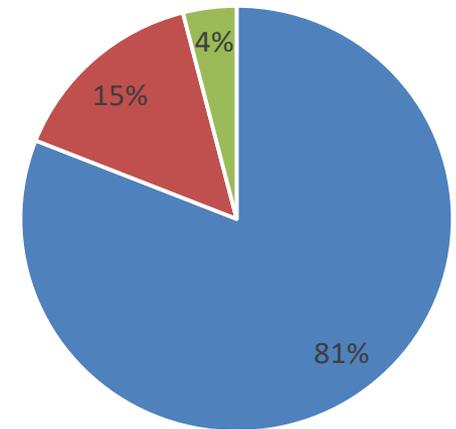
- Yes
- No
- Don't Know

2016
N=260



- Yes
- No
- Don't Know

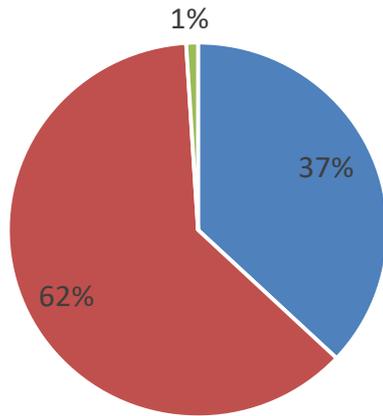
2017
N=322



- Yes
- No
- Don't Know

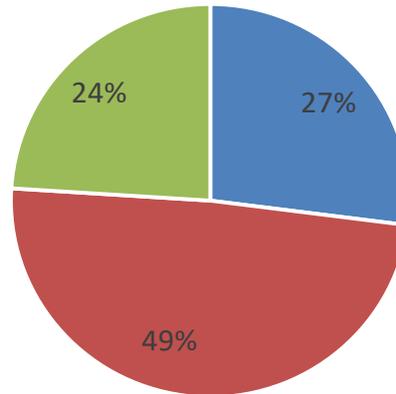
I know what a Watershed Planning and Advisory Council (WPAC) is.

2015



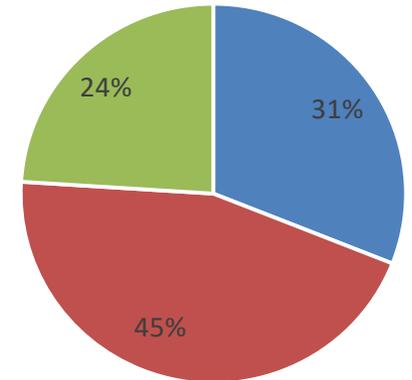
- Yes
- No
- Not Answered

2016



- Yes
- No
- Not Answered

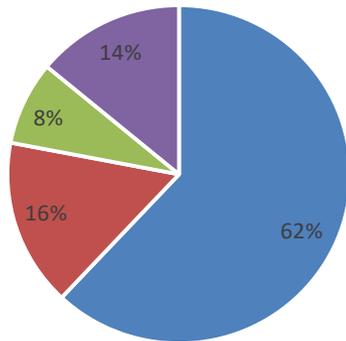
2017



- Yes
- No
- Not Answered

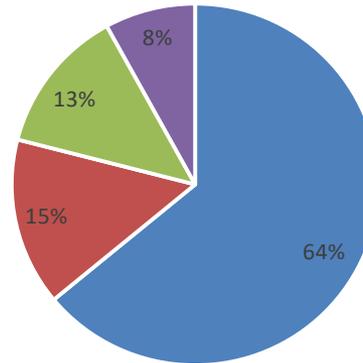
In comparison to other provinces like British Columbia and Ontario, would you say Alberta has a lower, equal or higher number of recreational lakes.

