

Best Practices For Reaching Out To Private Well Owners

Steve Wilson & Lucinda Morris

Illinois State Water Survey

Jennifer Wilson

Illinois Water Resources Center

ISWS Experiences

- Long history of supporting well owners in Illinois, yet most don't know who we are
- Private well sampling, well inventory, water level measurements
- But we continue to find there is a lot we do not know about wells and well owners

Well Inventories

| Classification | Number of wells | Description |
|----------------|-----------------|--|
| 1 | 540 | Given permission and well measured |
| 2 | 132 | Well in pit, could not measure |
| 3 | 103 | Given permission, but couldn't obtain measurement |
| 4 | 187 | Cooperative well owner, but did not want us to open well |
| 5 | 94 | Uncooperative well owner |
| 6 | 10 | Irrigation well, not measured |
| 7 | 24 | Working head pump, could not measure |
| 8 | 49 | Could not find well, no buildings, or no house but out buildings, no contact with owner |
| 9 | 567 | Could not make contact with well owner after multiple tries, or no one lives at residence, no contact with owner |
| Total | 1706 | |

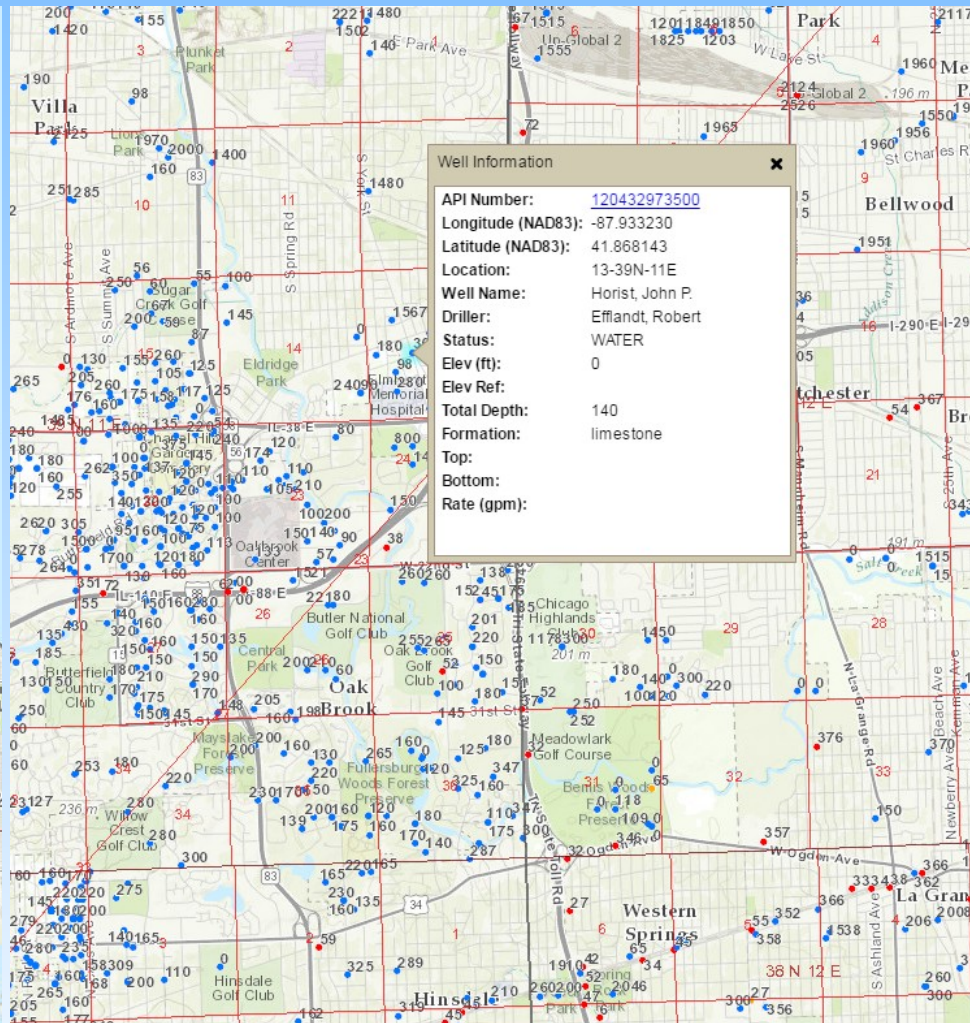
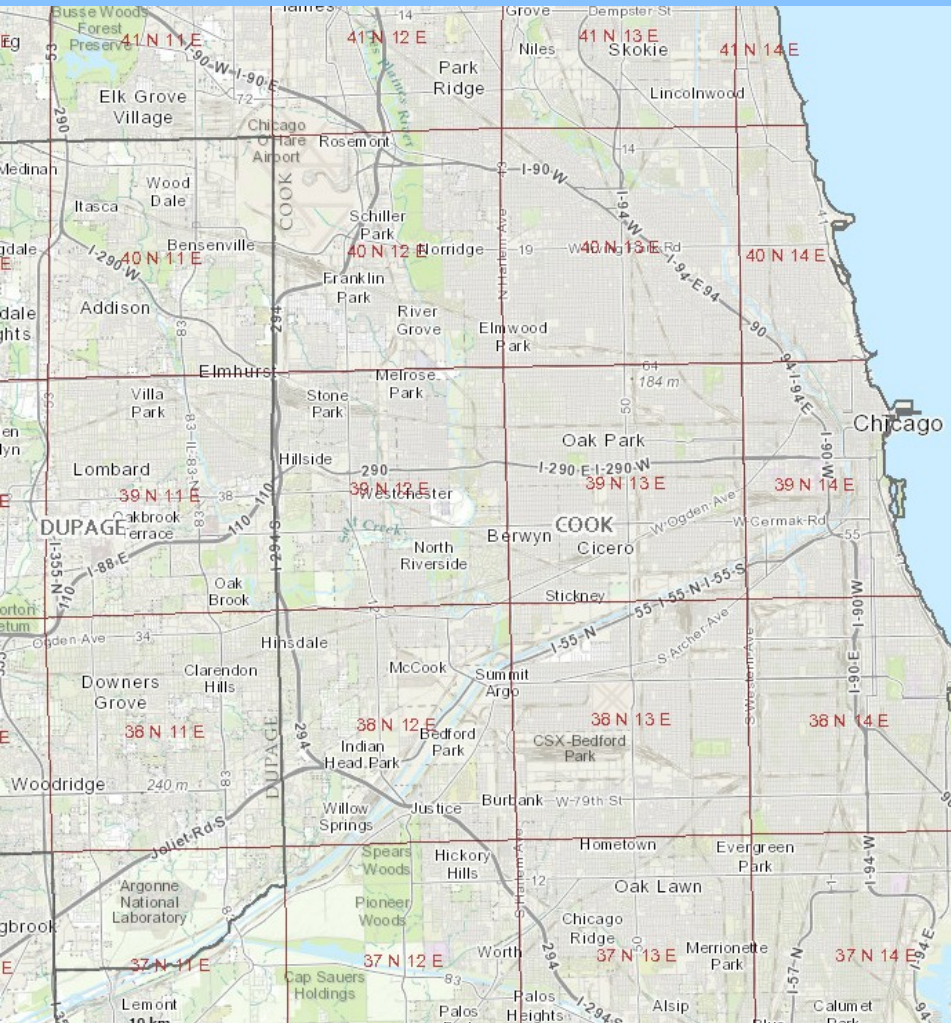
9 Townships -788 wells had no log!

