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**Project in Development and the Environment**

## **Environmental Awareness Initiatives: Resources for NGOS**

**September 1994**

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**Chemonics International**

**and its associates**

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The objective of the Project in Development and the Environment (PRIDE) is to help the U.S. Agency for International Development (AID) design and implement programs that foster the agency's environmental and natural resources strategy for sustainable economic growth in the Near East and Eastern Europe.

PRIDE provides AID and participating countries with advisory assistance, training, and information services in four program areas: (1) strategic planning, (2) environmental policy analysis, (3) private sector initiatives, and (4) environmental information, education, communication, and institutional strengthening.

The project is being implemented by a consortium selected through open competition in 1991. Chemonics International is the prime contractor; subcontractors include RCG/Hagler, Bailly, Inc.; Science Applications International Corporation; Capital Systems Group, Inc.; Environomics, Inc.; Industrial Economics, Inc.; Lincoln University; and Resource Management International, Inc. In addition, AID has entered into a cooperative agreement with the World Environment Center to support implementation of PRIDE.

The opinions expressed in this paper are those of the author(s) and do not necessarily reflect the positions of the sponsoring agency or contractors.

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## INTRODUCTION

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Public concern and activism on behalf of environmental issues have grown significantly in the past two decades in the United States. As people become more aware of natural resource degradation, pollution, the disappearance of species, and the impacts of these changes on daily life, they are playing a more active role in debating and confronting environmental challenges. Public opinion and activism have been an increasingly powerful force in shaping environmental policies and programs at the local, regional, and national levels. Contributing to the growth of public awareness about the environment are environmental awareness campaigns by local and national government agencies, private businesses and industries, nongovernmental organizations (NGOs), and other public and private entities with differing perspectives on environmental issues.

The goal of these initiatives is to educate audiences about specific environmental problems and to promote behavioral changes to address them. This document lists sources of information about environmental awareness initiatives designed and implemented in the U.S. and other nations. While the initiatives are often specifically geared toward one geographic or demographic area, the reader may be able to adapt and apply the approaches used in these initiatives in his or her own nation.

Included are materials to assist individuals and organizations in designing and implementing environmental awareness initiatives. First is a brief selection of posters, flyers, and other **visual materials** developed for specific environmental awareness initiatives. **Suggestions** for designing and implementing an environmental awareness initiative follow. Finally, the main part of this booklet is an **annotated bibliography** of documents used in environmental awareness initiatives. The bibliography offers only a sampling of the many excellent materials available.

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## VISUAL MATERIALS

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The graphic messages in this section were developed for environmental awareness initiatives. They include the following:

1. "Woodsy Owl," produced by the Forestry Service, US Department of Agriculture, Washington, DC.
2. Produced by the Jordan Ministry of Water and Irrigation.
3. "If You're Not Recycling, You're Throwing It All Away," produced by the Environmental Defense Fund, New York, New York.
4. "Labib," produced by the Tunisian Ministère de l'Environnement et de l'Aménagement du Territoire.
5. "You Can Make a Ton of Difference," produced by the U.S. Environmental Protection Agency.

Thanks  
for helping me  
spread the word.



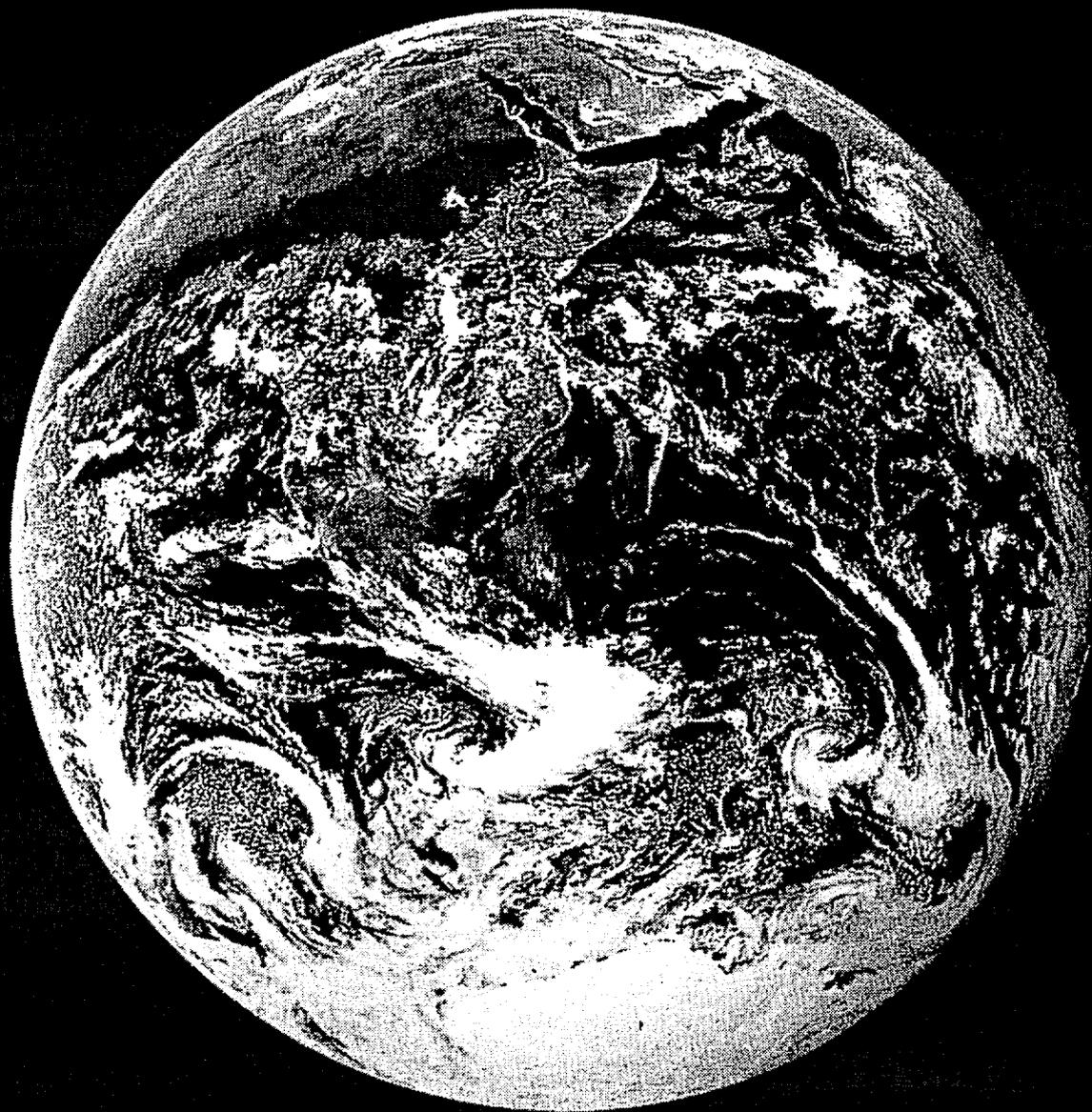
Give a hoot!  
Don't pollute.  
Woody Owl

