

Communicating the Drinking Water Data— Outreach Workbook

Goal: This Outreach Sheet will direct teachers and their students in the process of how to communicate data through outreach.

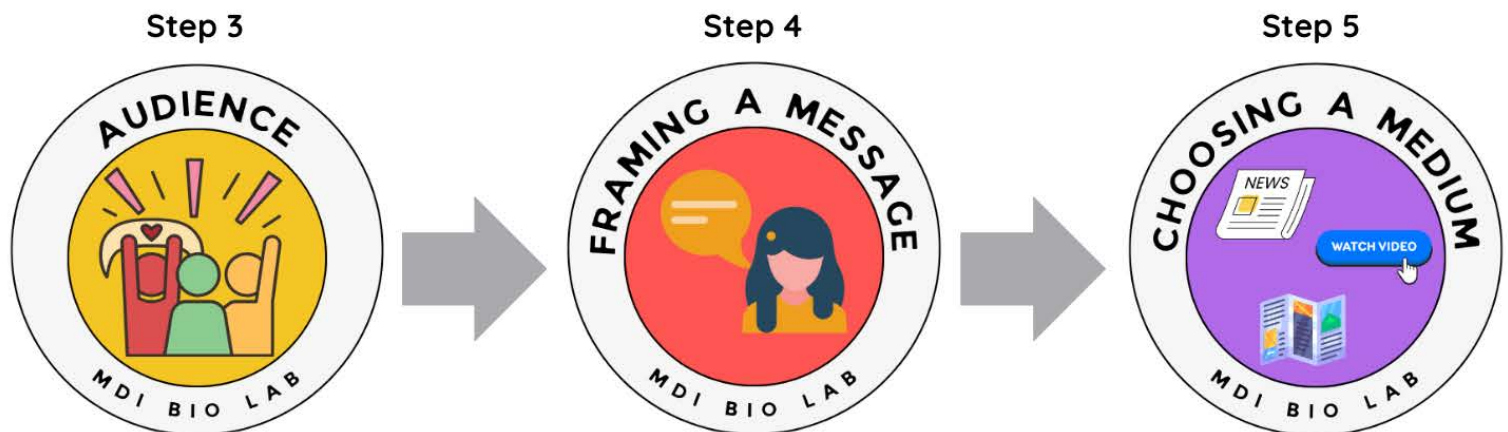
Steps 1 and 2: Required Actions Before Outreach Begins

Step 1: Collect drinking water samples.

Step 2: Analyze the data and determine what the data is telling you.
Use these [TUVA activities about what data can tell you](#) to get started.

Steps 3, 4, and 5: Choosing your Audience, Framing your Message, and Choosing a Medium

Click on the icons below to follow the lessons for each step.



Step 3: Audience

Complete the lesson on "Audience." Then, select a specific audience to share a relevant message relating to the results of the drinking water project (completed in step 2).

Consider these questions:

- Based on your data analysis, which group of people do you believe would benefit most from receiving your message?
- Considering current circumstances and potential impact, where do you see opportunities to effectively disseminate your data? For instance, are there upcoming community gatherings, legislative sessions, or other relevant events where sharing your findings could be particularly impactful? If so, this can help inform who you decide your audience should be.

Audience (continued)

Now choose your audience. Who do you want to reach with your message? (check all that apply)

- Legislators
- Municipal Leaders
- Neighbors/Community Members
- Peers
- Schools

Step 4: Framing your Message

Complete the lesson on “Framing a Message.” Then decide—What do you want to accomplish by sharing your data supported story? (check all that apply)

- Encourage water filtration
- Increase water testing
- Raise awareness about environmental health
- Start a legislative action

Step 5: Choosing a Medium

Investigate the flowchart on the next page. Deciding on a medium for your outreach depends on your audience and frame. For example, it would not make sense to go to your student peers expecting them to start a legislative action. Choose a relevant and effective medium for your specific audience and frame.