Arsenic Studies



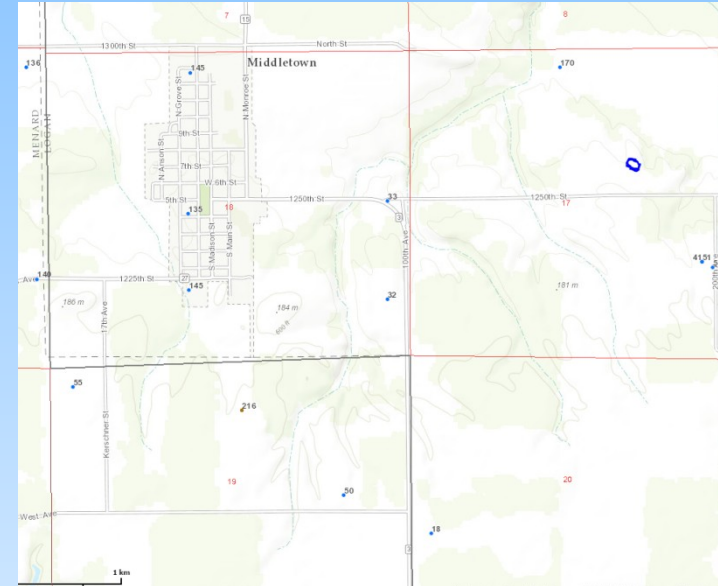
Well Owners - Takes All Kinds

- Come from every social, economic, and educational class
- May have been on a well for their entire life,
or could be new to well ownership
- Could be in a very rural area like I grew up
in, or in a completely urban setting like Cook County, Illinois (Chicago)



Grew Up On A Dug Well

- Hand Dug in 1933
- Uncemented brick
- Run out of water
- Loss of power
- Frogs



Why Are They Hard To Reach?

(There are many reasons)

- Belief that groundwater/well is safe
- Human nature, same for dentist and doctor
- Cost or perceived cost
- History-no one has gotten sick yet
- Lack of understanding
- Don't trust the government
- Independence

How Do We Reach Such A Diverse Group?

The goal is to make them aware and change their behavior/mindset regarding their well.



The Private Well Class

FREE ONLINE TRAINING *for* HOMEOWNERS WITH WATER WELLS

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Resources

Wednesday, December 10, 2014

Some of the content for The Private Well Class has been drawn from these valuable, trusted resources. You may wish to explore these documents for further reading on each lesson.

Lesson 1

- [Water Quality Information for Consumers](#), Cornell University Cooperative Extension.
- [Well Owner's Guide to Water Supply](#), Texas Well Owner Network, Texas A & M AgriLife Extension.
- Raymond, Lyle S. [What is Groundwater?](#) Bulletin No. 1, July 1988, New York State Water Resources Institute, Cornell University Center for Environmental Research.
- Raymond, Lyle S. [Aquifers](#). Bulletin No. 3, August 1992, New York State Water Resources Institute, Cornell University Center for Environmental Research.
- [Well Owner's Handbook](#), Environmental Health Division, Minnesota Department of Health.
- Waller, Roger M., [Ground Water and the Rural Homeowner](#), USGS, 1994.
- [Groundwater Hydrology](#), National Ground Water Association Website.
- [Iowa's Groundwater Basics](#), Iowa Geological Survey Educational Series 6, Iowa Department of Natural Resources.
- [Groundwater in Ohio](#), Feb 2010, Ohio EPA.

Lesson 2

- Gaber, Michael S. [Michigan Flowing Well Handbook](#), March 2005, Michigan DEQ.

Engaging Partners

- Led to networking opportunities:
 - Sharing information
 - Island County Washington
 - Bernalillo County New Mexico
 - Holding workshops around webinars
 - Illinois Cooperative Extension
 - BACOG
- Recognition led to project to work with programs nationally to develop a set of best practices for improving well owner response to outreach programs. (CDC)

Evaluating Well Owner Outreach Programs And Participation

- Evaluate programs from around the country
- Survey 100 programs to gather information on implementation, methods, results and logistics
- Statistical look at common factors
- Qualitative analysis of program leaders responses regarding experiences learned and suggested best practices

CDC Project Overview

- Four pieces to the project
 - Survey of up to 100 programs
 - Forum online for interaction
 - Literature review of motivations, barriers, and best practices for outreach
 - Participation in well owner workshops
- Statistically evaluate survey results to look
 - for trends in successful programs
- Summarize/describe qualitative responses
- Final report will be a manual of best practices, evaluating what others have

The Survey

- Survey Monkey questionnaire
- 26 questions
- Programs range for local to national
- Represent programs in over 20 states
- 91 participants in the end

Scale Of The Programs

9-Local

7-Community

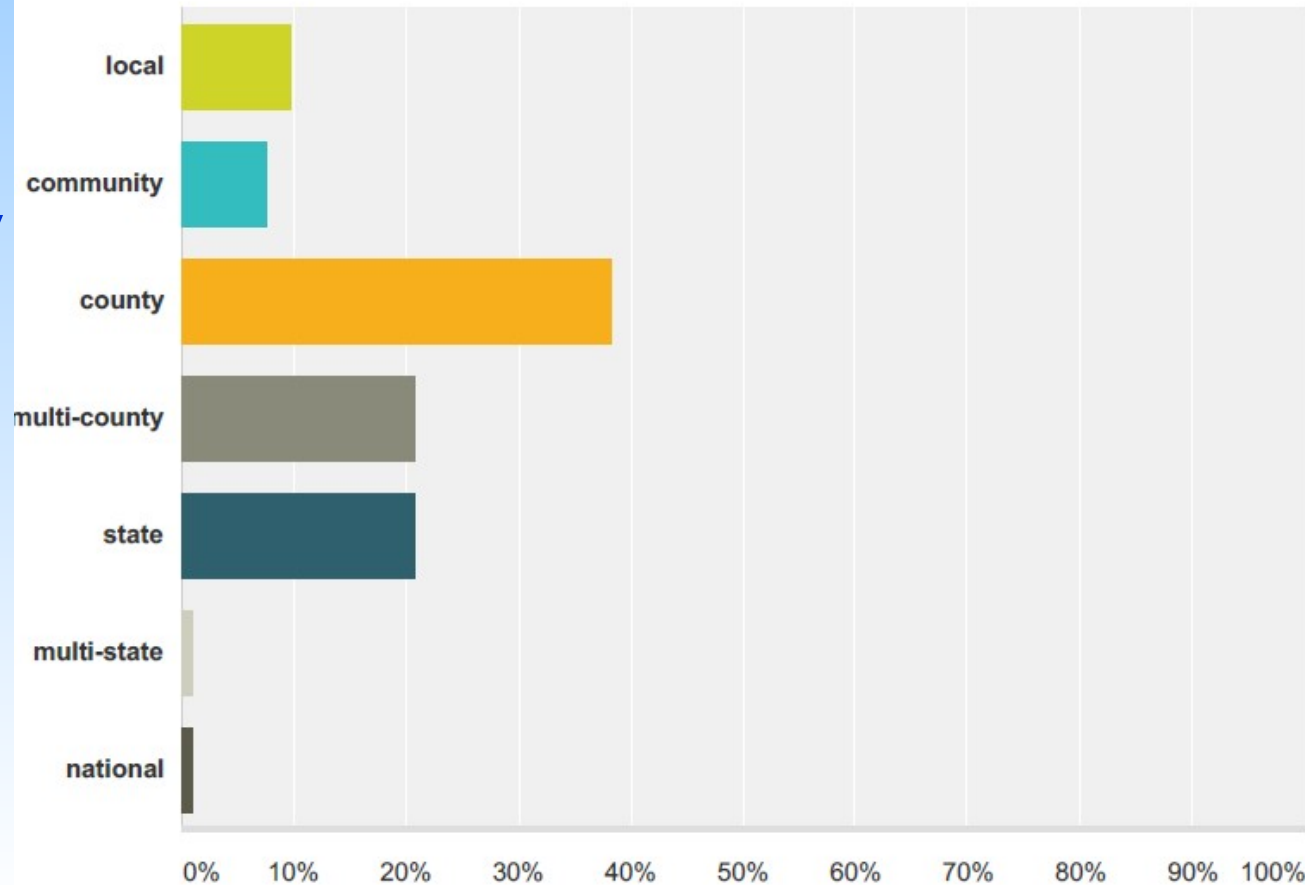
35-County

19-Multi-County

19-State

Q2 2. Your private well owner program was designed to serve well owners at what scale?