لا تسرف في الماء ولو كنت على نهر جار



قطرة الماء تعني الحياة

حافظوا عليها



**IF YOU'RE NOT RECYCLING  
YOU'RE THROWING IT ALL AWAY.<sup>SM</sup>**

*Write the Environmental Defense Fund at: EDF-Recycling, 257 Park Avenue South, New York, N.Y. 10010 for a free  
Brochure on Recycling*





# FORMATION ET SENSIBILISATION

## OBJECTIF : ELABORATION ET EXECUTION DU PROGRAMME NATIONAL DE SENSIBILISATION ET D'EDUCATION ENVIRONNEMENTALE



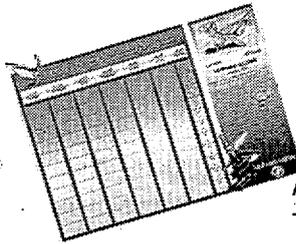
*Afin de renforcer les actions de sensibilisation et d'information du public aux questions de l'environnement, une mascotte «Le fennec Labib» a été créée. Son rôle essentiel est de véhiculer l'information et surtout d'identifier toutes les campagnes menées par le Ministère.*

L'action de mise en train et de reconnaissance de la Mascotte «LABIB» a démarré début 1993 par une série cinématique d'affiches et la distribution de plusieurs supports de sensibilisation lors des manifestations.



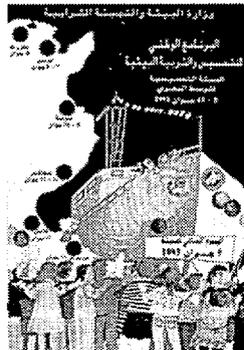
### Campagne propreté des plages

Affiches, Autocollants ont été répartis à travers toute la Tunisie ainsi qu'il a été procédé à la distribution de casquettes, tee shirts, sacs en toile et des cartons en papier recyclé dans les plages les plus fréquentées.



### Campagne scolaire

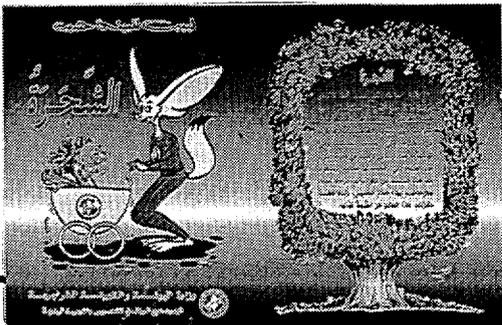
Affiches, Autocollants ont été répartis à travers toute la Tunisie, ainsi qu'il a été procédé à la distribution de cartables, trousse, cahiers, étiquettes et tenues de sport dans les différentes écoles.



### Dynamique de groupe

L'objectif de la dynamique de groupe est de faire participer le plus grand nombre de citoyens à l'action visant à améliorer le cadre de vie et à protéger l'environnement. Ainsi une série d'activités a été menée notamment :

- La Protection des plages
- La Propreté des entrées des villes
- Des expositions relatives à l'innovation en matière d'environnement.



### Campagne fête de l'arbre

Organismes officiels et associations de jeunesse sont les principaux acteurs de la journée «Fête de l'arbre» Affiches, affichettes pédagogiques, dépliants, cahiers de coloriage, autocollants et autres supports de sensibilisation reflétant le rôle vital de l'arbre sont distribués.



RECYCLEZ!

リサイクルしましょう

RECICLE!

請回收使用

RECYCLEZ!

MACH MIT BEI DER WIEDERVERWERTUNG!