2015
N=100



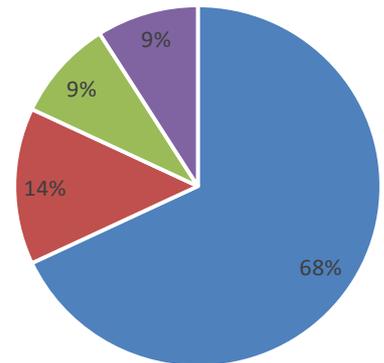
■ Lower
■ Equal
■ Higher
■ Don't Know

2016
N=383



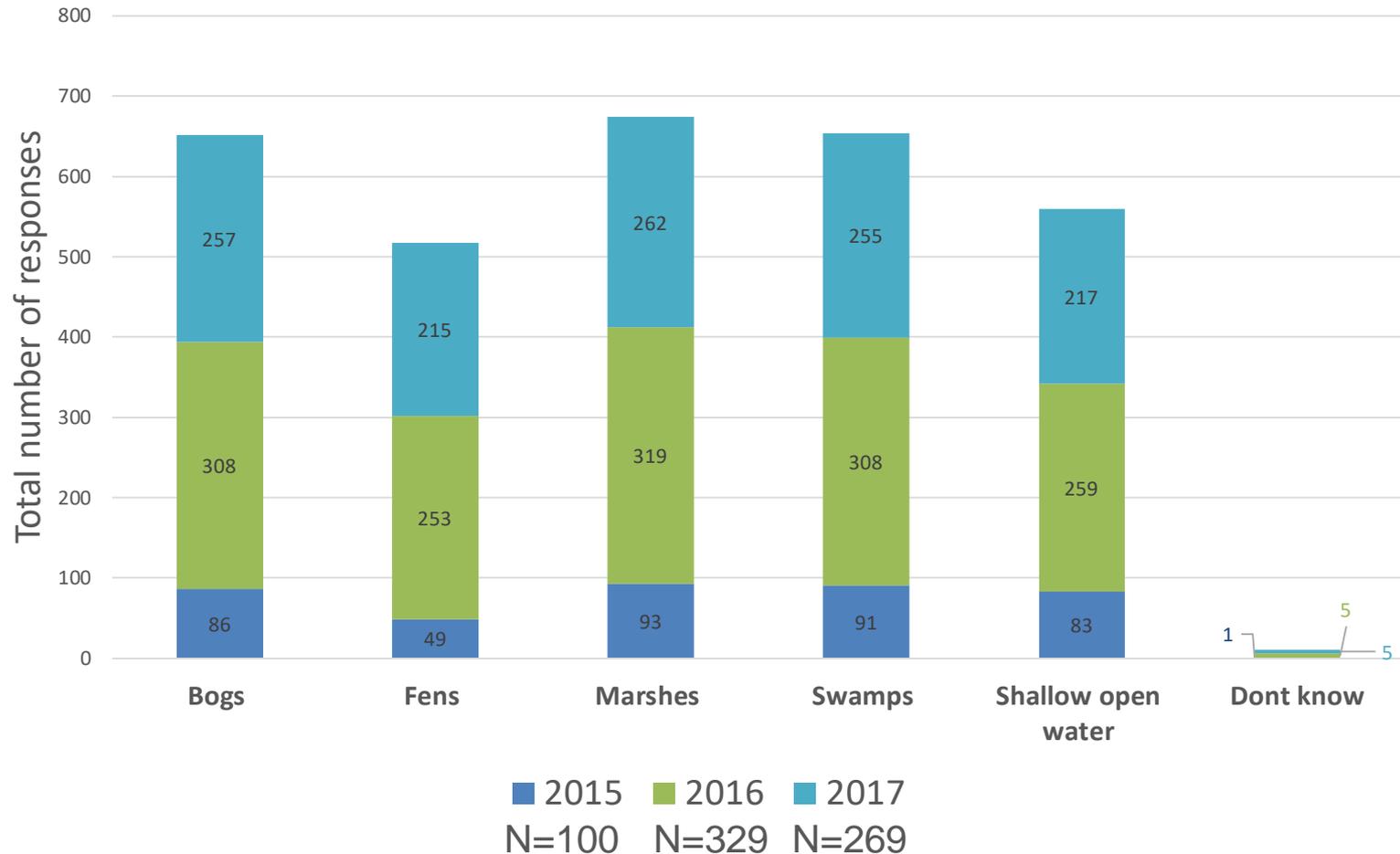
■ Lower
■ Equal
■ Higher
■ Don't Know

2017
N=310

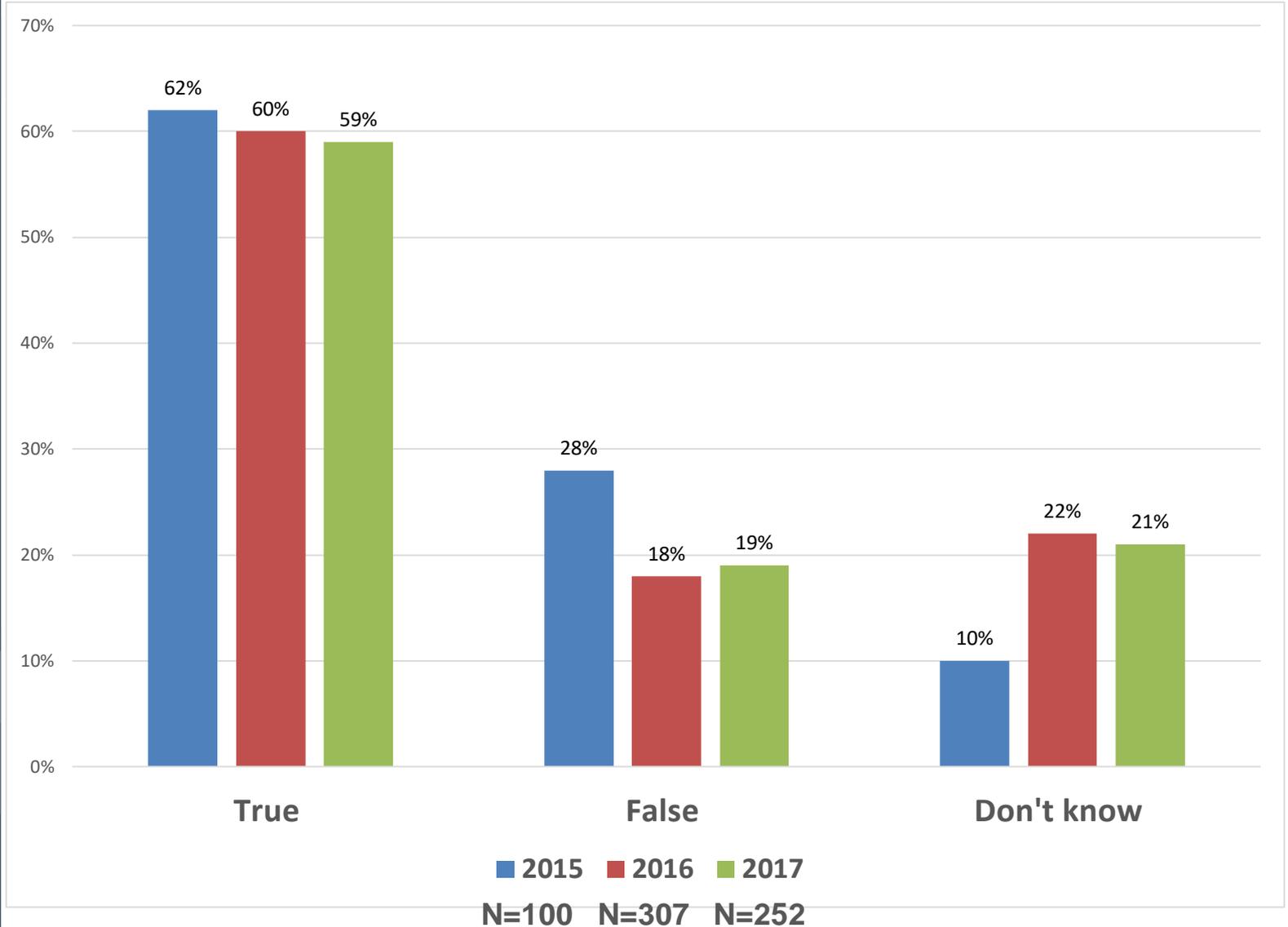


■ Lower
■ Equal
■ Higher
■ Don't Know

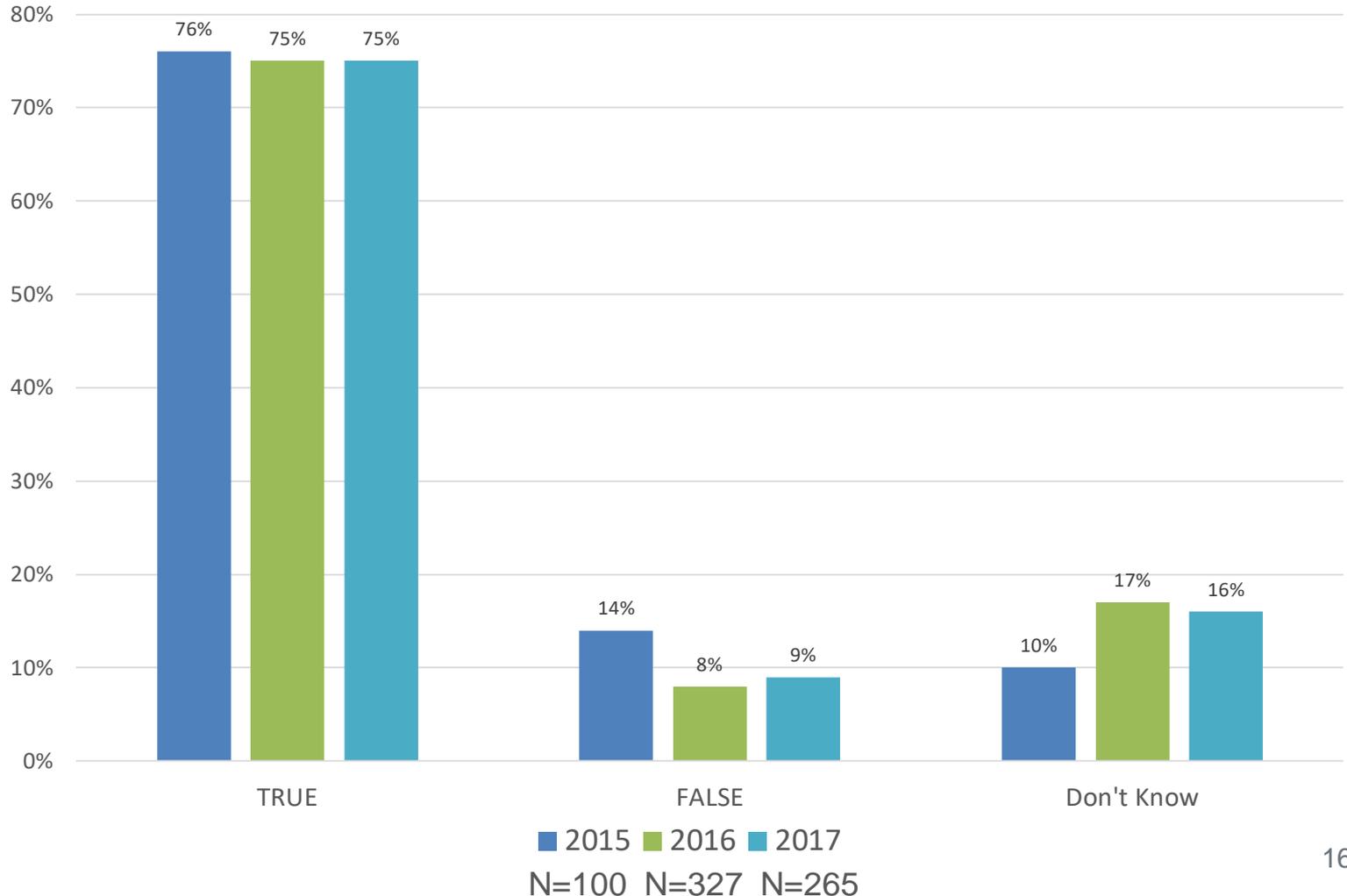
Which of the following are types of wetlands?