Answered: 91 Skipped: 0



Source Of Program Funding

Local - 11 were 100%

County - 8 were 100%

State - 17 were 100%

Federal - 14 were 100%

Internal Budget 31-100%

Grant 21-100%

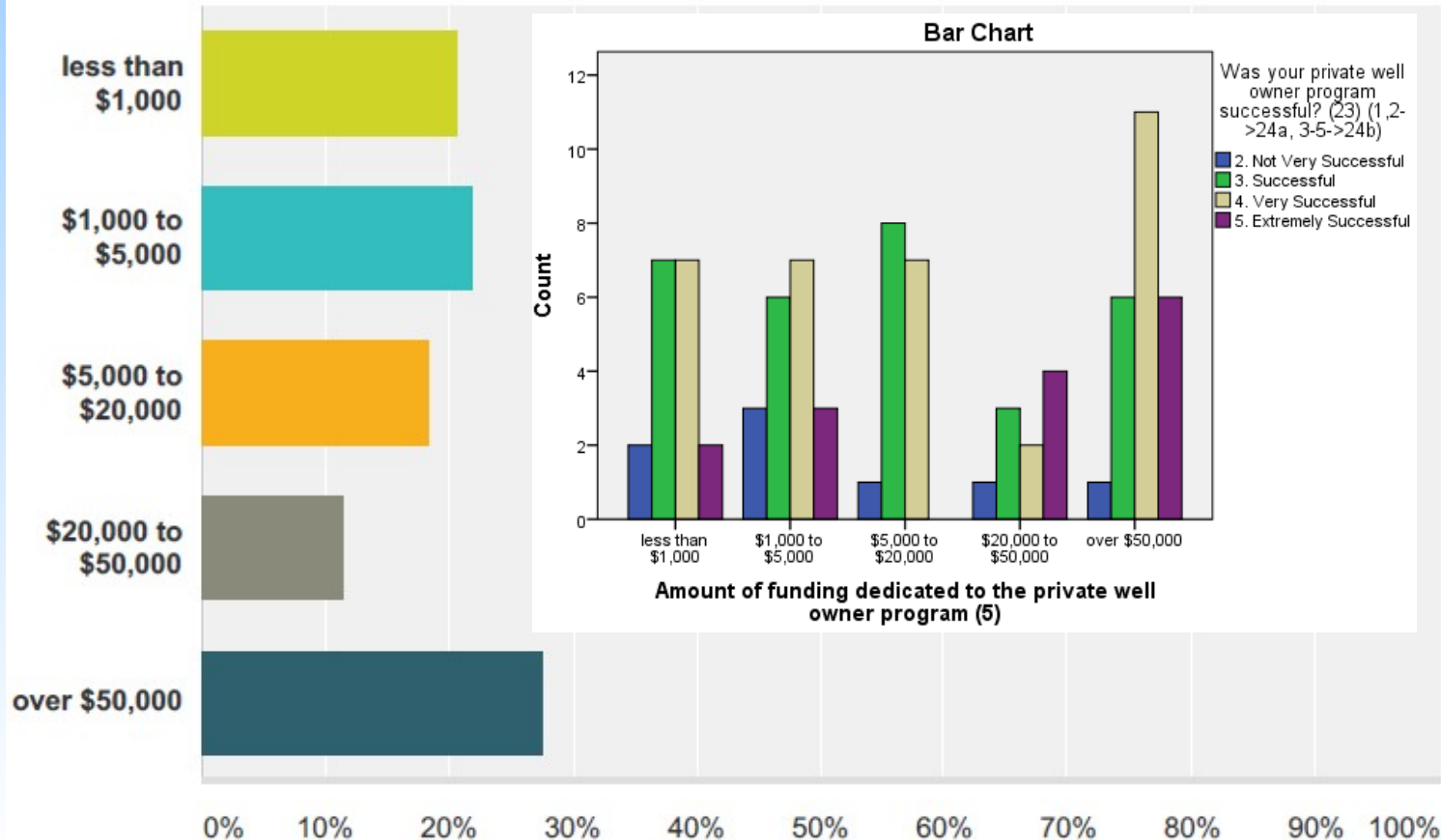
State Appropriation 7-100%

Amount of Program Funding

Q5 5. How much funding was dedicated to your private well owner program?