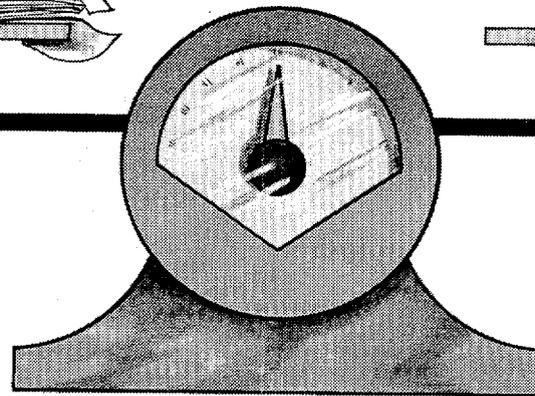
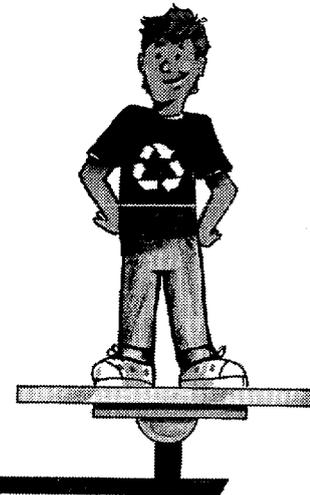
RECICLE!

請回收使用

リサイクルしましょう RECYCLEZ! RECICLE! 請回收使用 MACH MIT BEI DER WIEDERVERWERTUNG!



YOU CAN  
MAKE A  
TON OF  
DIFFERENCE



RECYCLE



RECICLE! MACH MIT BEI DER WIEDERVERWERTUNG!

RECYCLEZ!

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## SUGGESTIONS FOR NGO ENVIRONMENTAL AWARENESS INITIATIVES

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Promoting environmental public awareness involves a long-term process of engaging, motivating, and educating the public on environmental concerns. Below are five suggestions to keep in mind when undertaking an environmental awareness initiative.

1. **Begin with a familiar environmental problem.**  
Helping people immediately understand and "connect" with an environmental problem is the first step. The chosen issue may not be the top concern of the target audience, but should be one that they recognize immediately and that already concerns them.
2. **Show how people can help solve the problem.**  
Suggest ways that people, in their daily lives, can become part of the solution. The link to daily life makes it easy for them to become engaged personally in environmental matters and encourages them to develop a lifelong concern for environmental quality.
3. **Make the message simple.**  
The message should be easily and quickly understandable and have high impact. People can absorb and remember it as they go about their daily affairs.
4. **Create a friendly symbol, slogan, logo, or jingle, and always use it.**  
This will quickly convey a complete environmental message, and frequent repetition will fix that message in people's awareness.
5. **Plan the environmental awareness initiative carefully.**  
Answer the following questions:
  - What is the environmental problem?
  - What is the desired change in people's behavior?
  - What is the most important target audience for achieving this behavior change?
  - What resources can be called on to help with the initiative—for example, money, people and their skills, institutional allies, and businesses?
  - What will be the measures and mechanisms for evaluating the success of the initiative?

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## KEY TO BIBLIOGRAPHY

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Four types of materials are included in this bibliography:

- Materials from actual environmental awareness initiatives, including pamphlets, posters, booklets, and many other items.
- Case studies of previous or ongoing initiatives and other research materials, including theories and studies of behavior patterns with regard to environmental issues.
- Training guides providing information about how to design and implement such initiatives.
- Reference materials, including directories, bibliographies, and similar items.

Entries in this bibliography are listed in alphabetical order and include the following information:

[sponsoring organization]. [document title]. [for books, place of publication: publisher (if different from sponsoring organization)], [year of publication, if available].

- Target audience: [intended receivers of the information]
- Geographic focus: [geographic area where the initiative was carried out]
- Subject: [topic of document or initiative]
- Description: [abstract of the materials]
- For more information: [who to contact, including address and telephone numbers, if available]

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## ENVIRONMENTAL AWARENESS MATERIALS

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These materials have been used in actual environmental awareness initiatives. They include books, pamphlets, brochures, and other materials distributed to target audiences by environmental organizations.

1. American Chemical Society. Selected materials.  
**Target audience:** general public  
**Geographic focus:** United States  
**Subject:** chemicals and environment  
**Description:** Six pamphlets focusing on chemical-related aspects of environmental problems.  
"Ground Water," 1989.  
"Recycling," 1993.  
"Chemical Risk: Personal Decisions," 1989.  
"Acid Rain," 1991.  
"Biotechnology," 1985.  
"Hazardous Waste Management," 1992.  
**For more information:** Theresa Laranang, American Chemical Society, Office of Legislative and Regulatory Programs, ACS Department of Government Relations and Science Policy, 1155 16th Street, NW, Washington, DC 20036; Tel. (202) 872-8725.
2. American Forests. "Living Classrooms: Learning Guide for Famous and Historic Trees," 1994.  
**Target audience:** students (unspecified ages)  
**Geographic focus:** United States  
**Subject:** environment, history, and science  
**Description:** Teaching activities that draw on historical figures, events, and facts to teach children about the environment.  
**For more information:** Ted Field, American Forests, 1516 P Street, NW, Washington, DC 20005; Tel. (202) 667-3300.
3. Association of State Drinking Water Administrators. Selected materials.  
**Target audience:** general public  
**Geographic focus:** United States  
**Subject:** drinking water  
**Description:** Two brochures about problems associated with drinking water.  
"Consumer Education Guide: Organic Chemicals in Drinking Water," 1990.  
Describes issues arising from the presence of contaminants in drinking water.  
Provides information on the U.S. Environmental Protection Agency's approach to the problem and lists groups the reader can contact for more information.

