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The Water Quality Management Professionals

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NYWEA Launches Video and Companion Guide to Increase Public Awareness about Importance of Water Quality Infrastructure

Syracuse -- Do you know what happens after flushing a toilet? Why should you know or even care? **New York Water Environment Association (NYWEA)** industry experts believe that it is critically important everyone is aware of the work and investment necessary to maintain water quality, protect public health and support New York State's economy.

That's why **NYWEA**, comprised of 2,500 water quality professionals, recently launched a new educational video and companion guide to articulate how the water quality industry impacts our modern society. The *NYWEA educational video* and *document*, "Sustaining and Enhancing New York's Clean Water," are available to everyone at www.nywea.org.

In the video and guide, expert wastewater treatment operators, managers and other water professionals from across New York State explain how their work has resulted in tremendous societal benefits. Narratives relating to increases in life expectancy, historical environmental improvements, and economic impacts are presented to offer a holistic view of the true value of the clean water industry. Water resource and recovery technologies, such as "smart sewers," recycling methane, green infrastructure and more demonstrate that water quality professionals are on the innovative edge of environmental resource stewardship. It is NYWEA's hope that the video and guide will promote a public dialogue regarding why the work of the wastewater industry is essential to our future.

NYWEA's Public Outreach chair, Khristopher Dodson, stated, "NYWEA's creation of these multimedia educational products is a progressive first-step to be a New York State leader in public awareness and education about infrastructure, water quality and public health."

NYWEA's President Paul McGarvey reported, "There are thousands of professionals working

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every day to protect and enhance the quality of water in New York State. The average person does not know or appreciate the effort that goes into treating and recovering the water that we all flush down our toilets and send down our drains. NYWEA's public awareness video and companion guide help shine a spotlight on the great work of current and past dedicated water professionals and the need to maintain our safe and reliable water infrastructure. We hope these education materials will raise public awareness and initiate a dialogue about society's investment in clean water infrastructure."

"Water is undervalued," noted Patricia Cerro-Reehil, NYWEA executive director. "To keep our water quality infrastructure safe and reliable, it will take investment, innovation and, most importantly, *public awareness* at the national, state and local levels. We need your help in communicating this message, so please see our NYWEA messaging video and document at nywea.org for your educational, environmental outreach purposes."

Any questions, please contact Cerro-Reehil at **315-422-7811** or pcr@nywea.org.

About NYWEA: Founded in 1929 by professionals in the field of water quality as a nonprofit educational organization, NYWEA has 2,500 members statewide who historically have helped lead the way for state and national clean water programs. The Association hosts several technical conferences each year for environmental engineers, scientists, public officials and others who work in water and wastewater quality management. In addition, NYWEA sponsors a major scholarship program to encourage careers in science and engineering, publishes the quarterly magazine *Clear Waters*, and supports humanitarian clean water projects. Headquartered in Syracuse, NY, NYWEA has seven regional chapters, 13 college student chapters and is a Member Association of the international Water Environment Federation (WEF). For more information, visit www.nywea.org.

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