How will you reach your audience? (check all that apply)

- Brochures
- Letter to the Editor
- Op-Ed
- Poster
- Public Service Announcement (PSA)
- Storytelling
- Tri-fold display
- Video

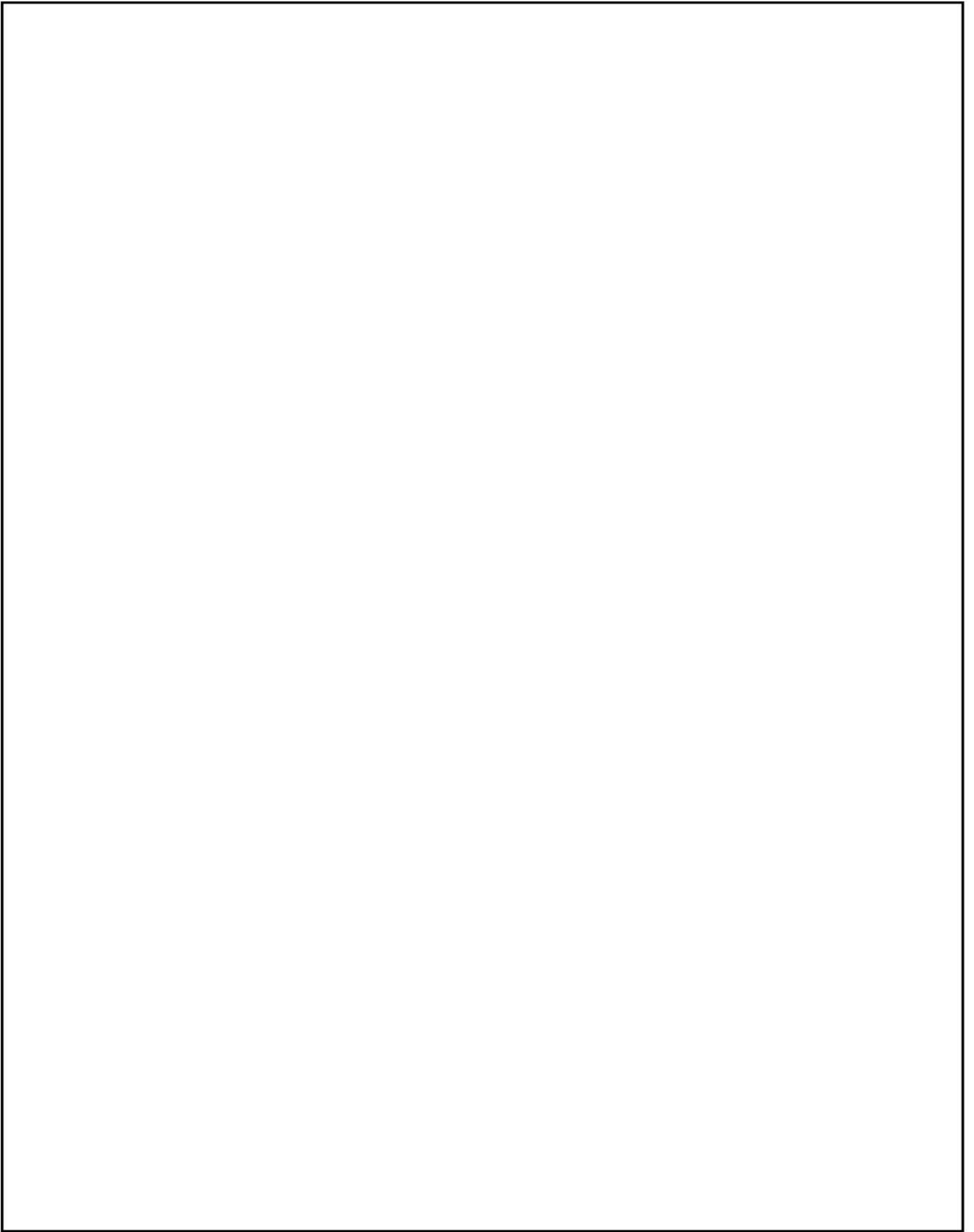


Step 6: Create Your Outreach Plan

Now, begin creating an outreach plan. Include the following:

- Who is your audience?
- What is your core message? In other words, what is the key takeaway you want your audience to remember after engaging with your outreach effort?
- How will you tailor your message to resonate with your audience's interests and concerns?
- What medium(s) will you use and why (why is your chosen medium the best way to deliver your message to your specific audience)?
- What data will you present to your audience that supports your message?
- In what format will you present the data?
- How will you make the data understandable and relevant to your audience? Will you use visuals, analogies, or real-life examples?
- How will you verify the accuracy and reliability of the data you present to your audience?
- Are there any potential biases or limitations in the data that you should acknowledge to your audience?
- How will you encourage active participation and dialogue with your audience?

My Outreach Plan:



Notes for Teachers

In Step 5, “Choosing a Medium,” there are resources for each medium (i.e., brochures, letter to the editor, etc.) located on the “Science Communication Toolkit” page of the website. There are optional lessons for *Storytelling*, *Letter to the editor/ Op-Ed*, and *Videos*. Additionally, there is a student checklist and a teacher rubric for *Brochures*, *Tri-fold Display*, and *Posters*.