"The Value of Safe Drinking Water," 1990. Describes the importance of conserving clean water resources and the relationship between conservation and costs. Discusses standards and regulations in the U.S. for drinking water and water treatment.

**For more information:** Vanessa Leiby, Association of State Drinking Water Administrators, 1120 Connecticut Avenue, NW, Suite 1060, Washington, DC 20036; Tel. (202) 293-7655.

4. Cedar Creek Learning Center. *Groundwater: A Vital Resource—Student Activities*. Knoxville: Tennessee Valley Authority, 1986.  
**Target audience:** children ages 8 to 18  
**Geographic focus:** Tennessee River Valley  
**Subject:** groundwater  
**Description:** A teacher's guide to helping students understand environmental issues related to groundwater. Activities center on four topics: water cycles, water distribution in soils, water quality, and community impact.  
**For more information:** Donna Ann Lifur, Tennessee Valley Authority, Office of Natural Resources and Economic Development, Environmental Energy/Education Program, Knoxville, Tennessee 37902.
  
5. Chesapeake Bay Program/U.S. Environmental Protection Agency. Selected materials.  
**Target audience:** general public  
**Geographic focus:** Chesapeake Bay Watershed  
**Subject:** bay cleanup and protection  
**Description:** Materials about the bay's environmental problems.  
"Citizen's Guide." A pamphlet introducing Chesapeake Bay environmental issues and the Chesapeake Bay Program's goals and approaches.  
"Chesapeake Bay Program: A Decade of Progress." A booklet evaluating the program during its first ten years. Lists steps taken to maintain water and land use quality and reduce excess nutrient deposit into the bay.  
"A Work in Progress." A retrospective booklet on the first decade of the Chesapeake Bay Program. Describes how the program started and includes an analysis of its current state.  
"Progress." A report on the Chesapeake Bay's environmental status and progress made by the Chesapeake Bay Program in 1992 and 1993.  
"Nutrient Pollution," "Great Blue Heron," and "Where Have All the Grasses Gone?" Three factsheets by the U.S. Fish and Wildlife Service that report on pollution and cleanup of the bay from a biological standpoint.  
*Baybook.* A guide to reducing pollution of the bay at home.  
*Bay Journal.* A newspaper to educate the public about Chesapeake Bay environmental issues.  
**Also available:** a set of descriptive newsletters about the Chesapeake Bay, Potomac River, and the Susquehanna River, their collective problems, and ways the public can help solve these problems.

**For more information:** Elliott Finklestein or Kate Naughton, United States EPA/Chesapeake Bay Program, 410 Severn Avenue, Suite 109, Annapolis, Maryland 21403; Tel. 1-800-968-7229.

6. Coalition for Buzzards Bay. Selected materials.  
**Target audience:** mariners and the general public  
**Geographic focus:** Buzzards Bay, Massachusetts  
**Subject:** marine conservation  
**Description:** Materials on protecting coastal and marine waters.  
"Environmental Guide for New England Mariners," 1989. A pamphlet that targets commercial and recreational boaters and describes laws and guidelines for marine conservation.  
*The Buzzards Bay Current.* A periodical reporting the activities of the Coalition for Buzzards Bay.  
"Buzzards Bay is Getting Cleaner!" 1994. A pamphlet on what the public can do to protect the bay's resources.  
"What You Do Matters to Our Bay," 1989. A leaflet of suggestions on improving septic and other waste systems.  
"Don't Dump!" A flyer in English and Spanish of tips for proper waste disposal.  
"Everywhere is Somewhere." A poem about recycling (and tips for proper waste disposal and water resource conservation).  
"How Much Do You Love the Bay?" Questions and answers about maintaining the bay's resources.  
**For more information:** Mimi McConnell, Coalition for Buzzards Bay, P.O. Box 268, Buzzards Bay, Massachusetts 02532; Tel. (508) 759-1440.
7. Connecticut Department of Environmental Protection. Selected materials.  
**Target audience:** general public  
**Geographic focus:** Connecticut  
**Subject:** recycling and composting  
**Description:** Pamphlets and other materials with helpful hints on recycling and composting.  
"Don't Trash Grass!" 1993. Provides tips for environmentally sound lawn care.  
"Home Composting: Turning Your Spoils to Soil." Discusses the benefits of composting.  
"How to Save the Planet in Two Minutes." Presents information on solid waste recycling.  
"How to Turn Cans Into Cars."  
"How to Get More Life Out of Dead Batteries (and Used Motor Oil)." Describes the value of recycling batteries and motor oil.  
"How to Bring Home Less Trash." Provides tips on reducing waste at home.  
*The Garbage Gazette*, a monthly newsletter on reducing solid waste in Connecticut.  
"Recycling Fact Sheet," 1994. Describes the basics of Connecticut's municipal solid waste recycling program.  
"Overview of Educational Materials for the Statewide Recycling Program," 1993. A list of factsheets, brochures, posters, children's materials, audiovisuals, general

information materials, and events sponsored by Connecticut's Department of Environmental Protection.