Answered: 87 Skipped: 4

18
19
16
10
24



23 Said Program Was Limited

4 – Only a focused group

5 – Only a focused area

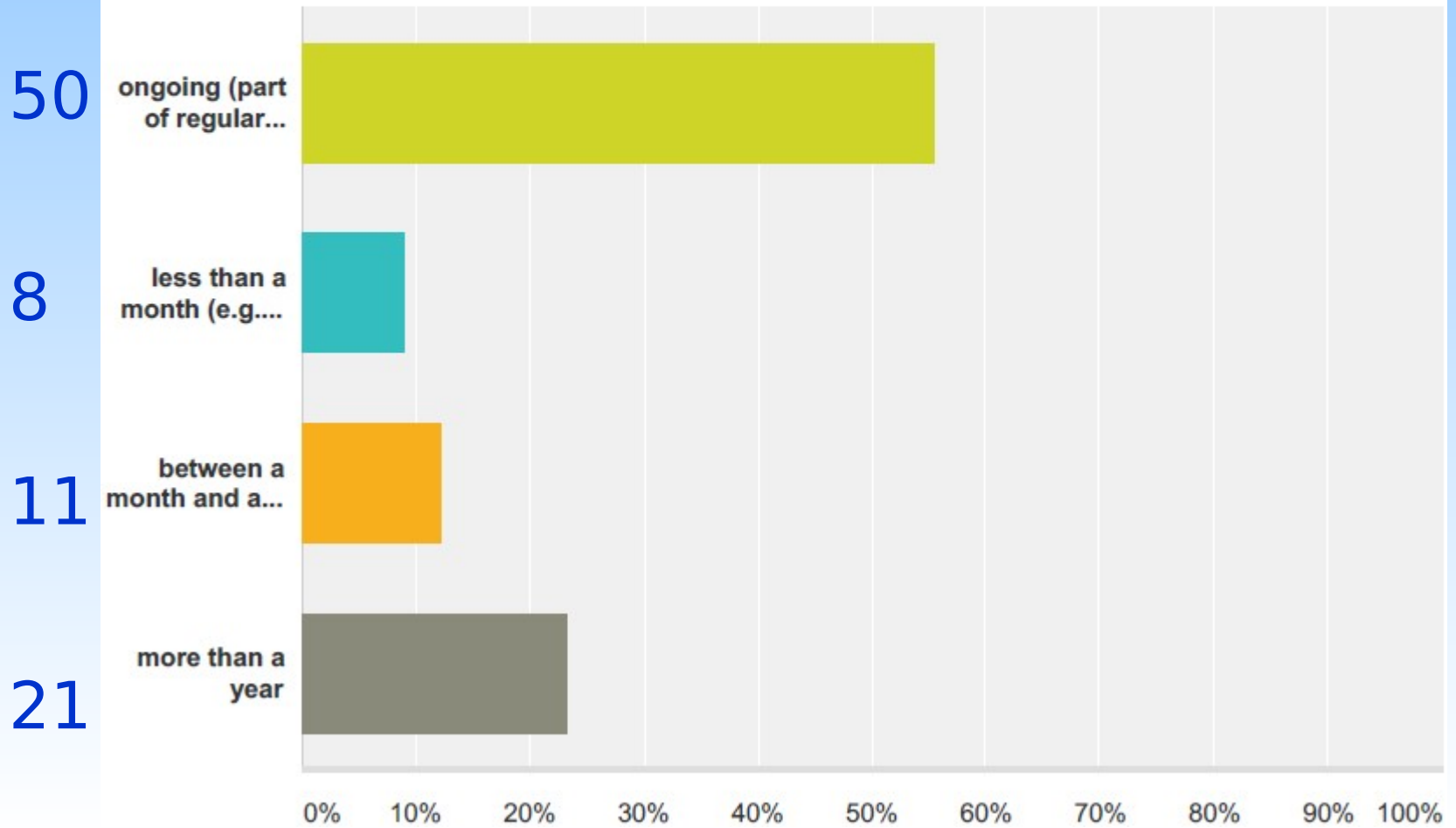
14 – Limited by
funding/resources

But only 3 programs actually
turned anyone away

Program Duration

Q6 6. What was your private well owner program duration? (just the last instance if repeated)

Answered: 90 Skipped: 1



Successful Program?

Q27 23. Was your private well owner program successful?

Answered: 90 Skipped: 1

0

1. Unsuccessful

8

2. Not Very Successful

34

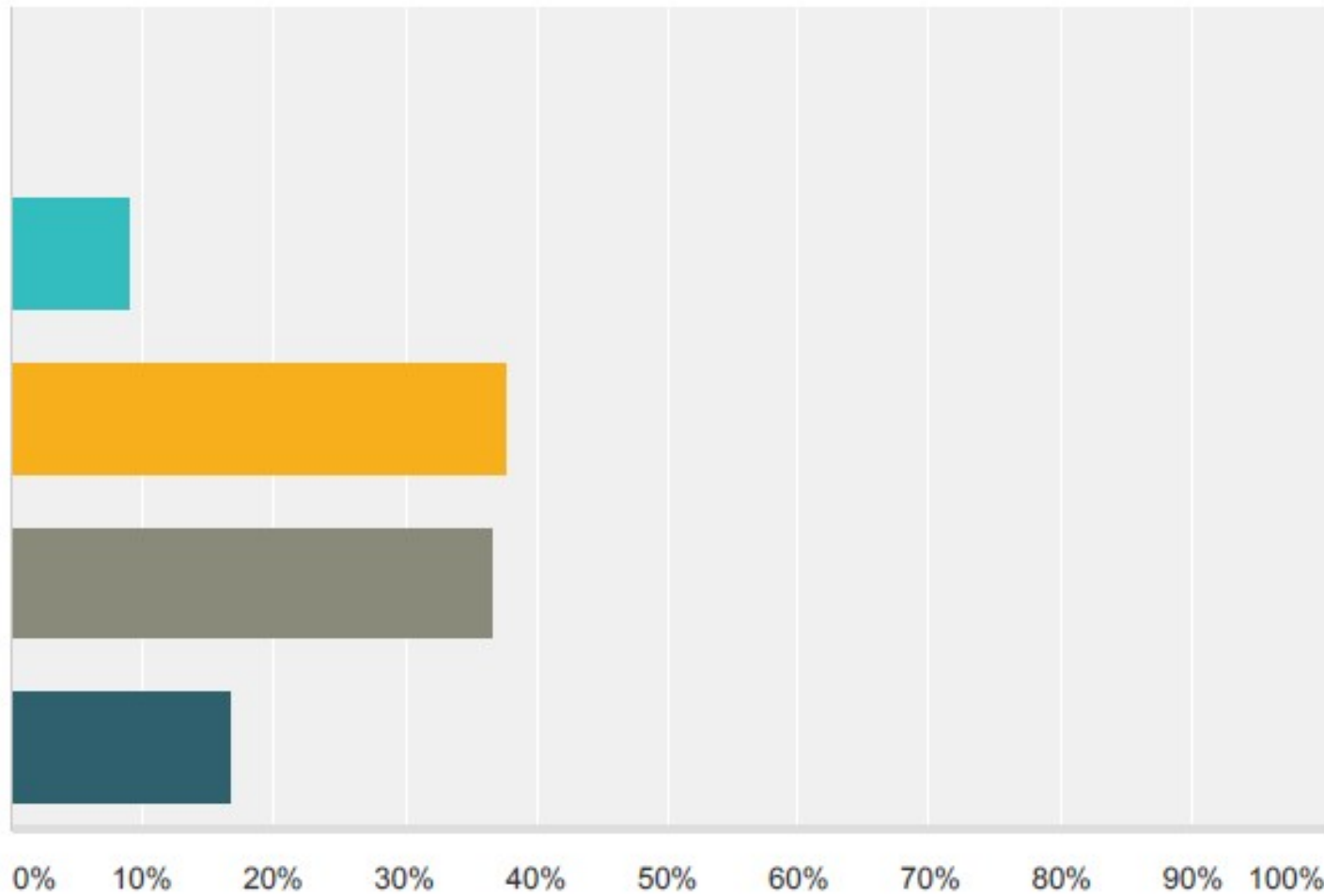
3. Successful

34

4. Very Successful

15

5. Extremely Successful



Why Not? (8 Responses)

- 4 Said lack of well owner interest
- 2 Said funding was too low/little
- 2 Said lack of local support

Program Partners

Q19 16. Please indicate who partnered with you to complete your private well owner program. (include all that apply and list names)

Answered: 80 Skipped: 11

| Answer Choices | Responses | |
|-------------------|-----------|----|
| Government | 75.00% | 60 |
| University/school | 33.75% | 27 |
| Business | 22.50% | 18 |
| Civic | 11.25% | 9 |
| Environmental | 21.25% | 17 |
| Agricultural | 20.00% | 16 |
| Other | 23.75% | 19 |

Partners - Government

- State Department of Health
- Soil & Water Conservation District
- Local /County Health Departments
- DNR, DEQ, DEP, DOA, DHHS, DWR
- Townships
- Communities
- County Government
- Indian Health Service
- State Scientific Surveys

Partners - University/School

- Extension
- High Schools
- Community Colleges
- FFA Chapters
- Universities

Partners - Environmental

- Watershed Protection Orgs
- Environmental Advocacy Groups
- Lake and River Associations
- Groundwater Guardians

Partners - Agriculture

- Farm Bureau
- Cattle Ranchers Association

Partners - Business

- Realty Companies
- Analytical Laboratories
- Well Drillers
- Banks
- Newspapers
- Engineering Companies
- Water Treatment Companies

