

APEC

Outreach and Education Committee (O/E)

Meeting Notes

Conference call: Tuesday, May 14, 2013, 9:00am - 10:30am

Committee Members in Attendance:			
Leif Abrell	X	Laura McCasland	X
Jennifer Botsford		Jamie McCollough	X
Al Brown		Molly Mullins	X
Mark Brusseau		Joe Reyes	X
Molly Collins	X	Dan Quintanar, chair	X
Patrick Cunningham	X	Channah Rock	X
Cindy Garcia	X	Joli Weiss	
Chuck Graf	X	Doyle Wilson	
Anupa Jain	X		

Agenda

1. Greetings, Review of 3/13/13 minutes (5 minutes)
2. Work Group Reports: (45 minutes)
 - a. Topics
 - b. Audiences/Tactics
 - c. Success
 - d. Discussion
3. Workshop Deliverable: (15 minutes)
 - a. Review draft document
 - b. Next steps
4. O/E Subcommittee Progress Report: (15 minutes)
 - a. What do we want to say?
 - b. Format
5. Open Discussion (10 minutes)
6. Next steps:
 - a. APEC Meeting May 17th 10:00 AM – 12:30 AM, Tucson
 - b. Schedule next O/E subcommittee meeting/workgroup meetings

Notes

- 1) **Review of minutes:** No comments on minutes from last meeting.
- 2) **Work Group Reports:**

A. Topics: Met last week:

The other two committees will be main driver of topics. They have already chosen their focus strategies.

Media – may drive the message somewhat, since there are already researching/reporting on this topic. Therefore, we may not be able to entirely limit the topics we choose to focus on. Besides individual substances already in the news, there is a California list of ECs, and we should be prepared to answer questions about those items, even if the answer is something like, (for example) this substance is not an issue in AZ, there is no science to back the concerns or that the AZ legislature is not requiring any measures at this time.

Expand the idea of “topics”. Not just listing ECs, but giving real information and guidance. Communication needs to be clear and simple.

Is it necessary to go higher up the chain to the original source? Graf asked about relative source contribution – is the primary use of a substance included in the risk calculation when evaluating the effect of the residual product in reclaimed water? A rhetorical question to keep in mind.

B. Audience and Tactics:

Audiences are APEC, utilities, public health officials and workers, regulators, healthcare providers, pharmacy staff, and citizens.

Tactics – brainstorming: links from county/municipal/utility websites to APEC and/or other sites or a separate portal with resources, multiple presentations at conference next May, seminar, YouTube videos, Channel 11 offerings, waste drop-off events, expand on ADEQ programs already offered, other public participation options. Spanish version of our deliverables.

C. Success:

Drafting questions for a survey, to be completed by academia, industry and public to determine what they want and expect, and what success would look like to them.

Will send draft questions to the full committee for feedback in the next couple of weeks. Those surveyed will be academia, industry, utilities and regulators.

Comment: it would be interesting to see how different groups respond to the same set of questions.

Question: do we want to survey the media? It could help guide our message and types of output. Press friendly = outreach friendly. But, could turn into immediate publicity when we as a group are not ready to present our work to the public.

3) **Workshop:**

There was not enough time to meet the deadline last May, but it is still a viable idea. A workshop could be especially helpful to private sector utilities which have fewer resources and can use guidance and help. It would need to be focused, concise and useful. This is a malleable idea; we can manipulate it however we need to fit the data that comes from the other committees. Will keep the draft as-is for use later as we see fit.

4) **Outreach and Education progress report**

Dan is putting this together. Email him your ideas. He will create the report as a Word document. Comment: We may be getting to the point where panel members could be getting questions from the media or public. Pat will email some sample questions, so the panel can be alert to the possibility and be able to answer them.

5) **Open discussion**

WaterReuse Arizona is also looking into CECs, so we should keep abreast of their work, in case we can coordinate or contribute to each others effort. They will be presenting at APEC meeting on May 17.

Public perception: should we frame our message as one of “safety”, versus “risk”? Linda Macpherson has a body of work on public perception of potable reuse, and her message is that safety is a much friendlier approach and better received by water users. Many attendees agreed that safety is a better emphasis for the APEC message than risk.

6) **Next steps:**

Work groups continue to meet. Please review the workshop draft and send Dan your comments. Dan will email the progress report; please respond with timely feedback. After the APEC meeting on May 17, we can decide if a face-to-face meeting is needed.

Adjourned 10:30am

Meeting notes compiled by Molly Mullins