Four posters on recycling.

**For more information:** Meg Enkler, Department of Environmental Protection, 79 Elm Street, Hartford, Connecticut 06106; Tel. (203) 566-8722.

8. Environmental Education Associates. *Borrowed Time Series*. Washington, D.C., 1992.  
**Target audience:** general public  
**Geographic focus:** United States  
**Subject:** solid waste management  
**Description:** Four booklets on source reduction, recycling, combustion, and landfilling for use in community education programs and teachers' workshops. Accompanied by a user's guide.  
**For more information:** Deborah Redmond, Environmental Education Associates, 2000 P Street, NW, Suite 515, Washington, DC 20036; Tel. (202) 296-4572.
  
9. Environmental Industry Associates. Selected materials.  
**Target audience:** general public  
**Geographic focus:** United States  
**Subject:** waste management  
**Description:** A clearinghouse of materials on hazardous and nonhazardous solid waste management. (The materials below are published by the National Solid Wastes Management Association unless otherwise indicated.)  
"Transporting Hazardous Wastes: A Situation Under Control." Provides information on managing and transporting hazardous wastes.  
"Let's Put a Lid on Illegal Dumping." Discusses illegal dumping problems and solutions.  
"Garbage: Then and Now." A time line of waste disposal techniques from 500 BC to the future.  
"The Cost of Recycling at the Curb." A study of the costs of curbside collection programs.  
"Recycling in the States: 1992 Update." A review of state legislation and progress toward meeting recycling goals.  
"The Cost to Recycle at a Materials Recovery Facility." A study of Materials Recovery Facilities.  
"Waste Product Profiles." A series of factsheets, each focusing on disposal of a solid waste, including aluminum, plastic bags, and glass.  
"Landfill Tipping Fees, 1992." A study by the National Solid Wastes Management Association about the trends in prices charged for refuse disposal (tipping).  
"Interstate Movement of Municipal Solid Waste: 1992 Update." Describes trends in transport of municipal waste across state lines.  
"Landfill Capacity in North America." A 1991 update on solid waste landfills in North America.  
"Privatizing Municipal Waste Services: Saving Dollars and Making Sense." A report on the cost-effectiveness and practicality of privatizing municipal waste operations.

"Meet the Browns," Institute of Chemical Waste Management, 1991. A pamphlet describing how the general public inadvertently contributes to increasing waste.

"Professionally Managed Landfills," Institute of Solid Waste Disposal, 1991.

Describes proper disposal of wastes in landfills.

**For more information:** Alan Blakey, Environmental Industry Associates, 4301 Connecticut Avenue, NW, Suite 300, Washington, DC 20008; Tel. (202) 244-4700.

10. Forest Service, U.S. Department of Agriculture. Selected materials.

**Target audience:** children (unspecified ages)

**Geographic focus:** United States

**Subject:** pollution prevention and cleanup

**Description:** Materials on solid waste management and pollution prevention.

"Pollution Smarts." A poster that demonstrates how children can identify local pollution problems.

"Litter Facts." A poster of some important terms and facts related to solid waste pollution.

"Woodsy Owl." A leaflet that features America's official anti-pollution symbol, an owl who teaches children to get involved in protecting the environment.

**For more information:** Forest Service, U.S. Department of Agriculture, P.O. Box 1963, Washington, DC 20013; Tel. (202) 205-1760.

11. Hurley, Linda M. *Field Guide to the Submerged Aquatic Vegetation of Chesapeake Bay*. Annapolis, Maryland: U.S. Fish and Wildlife Service. 1992.

**Target audience:** general public

**Geographic focus:** Chesapeake Bay Area

**Subject:** submerged aquatic vegetation

**Description:** A booklet on the importance of protecting submerged aquatic vegetation to preserve the Chesapeake Bay ecosystem.

**For more information:** U.S. Fish and Wildlife Service/Chesapeake Bay Estuary Program, Annapolis, Maryland; Tel. (410) 269-5448.

12. Plastic Bag Association. Selected materials.

**Target audience:** general public

**Geographic focus:** United States

**Subject:** plastic bag recycling

**Description:** Materials on efficient waste disposal, recycling, and efficient energy consumption.

"The Life of a Plastic Bag." A pamphlet discussing how the consumer can reuse and recycle the plastic bag, making it an environmentally sound choice.

"Bag It: the Grocery Sack Dilemma." Explains why plastic bags are more environmentally friendly than paper bags.

"Don't Let A Good Thing Go To Waste," (1993). A booklet aimed at teachers of children ages 6 to 11. Includes a teachers guide, lesson plans, worksheets, and a summary quiz on the topic of solid waste.

"Plastic Bags and...." A set of factsheets examining every aspect of the plastic bag, including environmental impact, use as a source of energy, and other issues.

**For more information:** Nannette Kirsch, Plastic Bag Information Clearinghouse, 1817 E. Carson Street, Pittsburgh, Pennsylvania 15203; Tel. 1-800-438-5856.