Partners - Civic

- Youth Groups
- Homeowner Associations
- Churches
- Fraternal Orgs - Kiwanis, Rotary

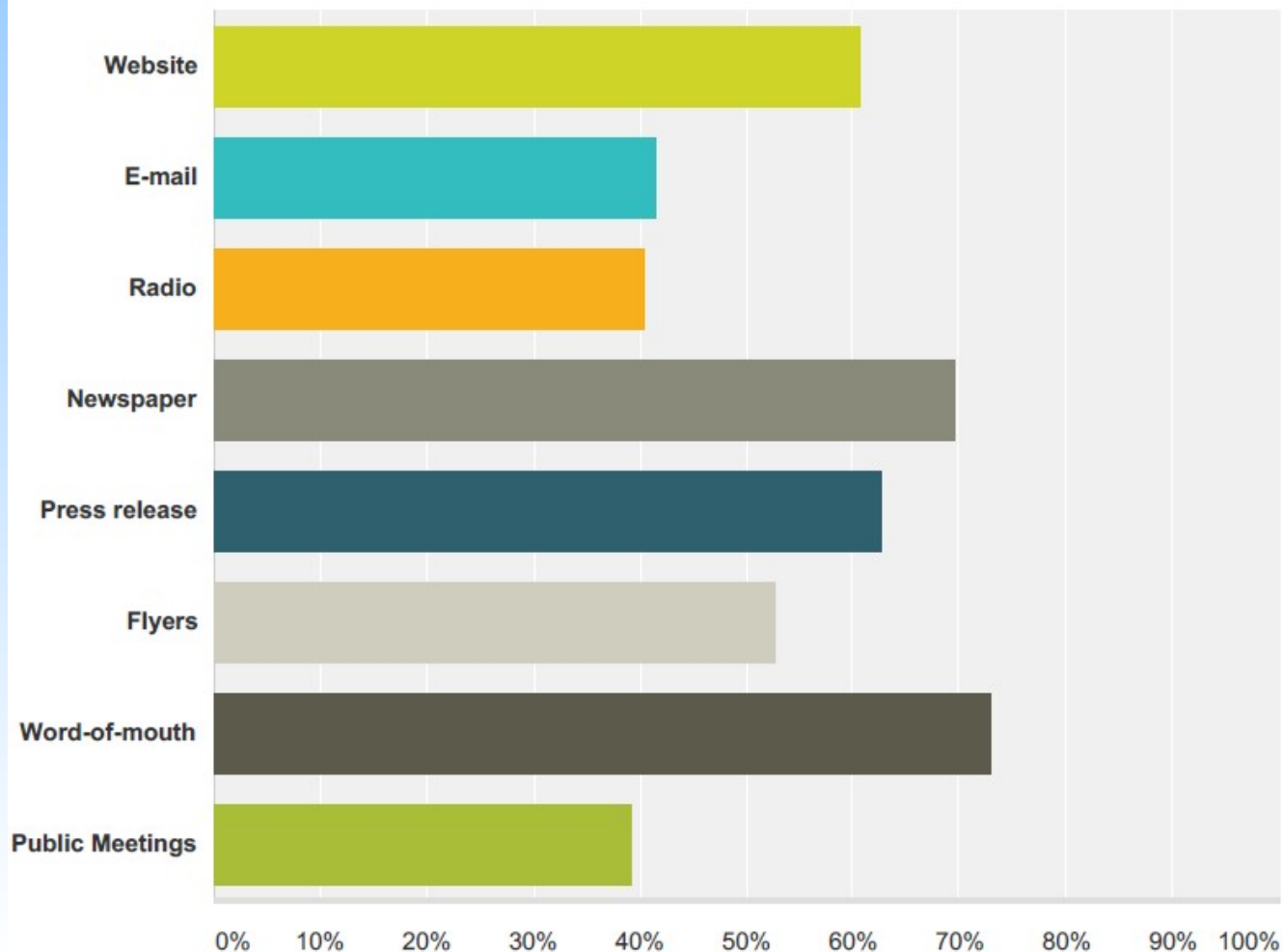
Partners - Other

- Groundwater Associations
- Water Well Associations
- Environmental Health Associations
- Septic Installer Associations

Advertising Methods

Q20 17. What methods were used to advertise your private well owner program?
(check all that apply)

Answered: 89 Skipped: 2



Advertising Methods

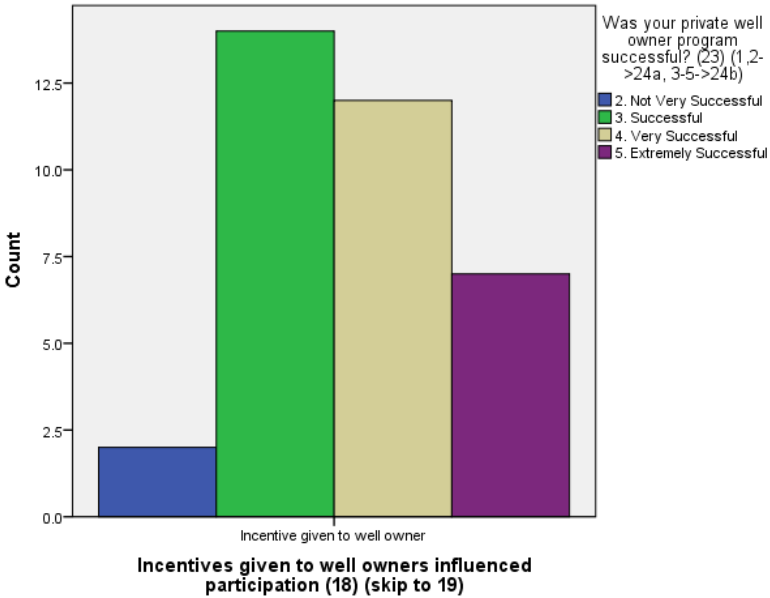
| Answer Choices | Responses | |
|------------------------------|-----------|----|
| Website | 60.67% | 54 |
| E-mail | 41.57% | 37 |
| Radio | 40.45% | 36 |
| Newspaper | 69.66% | 62 |
| Press release | 62.92% | 56 |
| Flyers | 52.81% | 47 |
| Word-of-mouth | 73.03% | 65 |
| Public Meetings | 39.33% | 35 |
| Total Respondents: 89 | | |

- Phone Calls to Stakeholders
- Mailed Postcards
- Booths at Community Events
- Signs
- Social Media (FB, Twitter)
- Television Interview for News
- Partner Newsletters
- Door-to-door
- Billboards
- Partner Listserv
- Blog posts

