

# Atlantic Watershed Stewardship Showcase May 2015: How do we communicate why Watershed Health is important?

Target Audiences
Media – having specific contacts and one central public relations person to assist all watershed orgs would be helpful
General public/watershed residents
Decision-makers
Public Schools – ex: River Rangers (SRA) or Books for Boats (Humber Arm ACAP) – cultivate long-term stewardship
Corporations and Industries
All levels and types of government: Municipal, Provincial, Federal & Aboriginal

Why does watershed health matter?
Community livelihoods (ex: tourism, fishing)
Ecosystem health and preservation of key species (ex: Atlantic Salmon)
Health & wellness for human population – (ex: disease prevention, no significant contamination)
Tool to reconnect people to land and thus preserve it → Environmental memory and cultural history
Ecosystem services – economic, social, and environmental value
Watersheds are a sensible unit for freshwater management (holistic approach and shows interconnectedness of humans, life, and ecosystems)
Safe drinking water
Preserve property values and markets

*“It’s clear that we are all so passionate about the health of our watersheds... we need to grab the public’s attention and share the importance of it with them.” - Amy Weston, Nova Scotia Salmon Association*