13. Puget Sound Water Quality Authority. Selected Materials.  
**Target audience:** general public  
**Geographic focus:** Puget Sound Watershed  
**Subject:** watershed protection and cleanup  
**Description:** Materials addressing threats to the Puget Sound environment and outlining a program of cooperation with the U.S. Environmental Protection Agency.  
"Public Involvement and Education Model Projects Fund: 47 Success Stories from Puget Sound" and "Educating for Action: More Success Stories from Puget Sound," 1991. Two booklets that together list more than 100 case studies and evaluations of community-based approaches to managing Puget Sound's environmental resources.  
"Puget Sound: Our Heritage At Risk." A booklet describing problems in the Puget Sound area and what the public can do to help solve them.  
"Action for Puget Sound," 1994. A pamphlet identifying environmental problems requiring immediate action.  
"State of the Sound: 1992 Report." A report on the environmental status of Puget Sound and efforts to stave off degradation.  
"Public Involvement and Education Fund." A leaflet describing a fund for public education and projects to benefit Puget Sound.  
**For more information:** Robert Steelquist, Puget Sound Water Quality Authority, P.O. Box 40900, Olympia, Washington 98504-0900; Tel. (206) 407-7336.
14. Tennessee Valley Authority. *Groundwater Factsheet Series*.  
**Target audience:** general public  
**Geographic focus:** United States  
**Subject:** groundwater and waste groundwater management  
**Description:** Factsheets on groundwater and proper methods for disposing of waste groundwater.  
**For more information:** Tennessee Valley Authority, River Basin Operations, Water Resources, Water Quality Department, Haney Building 2C, Chattanooga, Tennessee 37401; Tel. (615) 751-2809.
15. Tennessee Valley Authority. "On the Job: Environmental Awareness Handbook," 1991.  
**Target audience:** industrial workers  
**Geographic focus:** United States  
**Subject:** industrial waste management  
**Description:** Two booklets addressing environmentally sound practices for on-the-job industrial waste management. Volume I reports on laws and guidelines for handling waste generated by the fossil fuel industry. Volume II focuses on proper handling and disposal of hazardous wastes.

**For more information:** Tennessee Valley Authority, River Basin Operations, Water Resources, Water Quality Department, Haney Building 2C, Chattanooga, Tennessee 37401; Tel. (615) 751-2809.

16. Tennessee Valley Authority. *Water Quality Series*.  
**Target audience:** children (unspecified ages)  
**Geographic focus:** United States  
**Subject:** water monitoring, testing, and cleanup  
**Description:** Three booklets designed for TVA's Teacher/Student Water Quality Monitoring Network program.  
"Water Quality Sampling Equipment." Information about water quality monitoring devices available from biological supply companies.  
"Homemade Sampling Equipment." Instructions for assembling simple, inexpensive devices for collecting plankton, aquatic invertebrates, fish, and water samples.  
"Organizing and Conducting a Cleanup on Public Lands and Waterways." Outlines the steps to organizing and carrying out a waterway cleanup program.  
**For more information:** Tennessee Valley Authority, River Basin Operations, Water Resources, Water Quality Department, Haney Building 2C, Chattanooga, Tennessee 37401; Tel. (615) 751-2809.
  
17. Tennessee Valley Authority and Western Kentucky University. "Waste: A Hidden Resource."  
**Target audience:** children ages 12-18  
**Geographic focus:** Tennessee Valley  
**Subject:** waste management education  
**Description:** A notebook of teaching materials on waste management to be incorporated into the existing curriculum for social studies, math, language arts, and sciences. Divided into four parts: solid wastes, hazardous wastes, municipal wastes, and a simulation of a city's waste management crisis.  
**For more information:** Tennessee Valley Authority, Citizen Action Office, 400 West Summit Hill Drive, Knoxville, Tennessee 37902; 1-800-362-9250.
  
18. United States Department of Agriculture. "Going Wild With Soil and Water Conservation," 1985.  
**Target audience:** general public  
**Geographic focus:** United States  
**Subject:** soil and water conservation  
**Description:** A pamphlet on conserving land and water resources, with a focus on sustainable farming practices. Describes key programs of the Soil Conservation Service.  
**For more information:** Clearinghouse on Development Communications, 1815 North Fort Myer Drive, Suite 600, Arlington, Virginia.

19. United States Environmental Protection Agency. Selected materials.  
**Target audience:** general public  
**Geographic focus:** Greater Seattle, Washington  
**Subject:** air pollution prevention  
**Description:** Materials to increase awareness of air pollution issues.  
"Air Conditions and the Ozone Layer: A Checklist for Citizen Action." A pamphlet on ways citizens can reduce the degradation of the ozone layer through more responsible daily acts.  
"What You Can Do To Reduce Air Pollution," 1992. A guide to meeting the goals of the Clean Air Act amendments of 1990.  
"Air Pollution," 1991. A pamphlet that provides general information about the causes and effects of air pollution and what can be done to reduce it.  
"Your Car or Truck and the Environment," 1993. A pamphlet for car and other motor vehicle drivers on driving and ownership practices to reduce pollution.  
**For more information:** Renee Nicholas, U.S. Environmental Protection Agency, Region 10, Air Quality Program, 1200 Sixth Avenue, Seattle, Washington 98101; Tel. (206) 553-4973.
20. United States Environmental Protection Agency. Selected materials.  
**Target audience:** general public  
**Geographic focus:** United States  
**Subject:** solid waste reduction  
**Description:** Materials about the need to recycle and reduce solid waste. They include:  
"You Can Make a Ton of Difference." A brochure of suggestions for reducing waste by recycling.  
"The Consumer's Handbook for Reducing Solid Waste," 1992.  
"Proposed Guidance on the Use of Environmental Marketing Terms," 1991. A brochure describing terms associated with recycling and efforts by the U.S. Environmental Protection Agency to better regulate the confusing market of recycled goods.  
"Green Advertising Claims," 1992. A brochure about the truth of product labels claiming environmental safety.  
"Summary of Markets for Scrap Tires" (1991), "Summary of Markets for Recovered Aluminum" (1993), and "Summary of Markets for Recovered Glass," (1992). Booklets discussing current and future markets for recycled goods.  
"Environmental Fact Sheet: The Facts on Recycling Plastics," 1990. Describes forms of recyclable plastics and current and future prospects for plastics recycling.  
*Recycling Works! State and Local Solutions to Solid Waste Management*, 1989. Several nationwide examples of solid waste management programs.  
*Yard Waste Composting: A Study of Eight Programs*, 1989. Reports on yard waste composting programs and their results.  
**For more information:** Renee Nicholas, U.S. Environmental Protection Agency, 1200 Sixth Ave., Seattle, Washington 98101; Tel. (206) 553-4973.

