Element E:

An information and education component used to enhance public understanding of the project and encourage their early and continued participation in selecting, designing, and implementing the nonpoint source management measures that will be implemented.
Considerations for Element E

- An I/E strategy will be needed initially to build partnerships by enhancing public understanding of the project and encourage early & continued participation.
- The Plan should include an information and education component (a second strategy) that identifies the education and outreach activities or actions that will be used to implement the plan.
- These I/E or outreach activities may support the adoption and long-term operation and maintenance of management practices and support stakeholder involvement efforts.

Six Steps for an Effective Program

1) Define outreach goals and objectives.
2) Identify and analyze the target audiences.
3) Create the message for each audience.
4) Package the message to various audiences.
5) Distribute the messages.
6) Evaluate the Outreach Program.
Element E: Education/Outreach

- Does the WPP identify relevant stakeholders?
- Does the WPP educate and keep the public informed?
- Does the WPP include methods to engage stakeholders and landowners?
- Was there active and diverse public participation in the development of the plan?
- Do the education components emphasize the need to achieve water quality standards?
- Does the education process prepare stakeholders for continued proper operation and maintenance of BMPs after project(s) is completed?