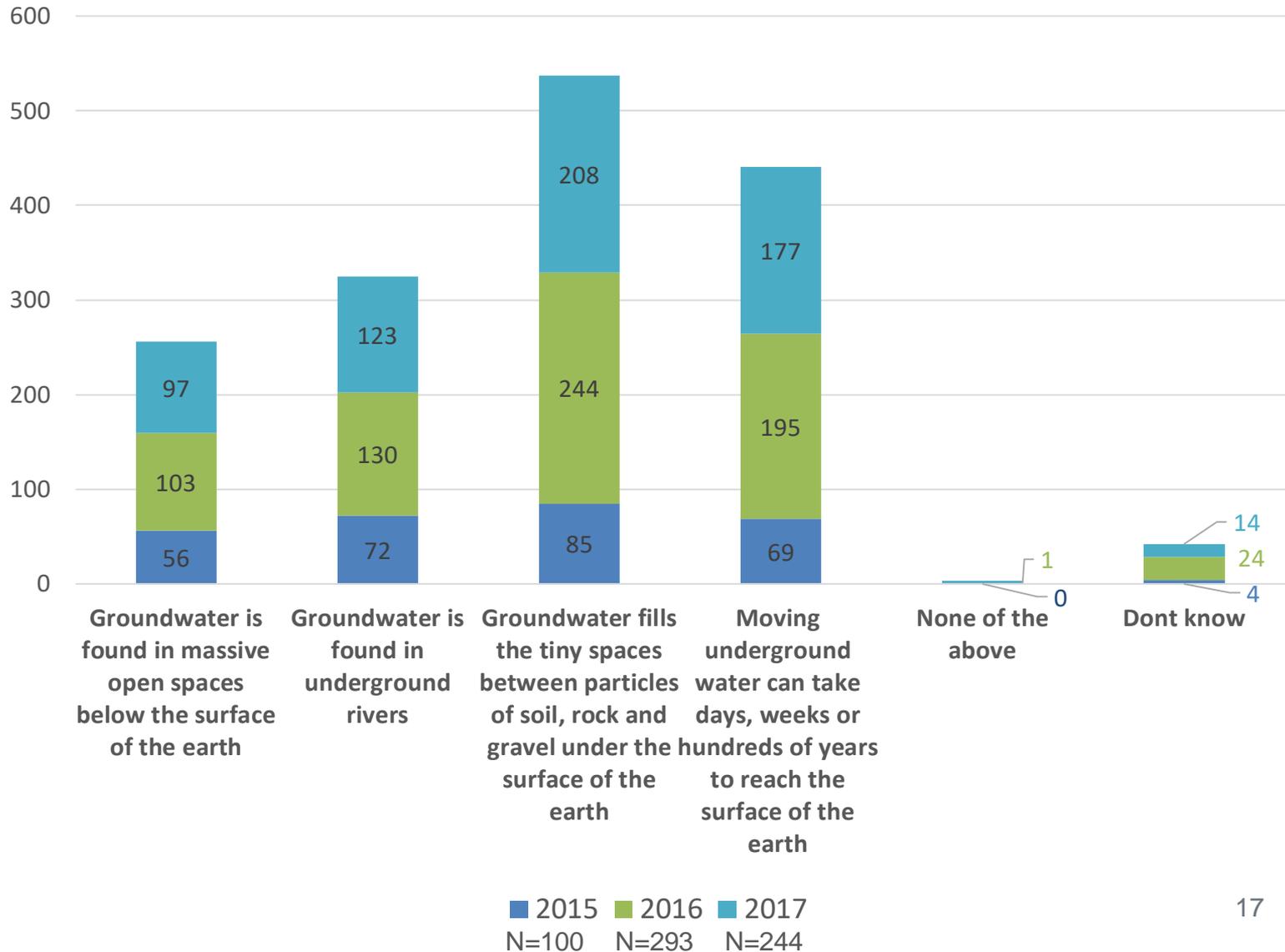
All naturally occurring water in Alberta belongs to the Crown (Government of Alberta).



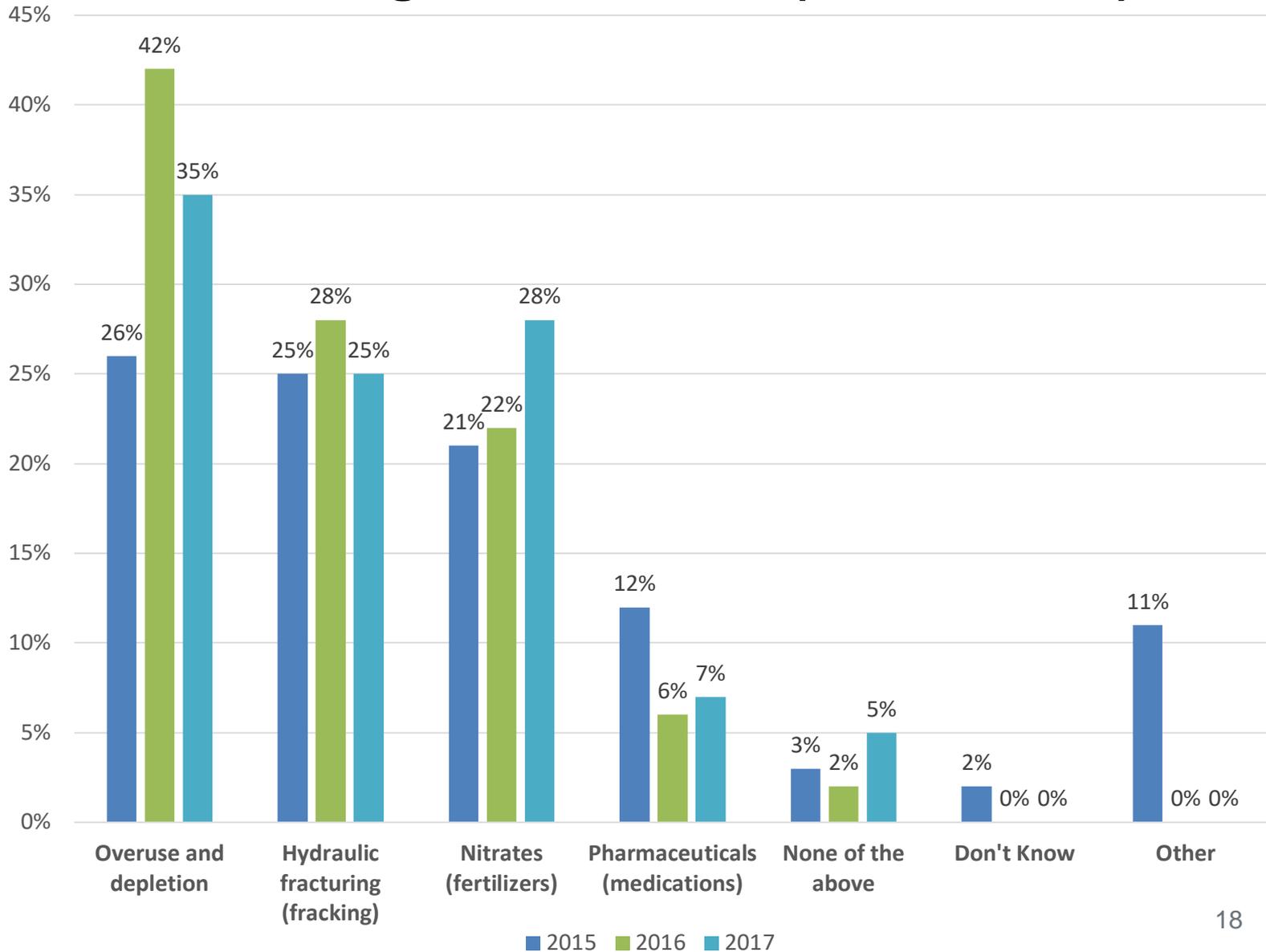
Any activity that will result in the loss of wetland area (such as draining for agricultural, industrial or residential use) in Alberta must first be authorized by the Government of Alberta.