21. United States Environmental Protection Agency. "EPA's Acid Rain Program: Charting a New Course in Environmental Protection" and "The Acid Rain Program: It's Working," 1993.  
**Target audience:** business and government leaders  
**Geographic focus:** United States  
**Subject:** acid rain reduction  
**Description:** Two brochures answering common questions about the Acid Rain Program and reporting its progress.  
**For more information:** Rosemary Wolf, Acid Rain Division (ANR-445), U.S. Environmental Protection Agency, 401 M Street, SW, Washington, DC 20460; Tel. (202)233-9150.
22. United States Environmental Protection Agency. "Combined Sewer Overflows in Your Community," 1993.  
**Target audience:** general public  
**Geographic focus:** United States  
**Subject:** combined sewer management  
**Description:** A brochure on combined sewers and hazards associated with their overflows. Describes how organized citizens can manage combined sewer overflows and the laws that apply to them.  
**For more information:** U.S. Environmental Protection Agency/National Small Flows Clearinghouse, P.O. Box 6064, Morgantown, West Virginia; Tel. 1-800-624-8301.
23. United States Environmental Protection Agency. *Green Lights: An Enlightened Approach to Energy Efficiency and Pollution Prevention*, 1993.  
**Target audience:** businesses and individual households  
**Geographic focus:** United States  
**Subject:** energy efficiency and pollution prevention  
**Description:** A brochure asking businesses and individuals to volunteer to improve their lighting efficiency to save money and conserve energy resources. Explains how the program got started and its success rate across the country.  
**For more information:** U.S. Environmental Protection Agency, Green Lights 6202J, 401 M Street, NW, Washington, DC 20460; Tel. (202) 775-6650.
24. United States Environmental Protection Agency. "The Gulf of Mexico Program," 1988.  
**Target audience:** general public  
**Geographic focus:** United States  
**Subject:** Gulf of Mexico protection and cleanup  
**Description:** A brochure and accompanying factsheet describing the needs and resources of the Gulf and the role an interested individual can play in maintaining gulf resources.  
**For more information:** Gulf of Mexico Program, Building 1103, Room 202, John G. Stennis Space Center, Stennis Space Center, Mississippi 39529-6000; Tel. (601) 688-3726.

25. United States Environmental Protection Agency. "It's Your Choice: Small-Community Wastewater Options," 1989.  
**Target audience:** general public  
**Geographic focus:** United States  
**Subject:** wastewater management  
**Description:** A brochure describing wastewater management systems and how communities can organize and fund them.  
**For more information:** U.S. Environmental Protection Agency/National Small Flows Clearinghouse, 258 Stewart Street, P.O. Box 6064, Morgantown, West Virginia 26506-6064; Tel. 1-800-624-8301.
26. United States Environmental Protection Agency. Selected materials.  
**Target audience:** general public  
**Geographic focus:** Long Island Sound  
**Subject:** Long Island sound cleanup and conservation  
**Description:** Pamphlets, booklets, and factsheets for an initiative to cleanup and maintain Long Island Sound.  
15 factsheets on such issues as hypoxia, wastewater treatment, and nonpoint source pollution.  
"Sound Gardening." Factsheets providing tips on ecologically sound gardening.  
"Plants and Animals." A booklet describing the importance of sustaining the Long Island Sound ecosystem.  
"Paint the Town! Get Involved in a Storm Drain Painting Project." A how-to pamphlet of guidelines for warning communities about the environmental dangers of dumping waste in storm drains.  
"Boat Pumpout Facilities in New York and Connecticut Marine Waters." A pamphlet encouraging responsible waste disposal in designated holding tanks.  
**For more information:** U.S. Environmental Protection Agency/Long Island Sound Office, Stamford Government Center, 888 Washington Avenue, Stamford, Connecticut 06904; Tel. (203) 977-1541.
27. United States Environmental Protection Agency. Selected materials.  
**Target audience:** general public  
**Geographic focus:** United States  
**Subject:** water quality maintenance  
**Description:** Materials that outline the problem of water pollution and possible solutions.  
"Public/Private Partnerships Save Cities Millions," 1990. A pamphlet featuring three U.S. cities that have used public/private partnerships to solve the shortcomings of their existing wastewater treatment facilities.  
"The Quality of Our Nation's Water: 1990." A booklet reporting on the national water quality situation and measures enacted by federal, state, and local governments to improve it.  
**For more information:** Don Rugh, U.S. Environmental Protection Agency, Office of Water, 401 M Street, SW (WH-553), Washington, DC 20460; Tel. (202) 245-4153.

