

H<sub>2</sub>GO KIDS!

# H2GO KIDS

*Creating new connections in a virtual world*

# OUTREACH AT THE PWCSA

- Customer messaging for outages, repairs and updates
- Attending community and school events
- Hosting student competitions
- Providing presentations on water and wastewater-related topics

Overall, the Outreach Team was able to reach over 10,000 students and thousands more community members each year.

Schools

Being near people

Traveling

Sharing

Events

Touching

# WHAT NOW?



# SA CUSTOMER COMMUNICATIONS

## CARING FOR OUR CUSTOMERS



Maintaining uninterrupted water services



Conducting routine spring flushing



Providing electronic payment and billing options



Supporting the health of customers and employees

[www.pwcsa.org](http://www.pwcsa.org)

- Advertised our customer assistance programs
- Updates on the latest Service Authority changes
- Reassuring the public of our continued service
- Don't Flush Wipes campaign

# H2GO KIDS: The Web Page



Want to bring the exciting and educational world of water into your home? Look no further!

Students of all ages can explore and discover printable PDF activities appropriate for kids in Kindergarten to Grade 3 and for kids in Grades 4 to 6.

Get ready to H2Go!



- ▶ **H2Go Kids Experiments**
- ▶ **H2Go Kids Videos**
- ▶ **H2Go Kids Activity Sheets**
- ▶ **H2Go Kids Coloring Sheets**
- ▶ **H2Go Kids Writing Prompts and Comics**

Looking for a classroom presentation? Visit our [Classroom Outreach](#) page to find out more!

# WATER WORD SEARCH

LEVEL 1



Can you find all the water and wastewater words?



RIVER	FAUCET	METER	SEWER	CLEAN
DRINK	HEALTH	LIFE	WATER	WELLS
TAP	LAKE	PIPES	STREAM	PUMPS
HYDRANT				FILTER

If you don't know what these words mean, ask your parents to help you research and learn more about your water!

## To Flush or Not To Flush



Every day, the Service Authority cleans millions of gallons of wastewater - that's what we call water after people have used it then sent it down the drain or the toilet. Sometimes, stuff is flushed down the toilet that can clog the pipes that take wastewater from houses to the treatment plant where water gets clean again. In this experiment you will see what happens inside of the sewers when "un-flushable" items are flushed.

### Hypothesis

You will be creating three "sewer" tanks, one with toilet paper, one with a wet wipe and one with cotton swabs or cotton balls. Write down your hypothesis, or guess, about what will happen when each of these items is left in water for seven days.

### Materials

- 3 clear containers with lids
- Toilet paper
- Wet wipe or a similar type of cleaning wipe



- Cotton swabs or cotton balls
- Water
- Sharpie or expo marker

### Experiment

#### Create Your "Sewers"

1. Gather all of your materials.
2. Fill each clear container two inches from the top with water.
3. Place each of your test items, toilet paper, wet wipes, and cotton swabs, into its own container.
4. Using your sharpie, label your "sewers" to help you remember what item is inside.
5. Put the lid on each container and leave them somewhere safe where they will be undisturbed.
6. Over the next seven days, observe what happens inside of each "sewer."
7. On days two, five, and seven, give each jar a gentle shake and record your observations.

This experiment has a video companion at <http://www.watersa.org/h2o-kids>

The only things that should ever be flushed are pee, poop and toilet paper!