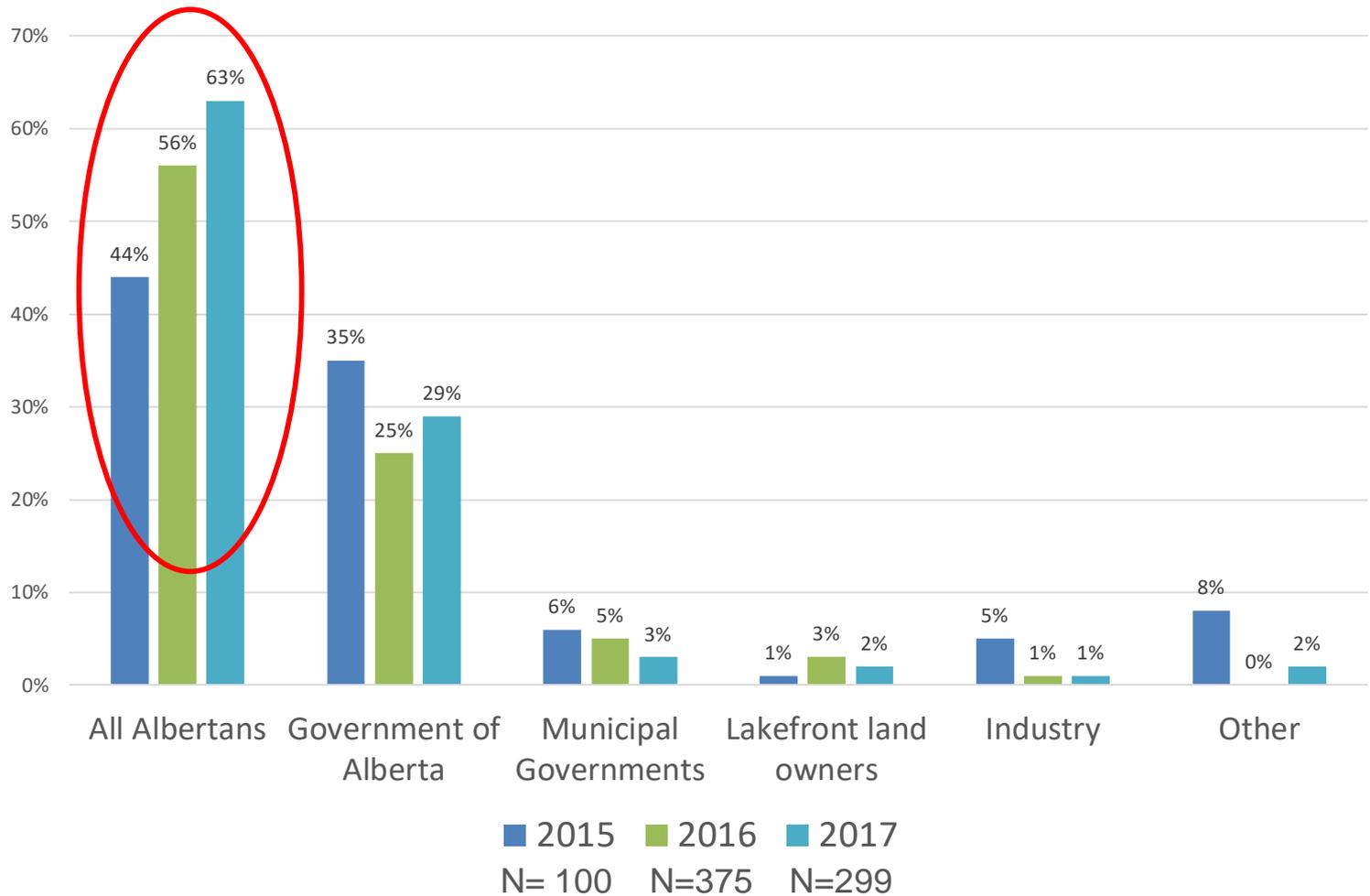
Which of the following statements do you believe to be true about Alberta groundwater (underground water found in the aquifer)? (Choose all that are true.)



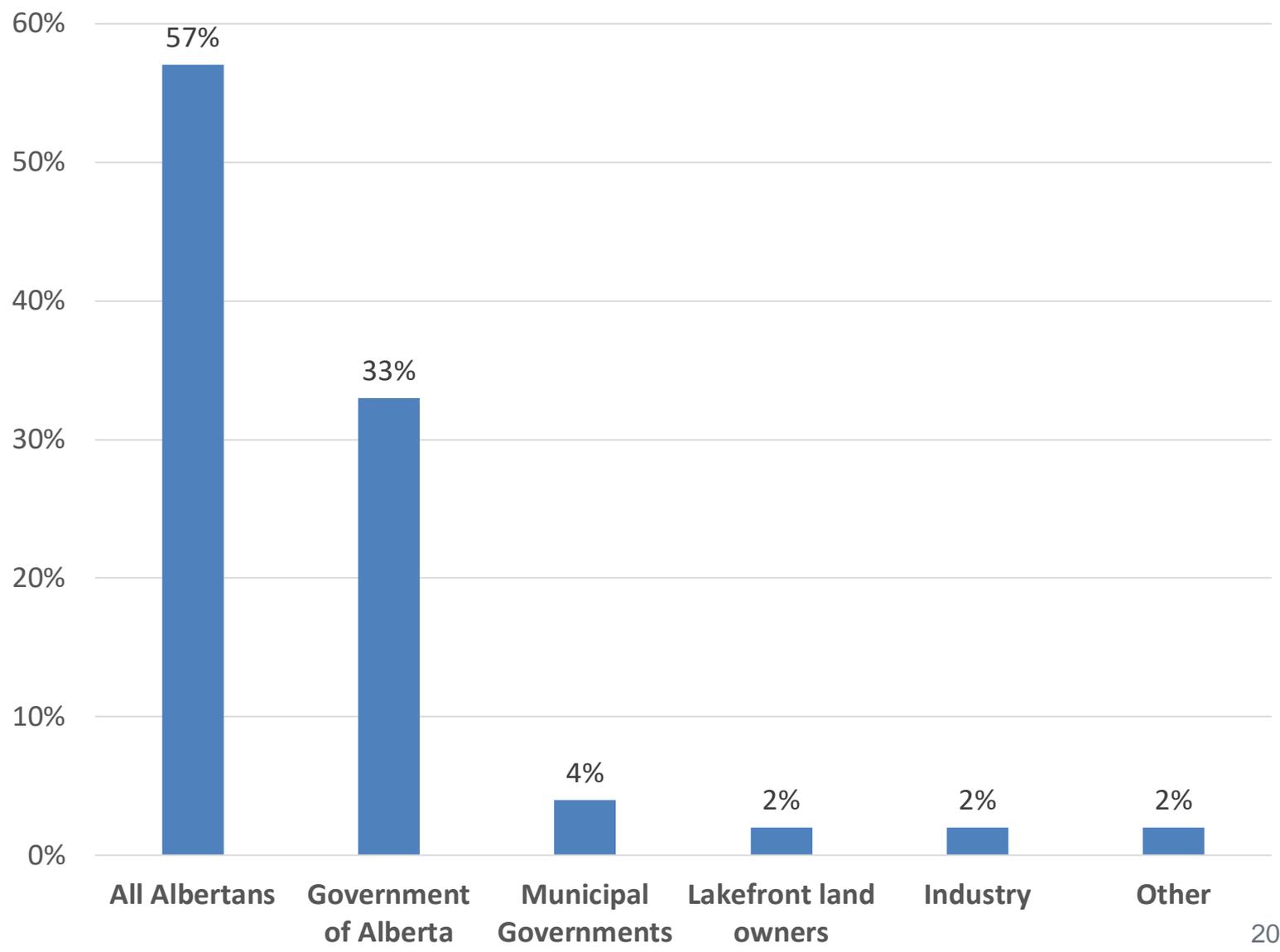
I believe the biggest threat of contamination to Alberta's groundwater is: (Choose one.)



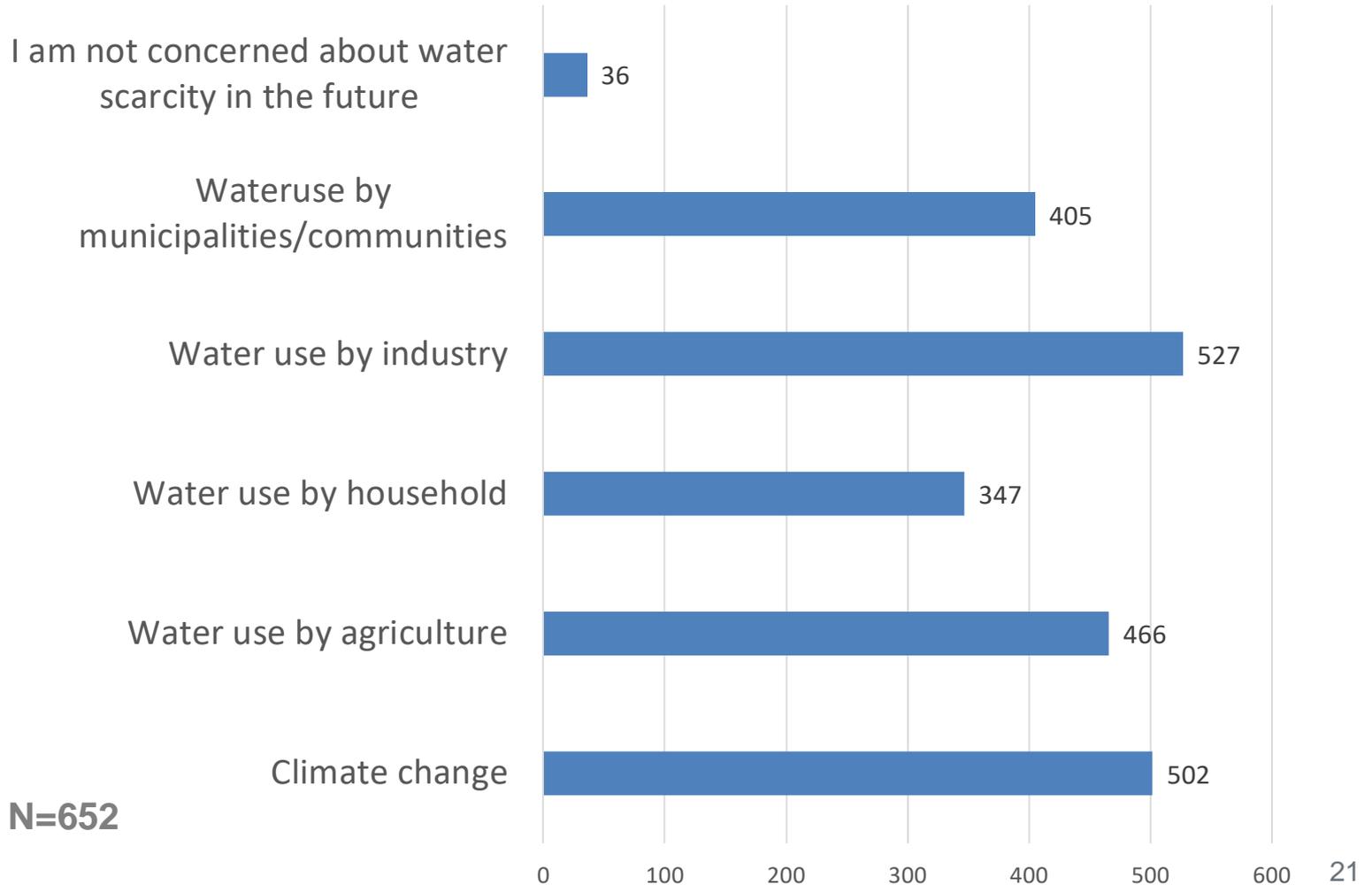
Who should have the most responsibility for ensuring Alberta lakes are healthy?



