

## **Information and Education Strategy**

Knowledge is power. Cost-sharing, technical assistance and resource monitoring are ineffective unless they are shared in a meaningful way. Critical, crucial ears that make conservation decisions need to hear the story and the facts of sustaining and enhancing our precious soil and water resources. This strategy will follow the categories and goals of the Work Plan.

### **Soil Erosion Strategy**

Goal 1: - Bring all fields in Crawford County to "T" and reduce erosion on all other land.

Goal 2: - Reduce erosion on land other than cropland

#### Objectives:

- Make landowners and operators more aware of soil erosion effects and the new state erosion standards
- Promote residue management, rotations, contour strips, windbreaks.
- Increase awareness of Water Quality Management Area practices

#### Audience:

- Farmers and landowners, on and off-site
- School children
- General county population

#### Message:

- Benefits of buffers in Water Quality Management Areas
- Proven effectiveness of strips and residue
- Unrecoverable loss of top-soil and productivity
- Solutions are simple, clear, direct, and in most cases cost efficient

#### Activities:

- Include chat time with landowners & farmers on farm when on a visit and Provide publications to new landowners such as: "Wisconsin's Runoff Rules: What Farmers Need to Know", "Owning Rural Lands" a Guide for the Kickapoo Watershed, And "Farmland Conservation Choices"
- Revise and write conservation plans as an ongoing activity and as a contact follow-up
- Continue to provide staff for outdoor education activities for county/state school districts, i.e. Wauzeka Badger Camp, Upper Mississippi River Festival, Youth Conservation Days, Breakfast on the Farm; Wisconsin's WLWCA Summer Conservation Camp
- Share results of transect survey with media
- Conduct yearly Conservation Awards event, Hold Year of Conservation Celebration in '05, hold yearly youth speech and poster contest for all districts

Goal 2: - Increase cost share availability for erosion control practices

#### Objectives:

- Inform state and local policy making officials of the critical need for funding

- Inform the public of the progress, benefits, and personal advantage of public/private funding for conservation

Audience:

- Senate and assembly reps; Land Conservation Committee; County Board;
- Vocal constituents; General public

Message:

- Public economic benefit of healthy agriculture, clean water, and air; increased tourism, better tax base; grateful voters

Activities:

- Publish Annual report and distribute in print media. Include & invite legislators to Conservation public events;
- Be active dues paying members in conservation minded associations that lobby for funds i.e. WLWCA, Wisconsin Counties Assn., WALCE, Southwest Badger RC&D, PL566 Coalition, etc.

## **Water Resources Strategy**

Goal 1: - Maintain and improve the integrity and supply of Crawford county groundwater.

Objectives:

- Inform county residents of best management practices to protect groundwater

Audience:

- Policy makers, landowners, students

Message:

- Human activity has a great impact on groundwater supplies that multiplies with population densities

Activities:

- Use Enviro-scape at spring high school tour and loan to teachers. Do well screening for nitrates and bacteria at county fair, at office, and on farm visits.
- Screen for nitrates and bacteria at county fair, at office, and on farm visits

Goal 2: - Maintain and enhance Crawford county surface water integrity and supply

Objectives:

- Involve citizens in monitoring and education of county streams

Audience:

- Teachers, stream corridor landowners, students

Message:

- Stream monitoring is a science based approach for analyzing water quality and is essential in determining resource concerns for specific waterbodies.
- Streams provide habitat for a variety of aquatic species
- Proper storm drainage is important to keep streams healthy and clean

Activities:

- Teach proper techniques for sampling for critical indicators of water quality, i.e. nitrates, phosphorus, dissolved oxygen, macro-invertebrates, etc.

- Conduct periodic training sessions. Promote the program at LCC meetings, County Board, Youth Conservation Day, local sports clubs, and LCD departmental communications.
- Continue storm drain stenciling project with Prairie du Chien 5<sup>th</sup> graders
- Construct stream table and use at Youth Conservation Day and loan to

Goal 3: - Increase funding for cost-sharing and demonstration projects

Objectives:

- Inform about the benefits of the installation of conservation practices and of hands-on demonstrations

Audience:

- policy makers, agencies, and landowners

Message:

- Availability of demo money, EQIP cost-share multiflora-rose demo, county sports club demos,

Activities:

- Include message in LCD department mailings. Have display at Youth Conservation Days, County Fair, Land Use Meetings, and LCC meetings.

### **Nutrient Management Strategy**

Goal 1: - Improve and protect the quality of our natural resources by the judicious and economic use of nutrients

Objectives:

- Let all farmers know how best to use nutrients and meet the state requirements

Audience:

- Farm operators, policy makers, and students

Message:

- Sound nutrient management planning and application has an economic benefit and improves fertile land. State statutory requirements should be followed.
- Over application causes damage in ways not seen but felt on-site and downstream, i.e. bad drinking water, fish-kills, and angry neighbors.
- Funding may be available for the cost-shared practices listed in table XX?
- Sources of funding include DATCP, EQUIP, DNR, and NRCS.

Activities:

- Continue to lend manure scales and provide assistance for spreader calibration. Distribute brochure “What Farmers Need to Know” (WT 756-2003) at County Fair, with tax bills, Dairy Breakfast, and during farm visits.
- Have display at Youth Conservation Days, County Fair, Land Use Meetings, and LCC meetings.

### **Land Use Planning Strategy**

Goal 1: - Provide guidance and expertise from cooperating agencies to assist townships with their land use planning

Objectives:

- Inform residents of land use planning tools and professional resources.

Audience:

- Policy makers, interested citizens, LCC, County Board

Message:

- Good sustainable land use activities are at the foundation of a thriving conservation community.
- Land use planning is inclusive and is NOT zoning

Activities:

- Facilitate Land Use Planning group monthly.

**Waste Disposal Strategy**

Goal 1: To enhance the recycling of products

Goal 2: To protect the environment by the proper disposal of unwanted and hazardous products

Objectives:

- Increase county citizen awareness of responsible waste disposal

Audience:

- Rural landowners, farm operators, school children

Message:

- Dilution is the solution to pollution. Decomposition is the solution to pollution. Incineration in Illinois is the solution to pollution. Using less is the solution to pollution. You are the solution to pollution.

Activities:

- Continue with ongoing triennial Rural Clean Sweep.
- Emphasize recycling category in annual county Speaking and Poster Contest.