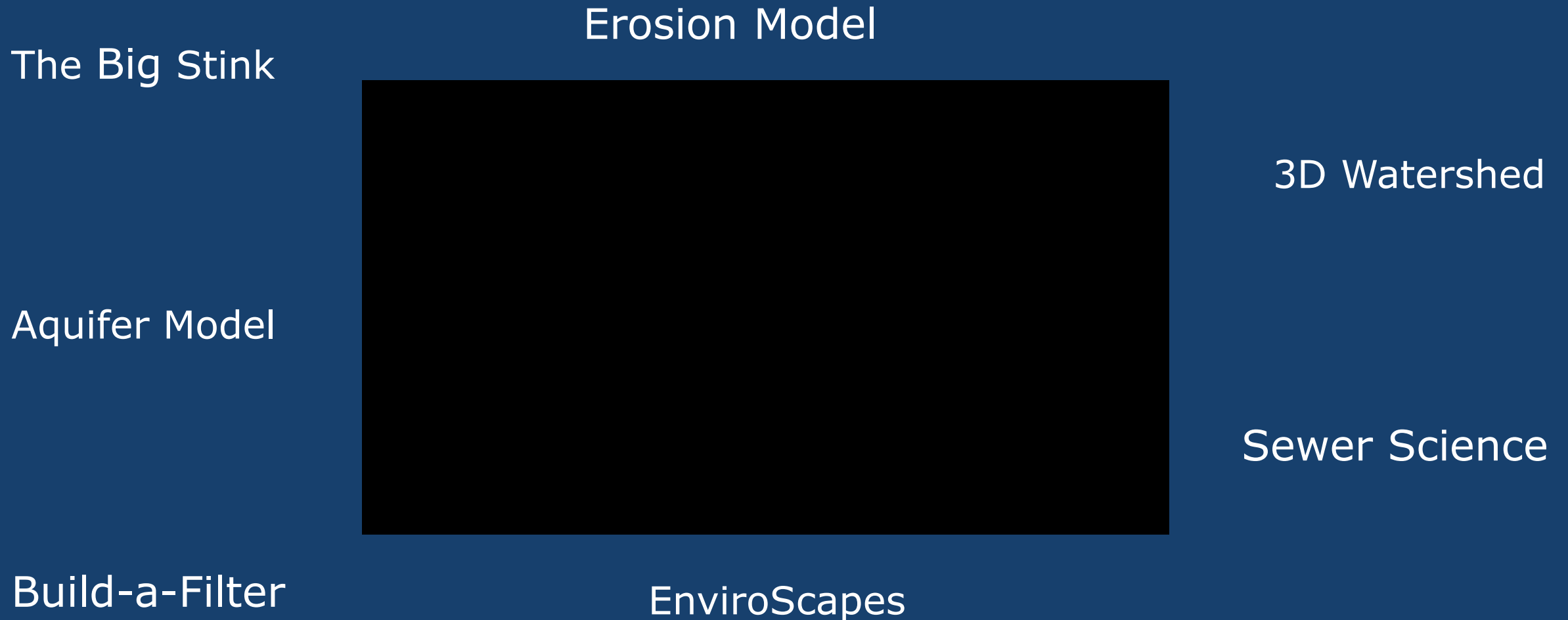
## Why We Need WATER



We use water each day to wash our clothes, grow our food and stay healthy. On the back of this page, draw yourself using water!



# H2GO KIDS: Virtual Classroom





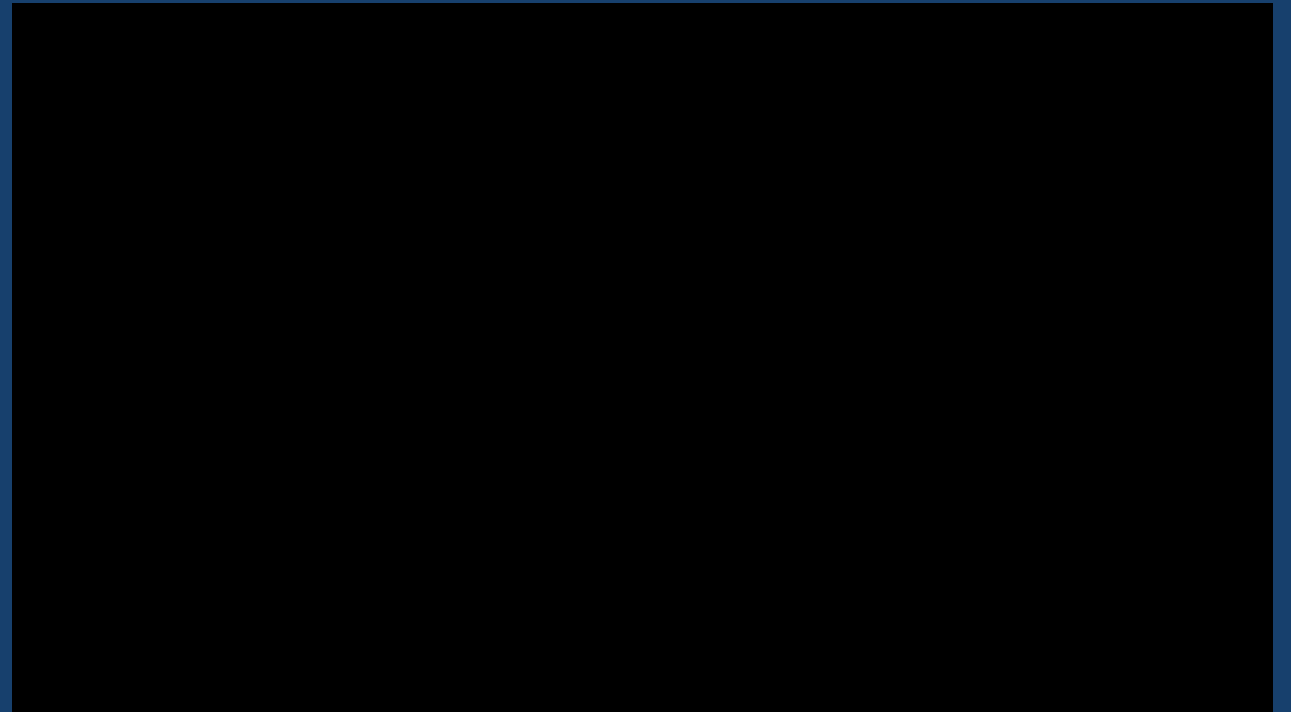
# SPREADING THE WORD

## Partnerships

- Searching social media
- PWC Library
- Schools

## Ongoing Efforts

- Monthly content promotions
- Quarterly advertisements
- “Special” content



# LESSONS LEARNED

- Being virtually interactive is hard!
- The start-up is the most difficult part
- Roll with the technical punches
- Increasing awareness is your best friend
- Virtual outreach is *always* an option

# SO, HOW DID WE DO?

- Average Twitter engagement rate is 2.55
- Average Facebook engagement rate is 4.12
- 5-star reviews from surveyed teachers
- By the end of December we will have reached 200 classrooms and just over 5,000 students

**We can only go up from here!**

Michelle Bouchard

Prince William County SA

(e) [mbouchard@pwcsa.org](mailto:mbouchard@pwcsa.org)

(c) 703-335-8941



# QUESTIONS?