Who should have the most responsibility for ensuring Alberta lakes are healthy?

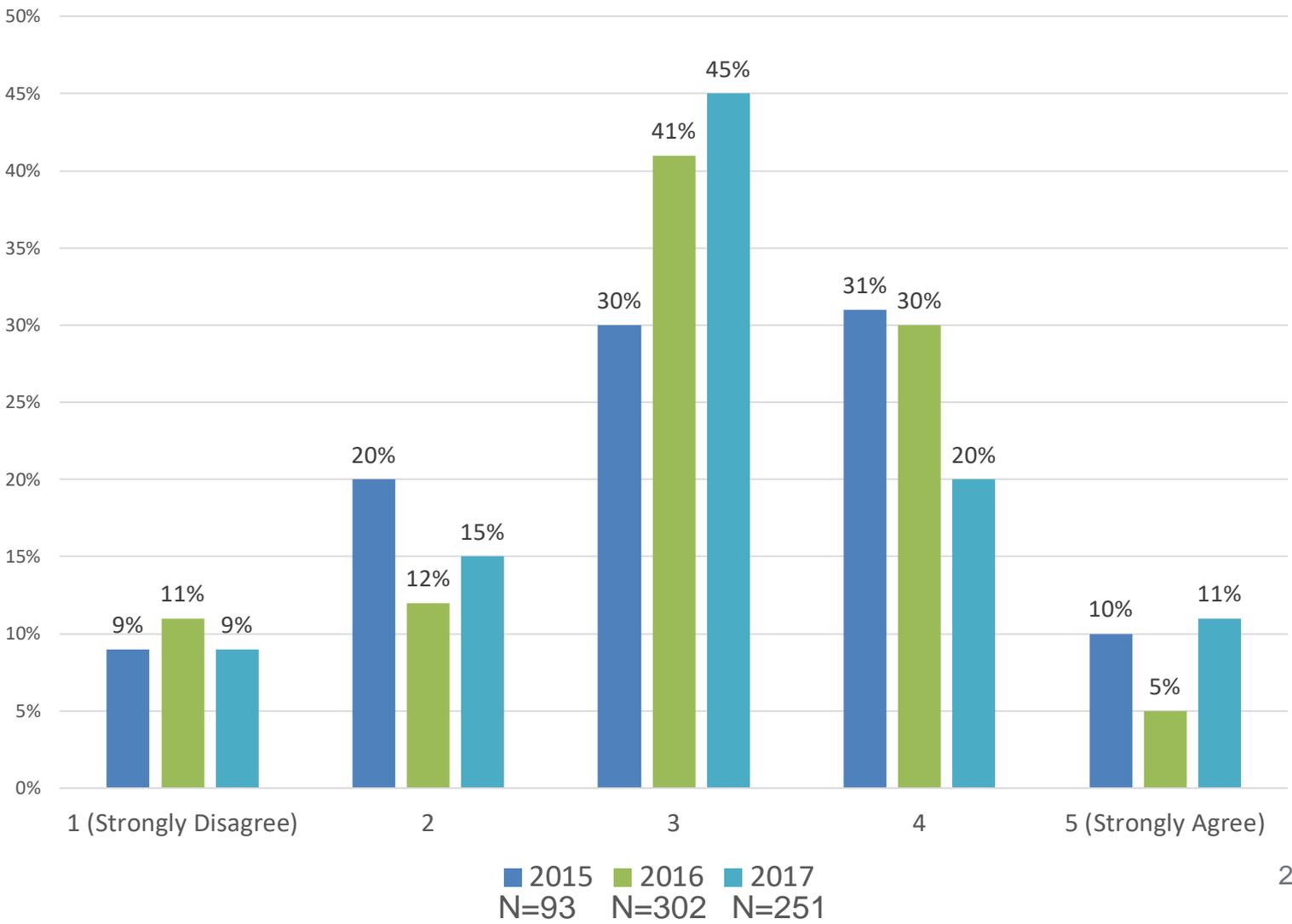


I am concerned about water scarcity in the future due to the following: (Choose all that apply.)

