



TAKE CARE OF TEXAS: EDUCATOR MATERIALS

HANDOUT

Testing Water: Community Awareness Plan

Name: _____ Date: _____

Brainstorming Session

1. **Brainstorm:** List all possible problems with their stream. Example: high water temperatures.
2. **Select and Brainstorm:** Select one or more of the problems and list all of the possible causes.
3. **Brainstorm and Select:** Remove items from the list that are not supported by your collected data. If only one item remains, then that is the possible main cause. If more than one remains, then you may need to select one as the possible main cause. If none remain, then you may need to restart the brainstorming session or select a different problem.



H-LP15a (Rev. 12/25)

How is our customer service? www.tceq.texas.gov/customersurvey

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4. **Brainstorm:** With the possible main cause known, list ways that would minimize this cause (which should resolve or minimize the problem).

5. **Select:** Select the most reasonable item from this list and then proceed to developing a community awareness plan.

Developing a Community Awareness Plan

1. To help develop this plan, you should think about the:
 - a. **Target group**—who in the community can help minimize the cause?

 - b. **Message**—what simple message can you create to explain the problem and its main cause? In your message, you could also add information about water pollution, who conducted survey, etc.

 - c. **Message form**—how should you deliver your message to your target group? It could be in the form of flyers, posters, banners, letters, Web pages, etc

 - d. **Mission**—what is our mission?

2. Looking at the mission, discuss the implementation phase of your plan:

a. What needs to be done?

b. How and where should we work on the plan?

c. Who should do what?

3. Once you are ready, implement your community awareness plan!