



SepticSmart Week 2020 Highlights

September 14-18, 2020



Septic Sam, the SepticSmart Week mascot, makes his way across New Hampshire (Photo credit: NH Department of Environmental Services)



Media Outreach

SepticSmart Week 2020 swept across websites and social media platforms, in **total of 735 mentions**, or times the phrase SepticSmart was used across the Internet.

Nearly all of the 20 MOU partners communicated SepticSmart Week 2020 on their social media platforms. MOU partners **International Association of Plumbing and Mechanical Officials (IAPMO)**, **NSF International**, and **Rural Community Assistance Partnership (RCAP)** led the way with a dozen tweets during the week. In addition, state and local health and environment departments, like the **Michigan Department of Environment, Great Lakes, and Energy** and **Wake County Health Department**, **North Carolina**, and **Warren County Health Services, Iowa**, contributed to the social media outreach.

SOCIAL MEDIA

MORE THAN 690
MENTIONS FROM
249
DIFFERENT USERS.

2,065
+ + +
REACHED
~500,000
USERS



Proclamations

MOU partners and U.S. states issued proclamations in recognition of SepticSmart Week 2020. They include:

- Association of State and Territorial Health Officials,
- Ground Water Protection Council,
- International Association of Plumbing and Mechanical Officials,
- National Association of Wastewater Technicians (NAWT),
- Michigan,
- New Hampshire,
- New Mexico,
- North Carolina, and
- Washington

The New Mexico proclamation was a combined effort between NAWT and the Governor's Office.

EPA Website Activity

Views to the EPA Septic website **doubled during SepticSmart Week 2020** compared to other times of the year. This amounted to 16,369 total web hits.



MOU Partner Websites, Newsletters, and Listservs

MOU partners reached an **estimated 100,000 individuals** through website posts, newsletters, and listservs.

- The Environmental Health Services Newsletter from the Centers for Diseases Control and Prevention shared SepticSmart Week 2020 messages to 54,786 subscribers.
- The Water Research Foundation newsletter reached 5,408 subscribers.
- The US Water Alliance newsletter reached 14,300 subscribers.
- The Indian Health Service listserv to directors and district staff reached 80 users.
- The National Association of Wastewater Technicians listserv linking to their SepticSmart Week 2020 webpage went to 583 members.
- The National Environmental Health Association's E-News was sent to 5,408 subscribers.
- The Association of State and Territorial Health Officials State Environmental Health Directors peer group reached 90 members.



Quick Tip Videos

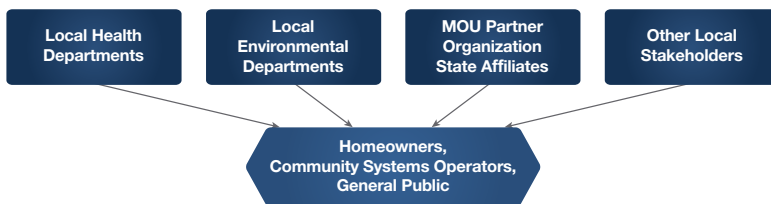
The Decentralized Wastewater Program's five new Quick Tip videos were one of the most popular shareable items in social media posts.

The videos have combined for **nearly 4,000 total views**. Think at the Sink! alone has **about 1,450 views**. Since published at the end of June, estimated video **views doubled** in the month of September because of SepticSmart Week 2020.



Strategic Communications Plan

The Decentralized Wastewater Program developed a new guide to help MOU partners better communicate SepticSmart messages and improve engagement strategies to new stakeholders.



Be SepticSmart!

Wedding, graduation, birthday party, family reunion, today...
Is there EVER a good time for you septic system to fail?



VDH VIRGINIA DEPARTMENT OF HEALTH

The Virginia Department of Health shared this SepticSmart image to make sure you do not ruin a special day. (Photo credit: VDH).

SepticSmart Goes International

The International Water, Sanitation and Hygiene Foundation, a component of IAPMO, announced a new partnership with the Plumbers Association of Zambia (PAZA). PAZA used social media to share the SepticSmart Week 2020 message.

In British Columbia, Canada, the Western Canada Onsite Wastewater Management Association led a sister campaign called Septic Awareness Week, which hosted Septic Sense webinars.