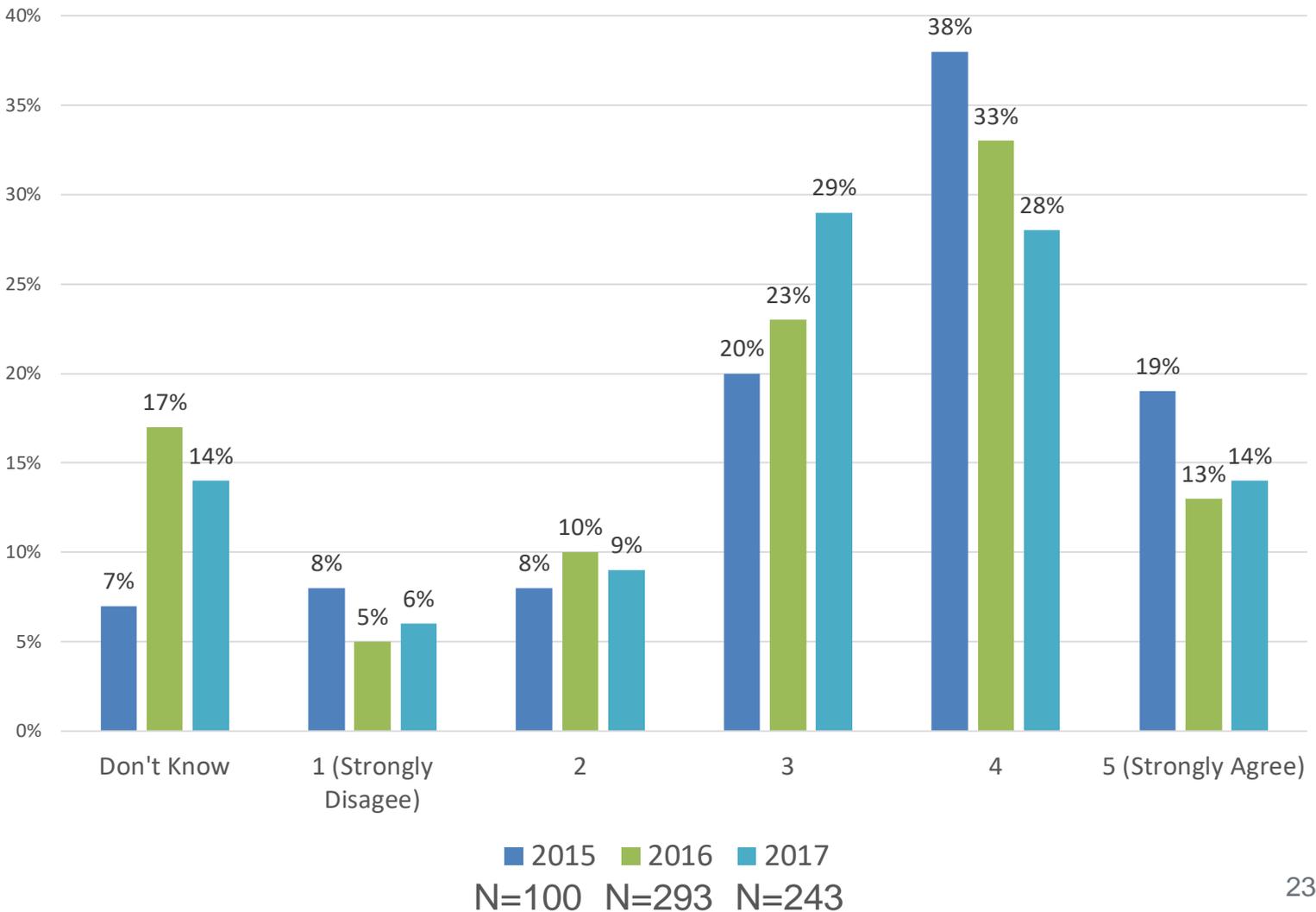


N=652

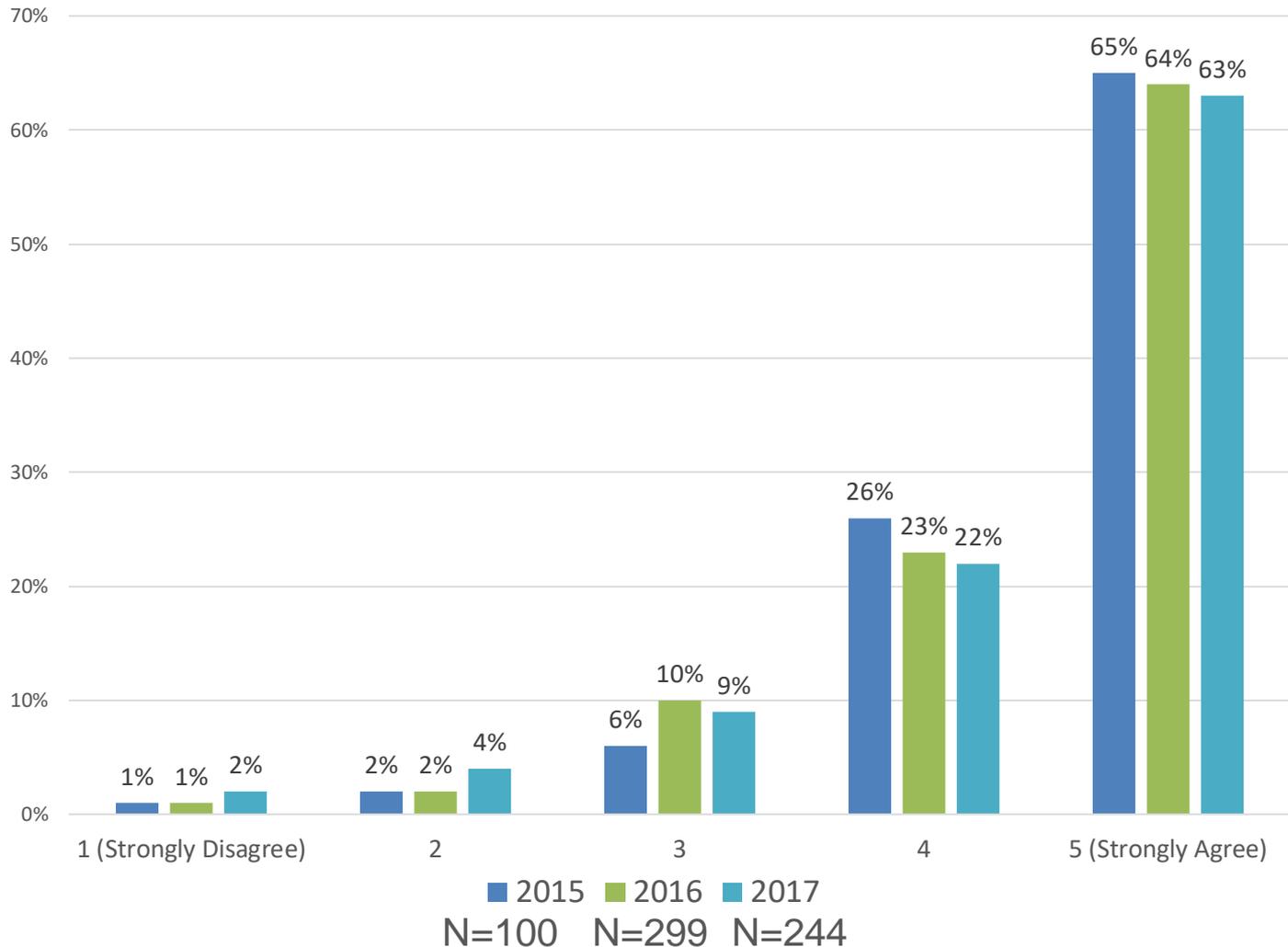
I believe the Government of Alberta manages and allocates our available water supply effectively and fairly to meet a variety of social, economic and ecological needs.



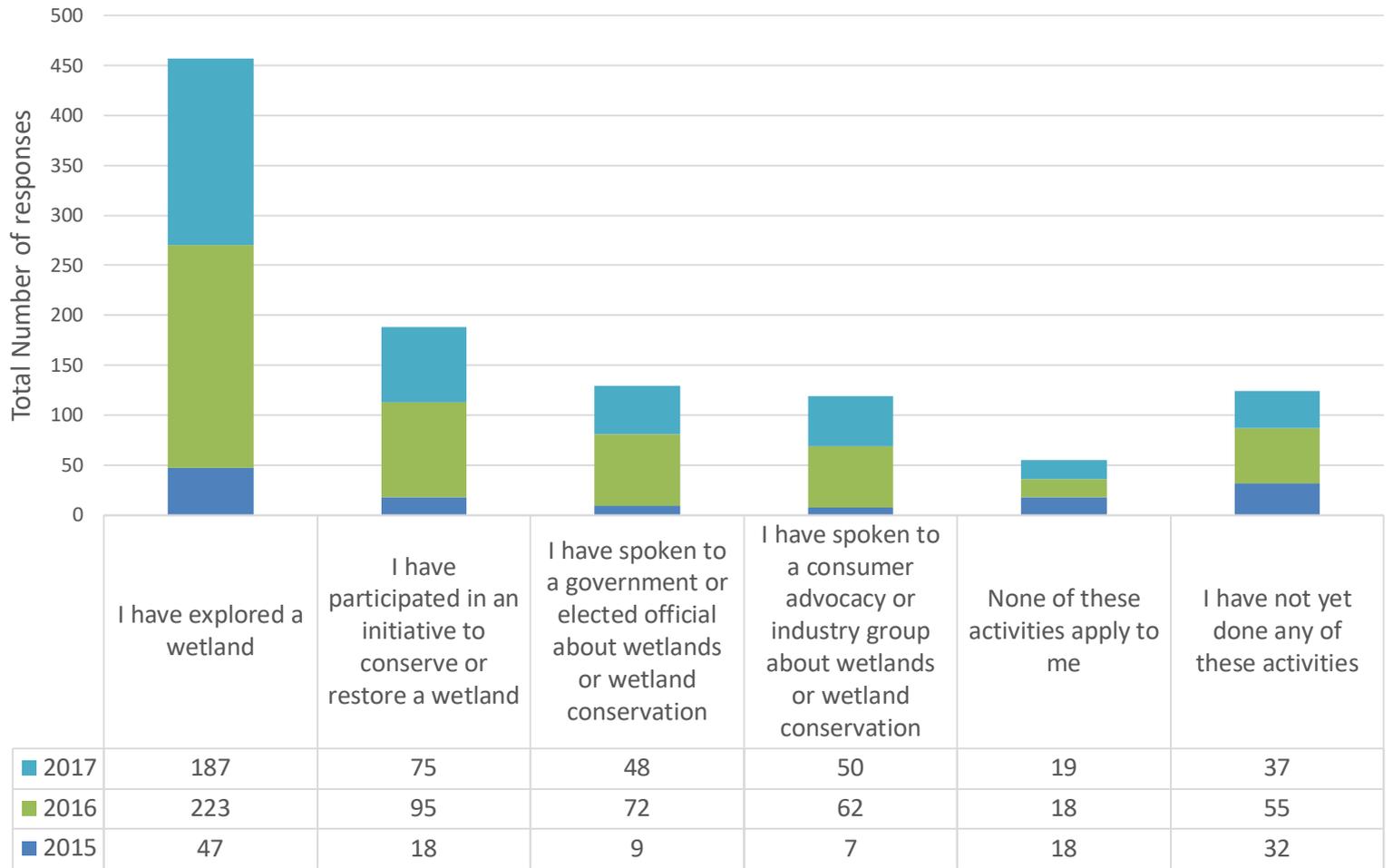
I believe my local government makes good decisions about investing in drinking water, wastewater and stormwater systems.



