March 23, 2021

The Illinois Section of the American Water Works Association (ISAWWA) launched a new public perception program on March 23, 2021 for all water and wastewater organizations across Illinois. The ISAWWA Water Ambassador program is an initiative created to elevate public perception, knowledge, and consumer education of the water industry. This program aims to accomplish these goals by presenting a new communication platform of educational and promotional content in a manner that is relevant, engaging, and consistent among participants. This program is open to public and private water utilities.

Participating members will access water education tools and content from the ISAWWA website and will communicate the content to their community and elected officials through social media, web-site postings, bill inserts, and newsletters. Content will include video links, infographics, bill inserts, and information for social media postings. The program cycle will be a calendar year starting in 2022. For 2021, the program will begin on July 1, 2021.

ISAWWA is encouraging organizations to sign up now to receive information on the program. You can learn more and register at www.isawwa.org/waterambassador.

For more information, contact Annie Storey, Executive Director, at annie@isawwa.org and 866-521-3595 ext. 1.
WATER AMBASSADOR PROGRAM

OUR GOAL
Elevate public perception, knowledge, and consumer education for the water Industry.

PERCEPTION  KNOWLEDGE  CONSUMER EDUCATION

PROGRAM CONTENT
Members access water education tools and content to add to your established communication channels.

BILL INSERTS  NEWSLETTERS
SOCIAL MEDIA  VIDEO LINKS
WEBSITE POSTS  INFOGRAPHIC

PARTICIPATION
This program is open to public and private water utilities.

STANDARDS TO COMPLETE
- ELECTED OFFICIAL EDUCATION
- CONSUMER EDUCATION: VALUE OF WATER
- CONSUMER EDUCATION: INDUSTRY UNDERSTANDING
- INDUSTRY RELATED EVENTS & CELEBRATIONS/WILDCARDS

RECOGNITION
Certification stickers are awarded to place on a Water Ambassador sign at the entrance to each community.

Standards 1 & 2  Standards 1,2 & 3  Standards 1,2,3, & 4