

# Latino Water Quality and LID Outreach in Snohomish County

Lead: WSU Snohomish County Extension

Partners: Latino Education and Training Institute (LETI) and  
Snohomish Conservation District

# Purpose

- ▶ This project proposes to:
  - ▶ **Improve water quality conditions** in select streams / lakes in Stillaguamish and Snohomish by engaging underserved local Latinos in awareness raising and behavior change activities focused on stormwater pollution.
  - ▶ **Build stormwater pollution outreach and behavior change tools, messages and pathways** that will serve this community in culturally appropriate ways, building upon and expanding social marketing research.
  - ▶ **Involve Latino community members as messengers** through WSU volunteer program and LETI involvement staff / paid internships.
  - ▶ **Engage at least 10,000 Latinos** in the program through six LID workshops, paid advertising and community-based outreach in up to four communities.

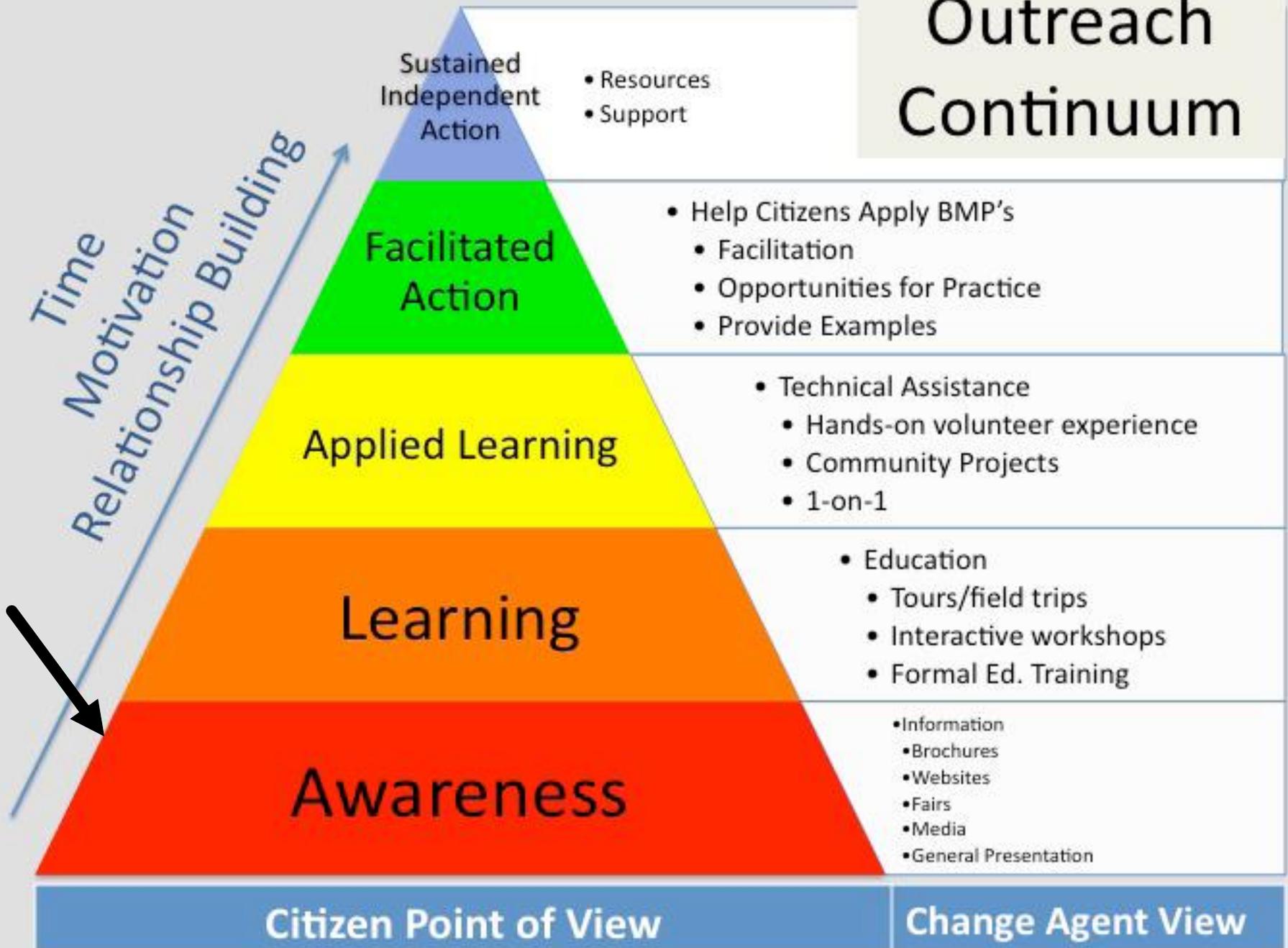
# Status

- Changed Timeline: April 2018 – May 2020
- Selection of first two target communities with outreach avenues identified: Everett and Monroe
- Development and testing of draft outreach tools and messages at four different events.



- Planned 10/13 Trial LID workshop in Monroe
- Trained Promotores del Medio Ambiente volunteers and LETI Interns as messengers.

# Outreach Continuum



# Next Steps in 2018

- ▶ Refining materials and incentives, including use of cartoon characters (now being designed)
- ▶ Host first LID workshop on 10/13; Plan next two.
- ▶ Finalize paid advertising with radio, newspapers and social media to launch in 2019
- ▶ Identify subsequent target communities.
- ▶ Catch up on administrative aspects of project.
- ▶ Assess effectiveness and make improvements;
- ▶ Seek Phase 2 Funding.