I believe that all water users (including residential water users) should have to conserve water.



Which of the following wetlands activities have you done in the last 12 months? (Choose all that apply)



■ 2015 N=100
 ■ 2016 N=314
 ■ 2017 N=255

Where are we headed next?



GOA Water Education Program Overview

Clean Drain Dry Educational Advertising



Fish In Schools (FinS) Program

Over five months, students and teachers work together to maintain and monitor the development of rainbow trout – from egg to fry – in a classroom aquarium.

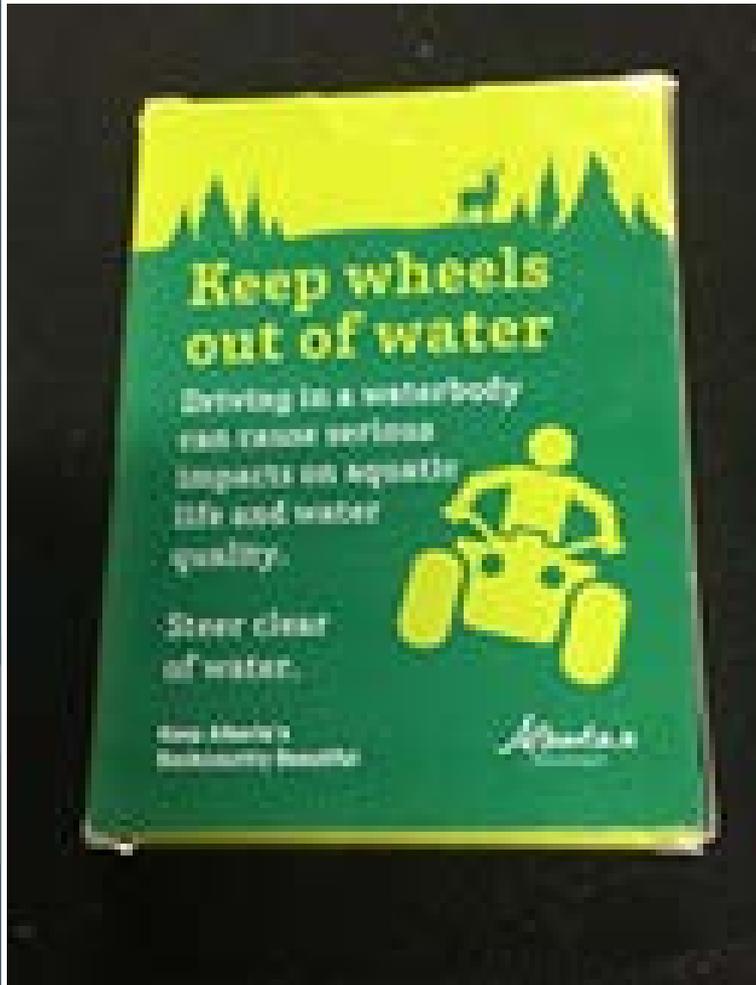
- 52 schools
- 10,000 students

Opportunities for collaboration!



Keep wheels out of water

- Jane Price (Calgary) is the lead – contact her for resources



Project Wet 2.0

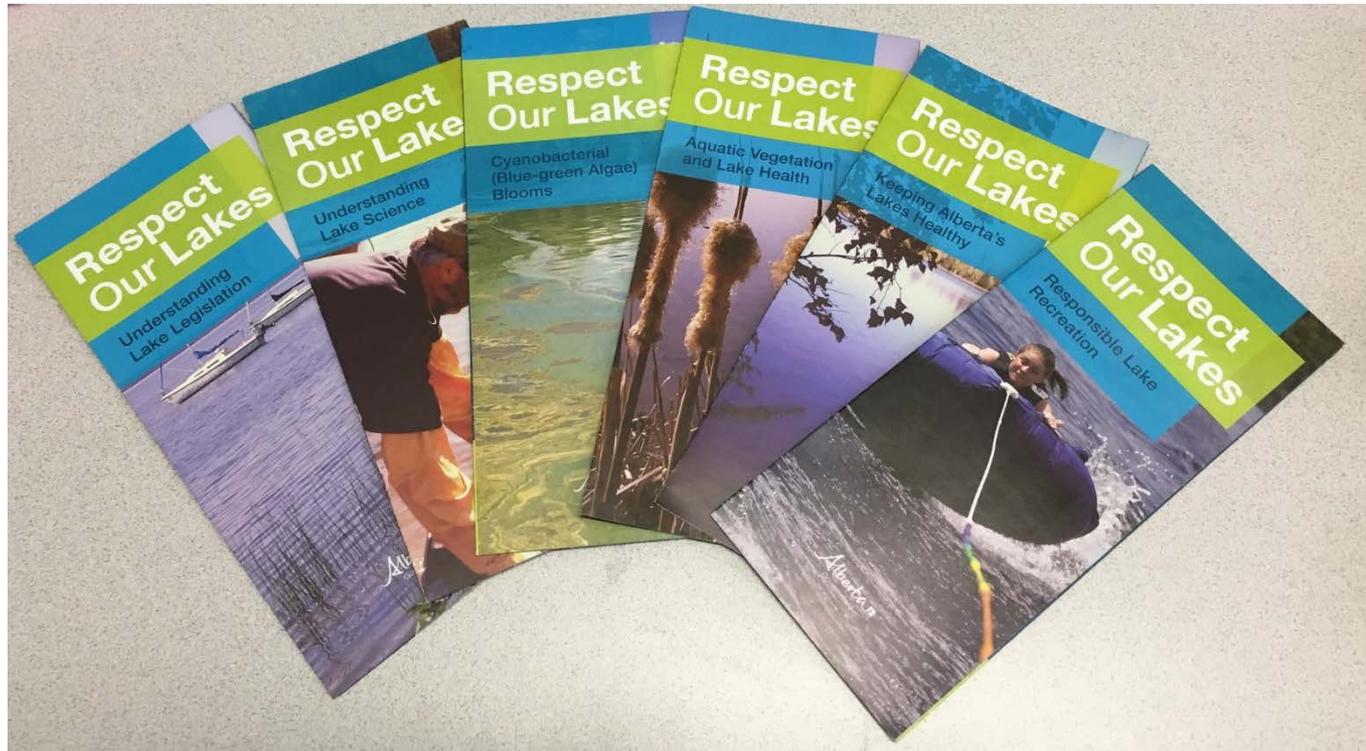


- Fun, hands-on, inquiry learning based, water education program for formal and non-formal educators of Kindergarten to Grade 12 students
- Yellowknife workshop – July 10th, 2018
- Connecting indigenous and northern communities with water
- Fall 2018 – Facilitator Workshop?