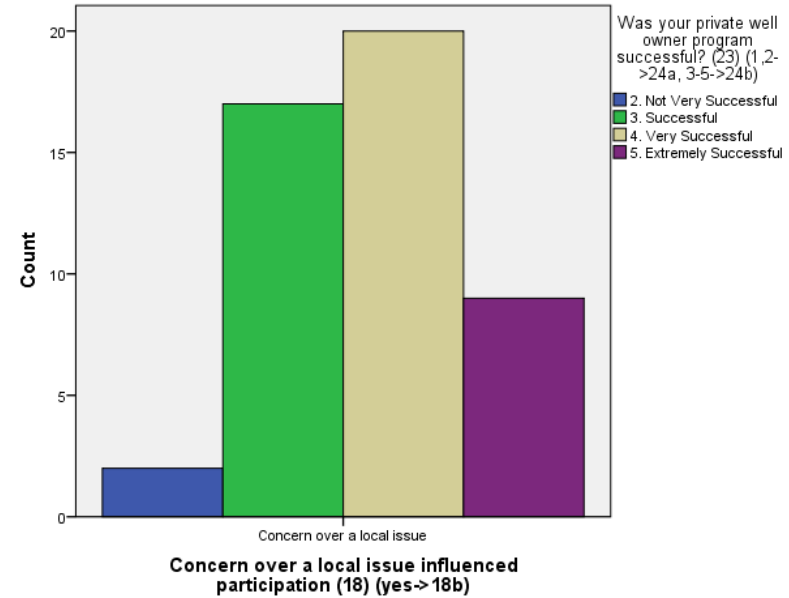
Issues Affecting

Participa

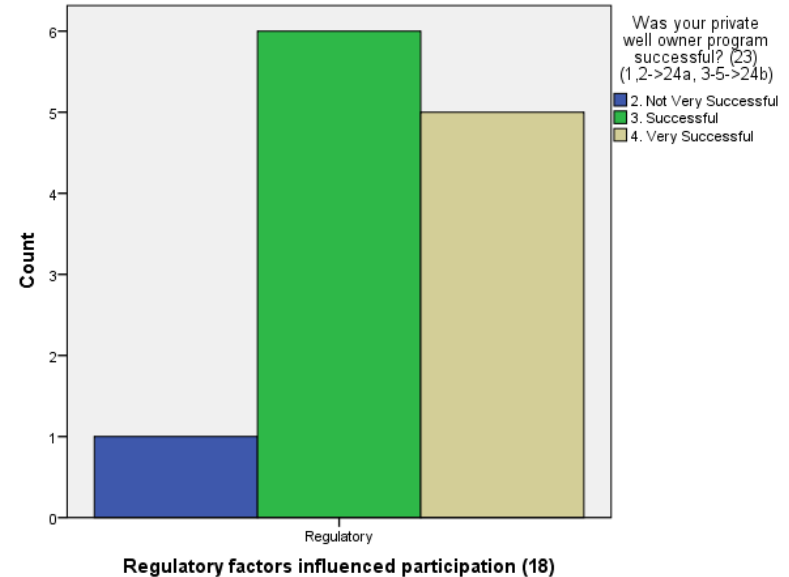
Bar Chart



Bar Chart



Bar Chart



- 68 Listed At Least One Of These Three Reasons
- 23 Listed Other Reasons
 - Distance
 - Needed A Log To Participate
 - Local Interference
 - Media Driven

48 Local Issues Mentioned

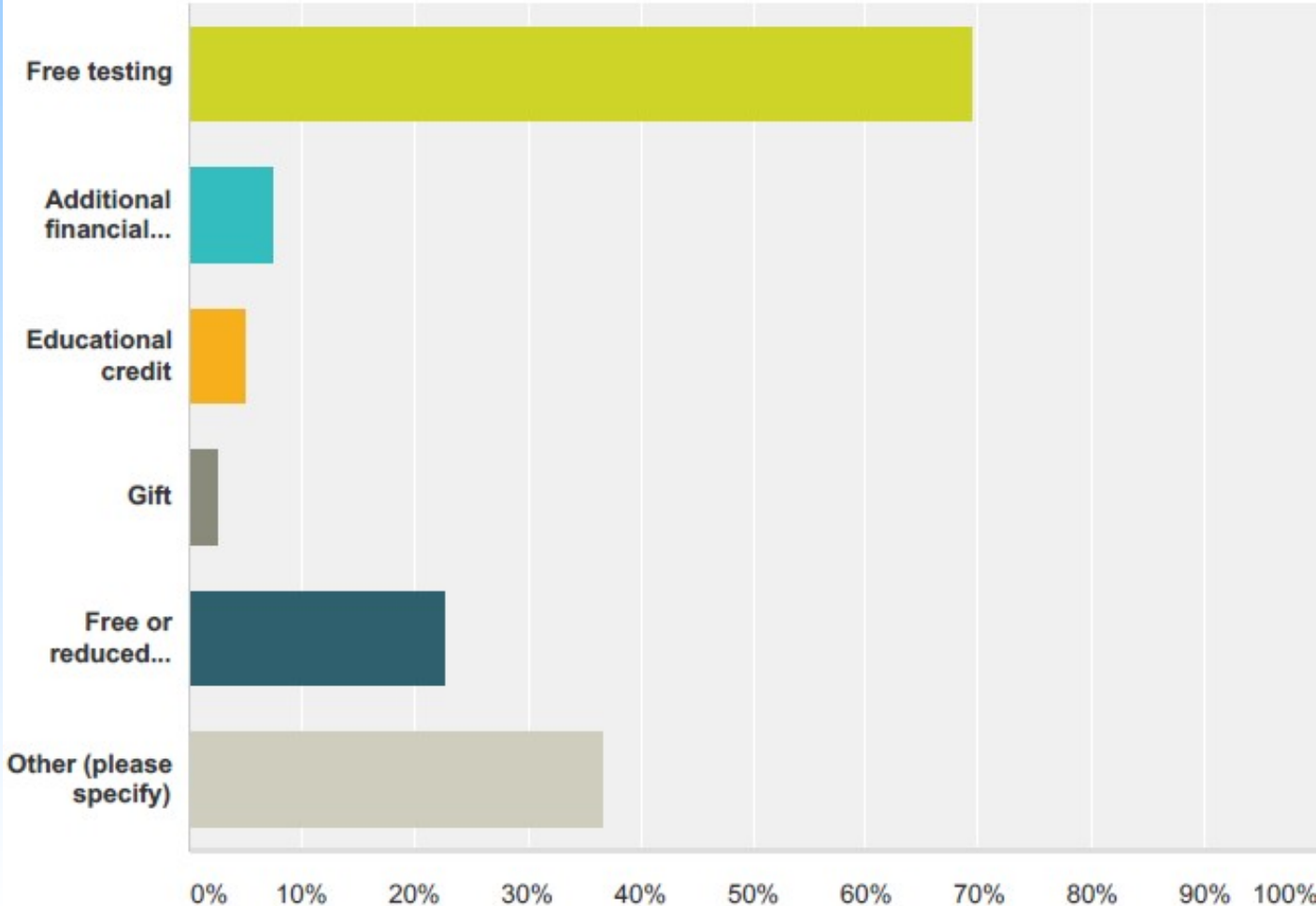
- Disposal facilities in area
- Flooding
- Local news reports of septic issues
- Fracking in the area
- Known Nitrate in the area
- Public Notice at nearby PWS
- Real estate transaction law
- Known Arsenic in the area
- Large Animal Feeding Operation

Offer Program Incentives?

