

# 2019 SepticSmart Week Highlights

September 16-20, 2019



## Proclamations

This year, governors, health departments, and partner organizations of the EPA Decentralized MOU Partnership issued proclamations to promote SepticSmart Week. Four states issued their first state proclamation this year!

- **Ground Water Protection Council**
- **La Porte County Health Department (Indiana)**
- **Thurston County Board of Health (Washington)**
- **State of Idaho**, Governor Brad Little
- **State of Indiana**, Governor Eric J. Holcomb
- **State of Michigan**, Governor Gretchen Whitmer
- **State of New Hampshire**, Governor Christopher T. Sununu
- **State of New Mexico**, Governor Michelle Lujan Grisham
- **State of North Carolina**, Governor Roy Cooper
- **State of North Dakota**, Governor Doug Burgum
- **State of Oregon**, Governor Kate Brown
- **State of Rhode Island**, Governor Gina M. Raimondo
- **Commonwealth of Virginia**, Governor Ralph S. Northam
- **State of Washington**, Governor Jay Inslee

## State and Local Engagement



**Virginia Department of Health** presented “Be SepticSmart: How to Care for Onsite Sewage Systems to Protects Virginia’s Waters” at the Science Museum of Virginia. (top left)



**Michigan Department of Environment, Great Lakes, and Energy (EGLE)** hosted a booth at this year’s Medication Disposal Event. (middle left)



**Suffolk County, New York**, hosted a “Turning the Tide” Water Quality Summit at Stony Brook University with guest speaker Basil Seggos, commissioner of New York Department of Environmental Conservation. (bottom left)

**Skagit County and Whatcom County, Washington**, held a Septic Systems 201 training course to community members and showed a free screening of the documentary, “Mr. Toilet,” a look at global sanitation and public health.

**Fairfax County, Virginia**, released a podcast episode on environmental health and SepticSmart Week with Kevin Crisler, Supervisor of the Environmental Health Division of the Fairfax County Health Department.

# Superlative Septic Users

Partners and affiliates used #SepticSmart and #SepticSmartWeek to facilitate conversation and engage their networks. Twitter statistics below show the most popular Tweets in terms of likes and retweets, users with the most tweets, and the users who reached the greatest number of people.

### Most Popular

- U.S. EPA Water**  
54 mentions + retweets
- Missouri DNR**  
20 mentions + retweets
- RCAP**  
18 mentions + retweets

### Most Tweets

- Michigan EGLE**  
11 tweets
- Missouri DNR**  
9 tweets
- SN Co. Health Dept.**  
8 tweets

### Most Reach

- U.S. EPA Water**  
103,912 reach
- Michigan.gov**  
43,248 reach
- Pierce County, Wash**  
42,340 reach

## Protect Your Septic System!

**AVOID FLUSHING**  
Disposable diapers and wipes, sanitary products, medications, cat litter, etc.

**AVOID POURING**  
Harsh chemicals, grease, and coffee grounds down the drain.

**Regular septic system maintenance can save thousands of dollars!**

Service Date \_\_\_\_\_

Service Company Name \_\_\_\_\_

Phone \_\_\_\_\_

Learn more at [www.epa.gov/septic](http://www.epa.gov/septic) or contact your local environmental office.

**EPA**  
832-E-19-001 | June 2019

## New Magnets Go Quickly

EPA made 10,000 service reminder magnets available to order for free – all 10,000 were ordered in August through September.

*More are coming soon!*

## Social Media

**MORE THAN 650**  
SOCIAL MEDIA POSTS  
MADE OVER  
**2 million**  
IMPRESSIONS.

**70 PERCENT**  
OF TWITTER POSTS CONTAINED  
LINKS TO SEPTIC MATERIALS.

**90 PERCENT**  
OF TWITTER POSTS CONTAINED  
PHOTOS SUCH AS THE QUICKTIPS.

**U.S. EPA Water** @EPAWater

Today we're kicking off #SepticSmart Week! Look for our Quick Tips to stay #SepticSmart year-round [epa.gov/septic](http://epa.gov/septic)

**Protect It and Inspect It!**

Regular septic system maintenance can save homeowners thousands of dollars and protect public health. Learn more at [www.epa.gov/septic](http://www.epa.gov/septic).

10:15 AM - Sep 16, 2019 · Hootsuite Inc.  
10 Retweets 17 Likes

## MOU Partner Newsletter Outreach

- GWPC Communique newsletter reached more than 2,100 individuals.
- WRF newsletter reached nearly 20,000 individuals.
- CDC e-newsletter reached 50,000 subscribers and Environmental Health newsletter reached more than 800 individuals.
- WEF WEFCOM newsletter sent to Small Community Committee members.
- NAWT newsletter sent to 2,551 members.
- RCAP email alert sent to 149 individuals.
- IAPMO sent four SepticSmart emails to 6,215 individuals.



## #SepticSmart Word Cloud

This word cloud shows the most popular words used with #SepticSmart tweets.



[www.epa.gov/septic](http://www.epa.gov/septic)