Respect our Lakes

- Resource review (brochures, website, audience needs)
- ARL Summary on The Water Channel



“Water Literacy”

- Host online workshop with practitioners
 - What’s missing?
 - Share tools and resources
- Develop new resources based on knowledge gaps identified in survey and from practitioners experience
- Survey completes for 2018/19 on March 31, 2019
- Review Water Channel use



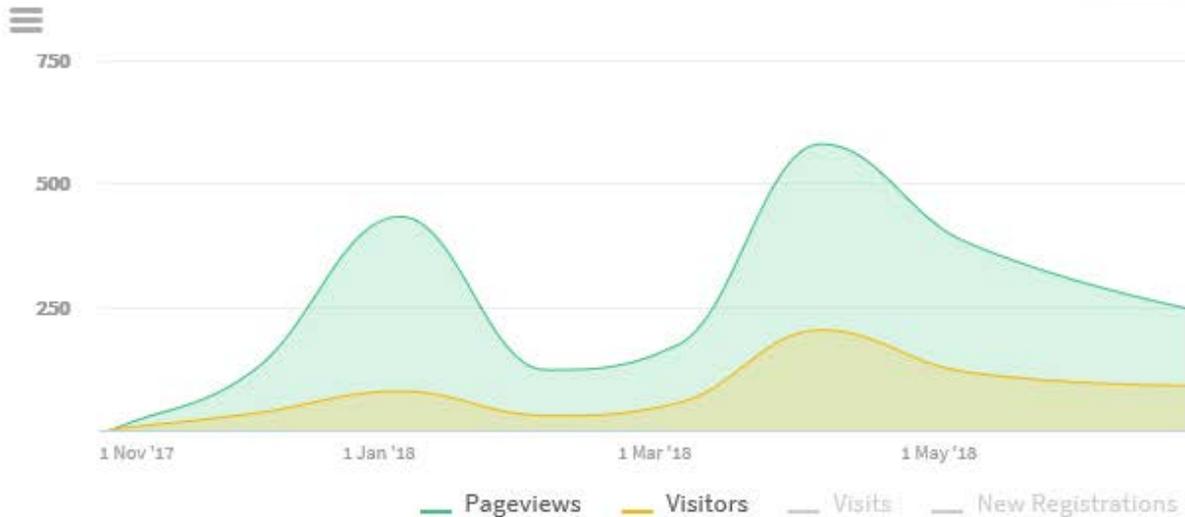
The Water Channel

TRAFFIC

Visitors Summary

Talk Alberta Environment and Parks from 22 Aug'16 to 19 Jun'18

DAILY MONTHLY



Highlights

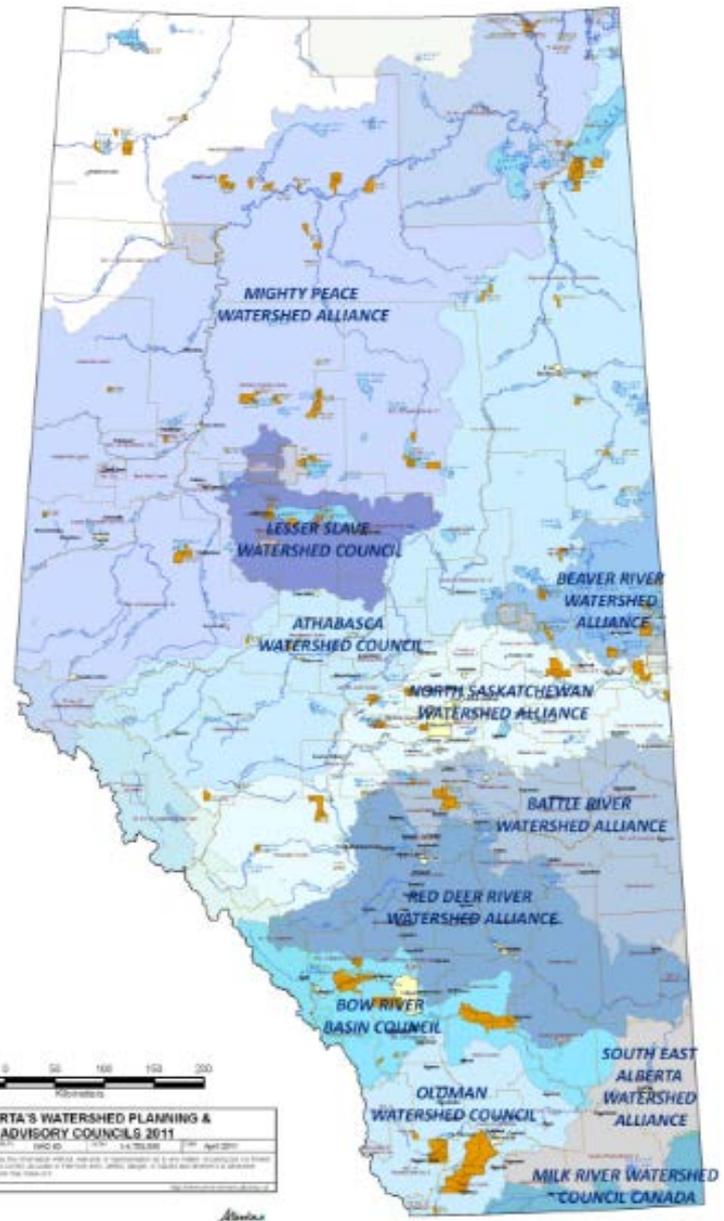
TOTAL VISITS	MAX VISITORS PER DAY	NEW REGISTRATIONS
747	47	21
ENGAGED VISITORS	INFORMED VISITORS	AWARE VISITORS
14	255	467

What educational resources do you need?



How do other water professionals in Alberta remain productive and passionate without burning themselves out?

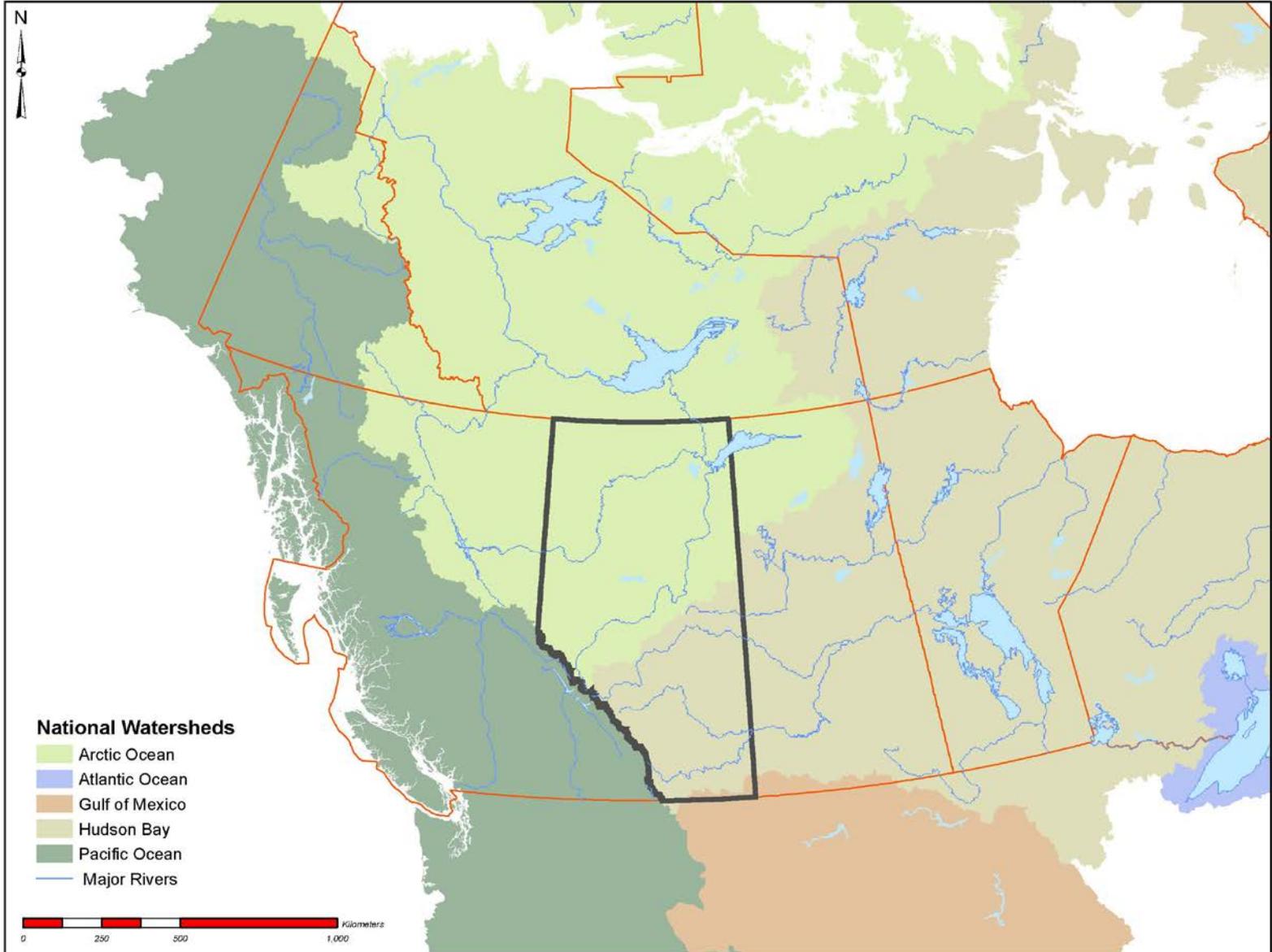




ALBERTA'S WATERSHED PLANNING & ADVISORY COUNCILS 2011

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Thank you! Questions?



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