Q23 19. If there were any program incentives, what were they? (check all that apply)

Answered: 79 Skipped: 12

55
6
4
2
18
29



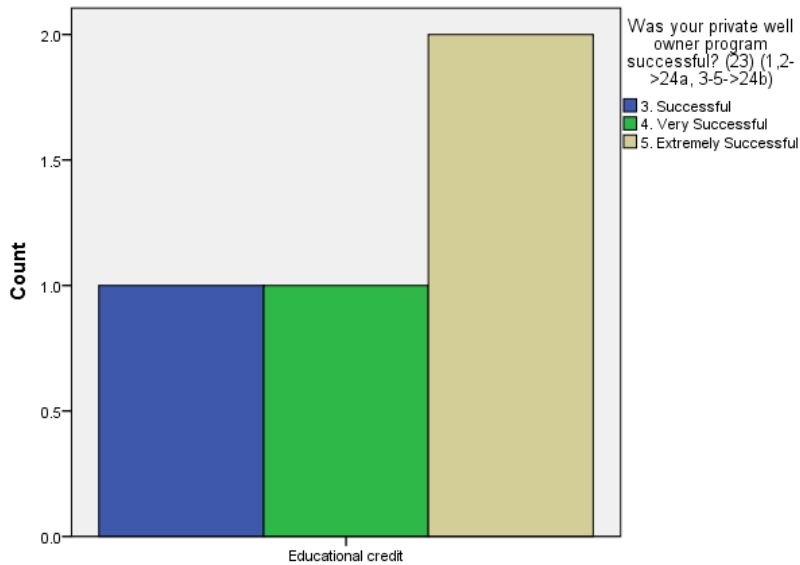
Other Program Incentives

| Answer Choices | Responses | |
|--------------------------------------|-----------|----|
| Free testing | 69.62% | 55 |
| Additional financial incentive | 7.59% | 6 |
| Educational credit | 5.06% | 4 |
| Gift | 2.53% | 2 |
| Free or reduced professional service | 22.78% | 18 |
| Other (please specify) | 36.71% | 29 |
| Total Respondents: 79 | | |

- Refund Percentage of Costs
- Lower Cost Testing
- Provide Free Handbook
- 2nd Test Free If 1st Is Bad
- Free treatment or connection

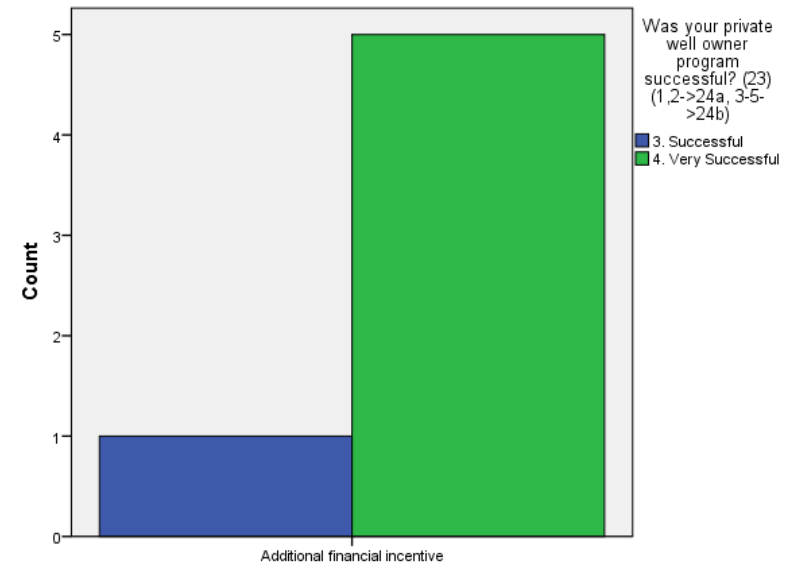
Do Incentives Matter?

Bar Chart



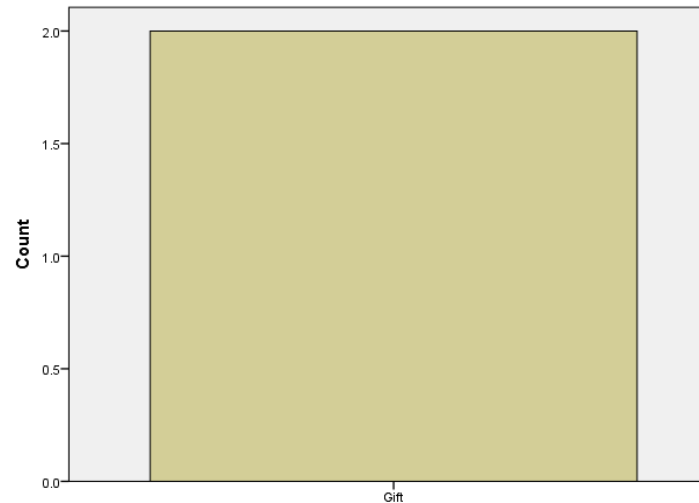
Educational credits were offered as a program incentive (19)

Bar Chart



Additional financial incentives were offered through the program (19)

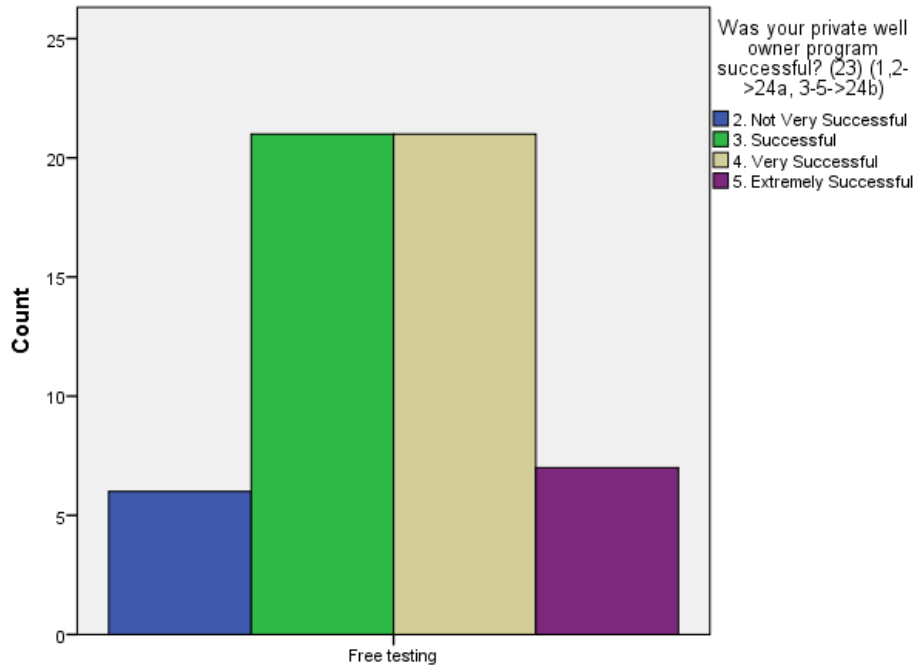
Bar Chart



Gifts were offered as a program incentive (19)

Do Incentives Matter?

Bar Chart

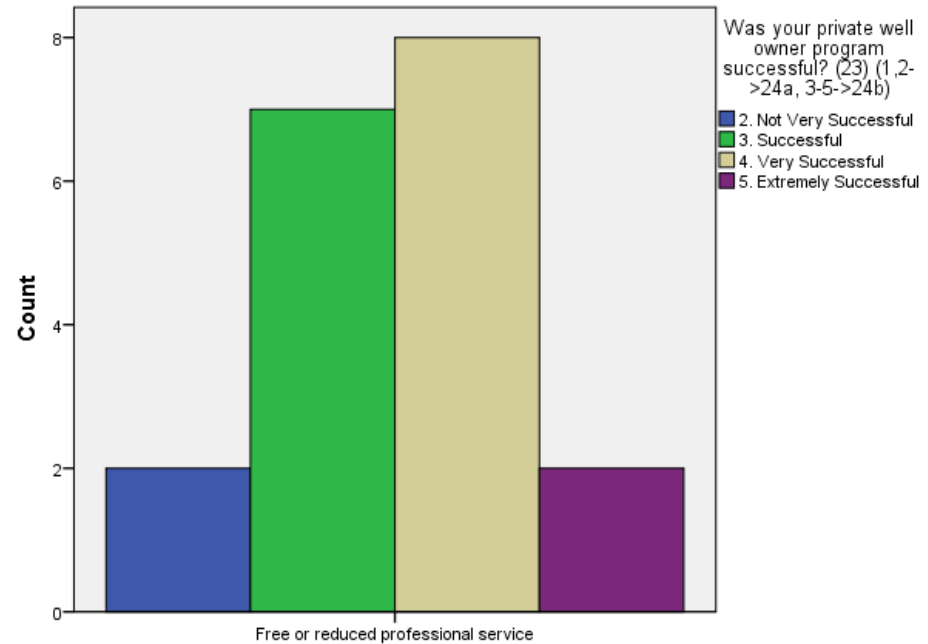


Free testing was offered as a program incentive ...

