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**Communication: beach closings**



# Problem: beaches and runoff

- Runoff contains bacteria
- After storms – unsafe bacteria levels at many swim areas
- Government guidelines weak for notifying public
- Bathers aren't aware
- Reporters often don't care



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## The problem



# One solution: combine resources

- Regional non-profits (like CBF)
- Tributary non-profits
- Colleges
- State and local government
- Business



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**Use the network**

# Example: weekly “bad water”

- Separate groups,  
separate data
- Government tests some  
beaches, limited  
outreach
- Volunteers test other  
areas
- I collect it weekly



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## Data divide



# Pushing out the results

- [Patch.com blog](#)
- [CBF blog](#)
- [Facebook](#), [Twitter](#)
- [aps](#)
- Different groups
- [Media](#)

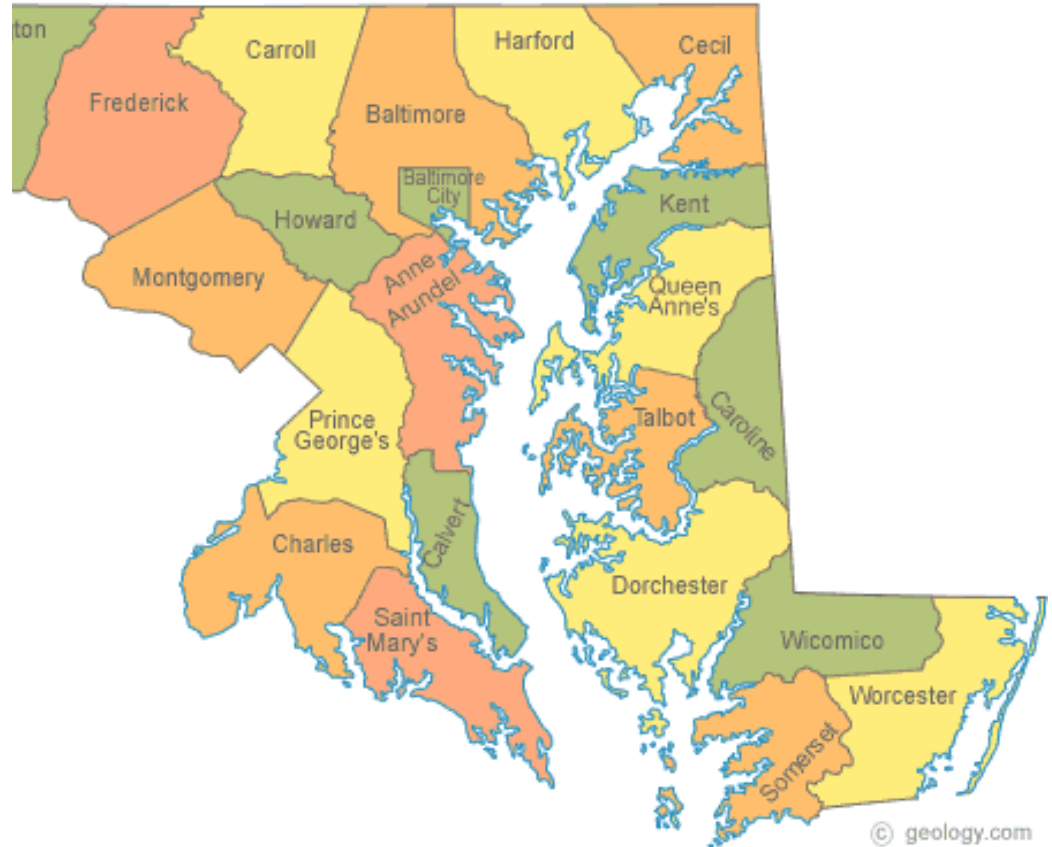


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## Use different tools

# Combined data, combined efforts

- Message reaches more people through multiple channels and tools
- Traditional media more interested in bigger picture, trends
- Caveat: you need the data, or other resources



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## Expanding the model