Free testing was offered as a program incentive (19) * Was your private well owner program successful? (23) (1,2->24a, 3-5->24b) Crosstabulation

| | | Was your private well owner program successful? (23) (1,2->24a, 3-5->24b) | | | | Total |
|--|--------------|---|---------------|--------------------|-------------------------|-------|
| | | 2. Not Very Successful | 3. Successful | 4. Very Successful | 5. Extremely Successful | |
| Free testing was offered as a program incentive (19) | Free testing | 6 | 21 | 21 | 7 | 55 |
| Total | | 6 | 21 | 21 | 7 | 55 |

Bar Chart



Free or discounted professional service was offered as a program incentive (19)

Free or discounted professional service was offered as a program incentive (19) * Was your private well owner program successful? (23) (1,2->24a, 3-5->24b) Crosstabulation

| | | Was your private well owner program successful? (23) (1,2->24a, 3-5->24b) | | | | Total |
|---|--------------------------------------|---|---------------|--------------------|-------------------------|-------|
| | | 2. Not Very Successful | 3. Successful | 4. Very Successful | 5. Extremely Successful | |
| Free or discounted professional service was offered as a program incentive (19) | Free or reduced professional service | 2 | 7 | 8 | 2 | 19 |
| Total | | 2 | 7 | 8 | 2 | 19 |

Incentives Have To Be Valued To Be Effective

- Do Well Owners Understand The Value Of Free Sampling?
- Or Professional Services?
- This Data Suggests They Don't, At Least Not In
Some Areas

CDC Project Forum

AdminCP ModeratorCP



Steve Wilson ▾

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Get Started Here



How this Works

Read through any introductory materials posted here before participating.

4 topics
0 replies



About the Chat Room

By Steve Wilson
17 Sep 2014



Introductions

Please start a new thread introducing yourself and the work you do.

11 topics
4 replies



Good morning

By kspindle
17 Sep 2014

September 15-19, 2014 Virtual Conference



Daily Questions

During the virtual conference, several discussion prompts will be posted here each day.

10 topics
30 replies



Daily (Last) Question 10

By swalsh
19 Sep 2014



Open Discussion

All participants are invited to start new discussion threads in this forum.

2 topics
7 replies



Well Owner Workshops

By ToddDrefcinski
18 Sep 2014

Recent Topics



Daily (Last) Question 10

Steve Wilson - Sep 19 2014 08:44 AM



Daily Question 9

Steve Wilson - Sep 19 2014 08:44 AM



Daily Question 8

Steve Wilson - Sep 18 2014 07:03 AM



Daily Question 7

Steve Wilson - Sep 18 2014 07:02 AM



Well Owner Workshops

Ludnda Morris - Sep 17 2014 12:34 PM

October 27-31, 2014 Virtual Conference



Daily Questions

During the virtual conference, several discussion prompts will be posted here each day.

0 topics
0 replies



No posts to view



Open Discussion

All participants are invited to start new discussion threads in this forum.

0 topics
0 replies



No posts to view

68 Total Posts

37 Total Members

Anne-Maria Quin Newest Member

9 Most Online

CDC Project Forum

- Hope was to get everyone talking and sharing information about their programs
- Giving everyone a chance to share their experience and ask their own questions, as well as answer some questions we posed for everyone

CDC Project Forum

Forums

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Well Owner Outreach Forum → September 15-19, 2014 Virtual Conference → Daily Questions



Daily (Last) Question 10

Started by Steve Wilson, Sep 19 2014 08:44 AM

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Topic Moderation

Reply to this topic

2 replies to this topic

Steve Wilson

(IP: Private) #1 <

Member

Posted 19 September 2014 - 08:44 AM



Administrators

★★ Admin

23 posts

0 warning points

Location Champaign, IL

Share what you might do differently if you could start your program today.

Like This

Report

Edit

MultiQuote

Quote

ToddDrefcinski

(IP: 23.25.50.17) #2 <

Newbie

Posted 19 September 2014 - 09:26 AM



Members

•

6 posts

0 warning points

Find some funding. We spend very little on the project at this point in time. It's not a priority and like many other local health departments we feel the squeeze for funding and time. Other mandated requirements take priority.

We have a small staff and would really enjoy doing more with the project, but without the funds it's not something we can move to the top of the pile.

Like This

Report

Edit

Hide

Delete

MultiQuote

Quote

CDC Project Forum Results

- Variety of programs represented: online, door-to-door, mapping, workshops, testing, fairs
- Longevity was identified as a key program component, build a reputation
- Partnerships were a part of many comments
- Important to have active presence, build relationships over time
- Funding is biggest hurdle and ways to get more funding should be a focus

CDC Project Lit Review

- Three areas of focus
 - Behavior Change Motivations
 - Behavior Change Barriers
 - Risk Communication Best Practices
- Collected data from over 100 research papers
- Will be included as an appendix in our final report to CDC, and possibly other publications to follow

Some Things We have Learned

- Marketing has to consider differences in those you are trying to reach:
 - Older audience reads the paper and watches the news
 - Younger audience uses the internet
 - Message framing (fear vs benefit)
 - Media is where most people get their info
- Utilize a local respected leader:
 - Will open many doors
 - Creates early acceptance
 - Provides quick path to gaining trust

Partners = Success Because They Share:

- Costs
- Effort
- And spread the word
- And can provide local buy-in

They are critical to creating and maintaining a successful outreach program

Some Key Practices To Encourage Participation

- Demonstrate the value of the information
- Consistent, slow and steady, build a reputation
- More publicity, show participants you care
- Find a way to fund cost share for needed treatment
- Use and information/education officer in schools
- Free testing, along with follow-up support
- Train a local trainer
- Use local and multiple partners in your program
- Use testimonials from past participants

Additional Ideas To Consider

- Offer prizes for those that participate, look for partners to donate worthwhile items
- If local, use postcards to advertise programs
- Identify nearby labs for well owners and provide contact information, as well as sampling suggestions
- Start a local group that will focus on GW issues
- Offer to be a partner in your local area (with extension or county health) It will create buy in

A Great Answer

Volunteer programs are like a vegetable garden - they have to be nurtured to succeed long-term. You have to return results promptly, give them maps and tables to look at, use only one person as the main contact so they remember the name, provide them with background data, remind them how important the group's work is to the overall success of the project, and make it as easy and non-time consuming as possible for them to participate.

How Do We Motivate Well Owners?

The goal is to make them aware and change their regular behavior

- Make it easy for them
- Provide cost incentives
- Do legwork upfront to dispel fears/concerns
- Be engaged over time to build trust
- Frame in terms of costs vs benefits
- Make sure they know about it

Questions?

Steve Wilson

Illinois State Water Survey

sdwilson@illinois.edu

217-333-0956