28. United States Environmental Protection Agency. "Solid Waste and Emergency Response."  
**Target audience:** general public  
**Geographic focus:** United States  
**Subject:** recycling  
**Description:** Selected materials on involving the public in recycling solid and hazardous waste.  
"Recycle Today!"(1990). A pamphlet presenting a comprehensive program to involve children in recycling.  
"Recycling Used Oil," 1989. A pamphlet outlining 10 steps for changing a car's oil and guidelines for recycling it.  
"Characterization of Municipal Solid Waste in the United States: 1992 Update." An executive summary of the issue of excess trash levels in the United States and how they are managed.  
"The Consumer's Handbook for Reducing Solid Waste," 1992. A booklet explaining how the individual can participate in controlling trash.  
"Summary of Markets for Compost," 1993. A booklet discussing the need and market for recycled municipal waste, or compost.  
"Household Hazardous Waste: Steps to Safe Management," 1993. A pamphlet discussing management of hazardous household waste.  
**For more information:** RCRA Information Center (OS-395), U.S. Environmental Protection Agency, 401 M Street, SW, Washington, DC 20460; Tel. (202) 260-4610.
29. United States Environmental Protection Agency. "What Is The MWPP Program?" April, 1992.  
**Target audience:** state government and municipal officials  
**Geographic focus:** United States  
**Subject:** municipal water pollution prevention  
**Description:** A pamphlet describing a voluntary and cooperative effort by the U.S. Environmental Protection Agency and state and local governments to establish wastewater programs treatment tailored to individual communities.  
**For more information:** Mr. Chuck Conway, U.S. Environmental Protection Agency/MWPP Program, JFK Federal Building, Boston, Massachusetts 02203; Tel. (617) 565-3715.
30. United States Environmental Protection Agency. "Xeriscape Landscaping: Preventing Pollution and Using Resources Efficiently," 1993.  
**Target audience:** landscapers  
**Geographic focus:** United States  
**Subject:** xeriscape landscaping  
**Description:** A brochure promoting water conservation and environmental protection through responsible landscaping.  
**For more information:** Joan Warren (WH-556F), U.S. Environmental Protection Agency, Office of Wetlands, Oceans, and Watersheds, 401 M Street, SW, Washington, DC 20460.

31. Washington State Department of Ecology. "Turning the Tide: On Toxics in the Home," 1990.  
**Target audience:** general public  
**Geographic focus:** Greater Seattle, Washington  
**Subject:** hazardous household waste  
**Description:** A booklet about hazardous household items and how to dispose of them.  
**For further information:** Renee Nicholas, U.S. Environmental Protection Agency, 1200 Sixth Ave., Seattle, Washington 98101; Tel. (206) 553-4973.

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## CASE STUDIES AND OTHER RESEARCH MATERIALS

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This section presents case studies of actual initiatives. They indicate a particular initiative's success or failure, as well as its strengths and weaknesses. The documents listed below include details on target audiences, behavior targeted for change, and the initiative and how it was carried out. Other studies in this section examine the environmental awareness initiative process. They demonstrate important considerations in designing environmental initiatives, including sociological, geographic, and demographic considerations.

1. Archie, Michele, Lori Mann, and William Smith. "Partners in Action." Washington, DC: Academy for Educational Development. 1993  
**Target audience:** environmental administrators  
**Geographic focus:** worldwide  
**Subject:** social marketing  
**Description:** A paper exploring the possible interaction between the fields of social marketing and environmental education as a means of addressing issues and promoting behavior modification.  
**For more information:** The Academy for Educational Development, 1255 23rd Street, NW, 4th Floor, Washington, DC 20037; Tel. (202) 884-8700.
2. Decker, Philip. "Grassroots Communication: Lessons from a Tree-Planting Initiative." *Development Communications Report*, 1989/2, no. 65, pp. 1, 3-4.  
**Target audience:** communications practitioners  
**Geographic focus:** Mexico  
**Subject:** starting a tree-planting initiative  
**Description:** An article focusing on a grassroots-level community workshop called "Taller de Comunicacion Popular," which uses media tools such as photo-murals to promote a tree-planting program in Tijuana.  
**For more information:** Clearinghouse on Development Communications, 1815 North Fort Myer Drive, Suite 600, Arlington, Virginia 22209.
3. Freudenberg, William R. "Rural-Urban Differences in Environmental Concert: A Closer Look." *Sociological Inquiry*, Vol. 61, No. 2, May 1991.  
**Target audience:** scholars  
**Geographic focus:** United States  
**Subject:** environmental concerns among rural and urban residents  
**Description:** An article presenting the results of a study of four rural communities facing development of energy resources. The results counter the widespread belief that urban residents are more concerned about the environment than rural residents and farmers.  
**For more information:** The Academy for Educational Development, 1255 23rd Street, NW, 4th Floor, Washington, DC 20037; Tel. (202) 884-8700.

4. Gallagher, James J., the George Washington University College of Environmental and Applied Sciences. *Environmental Education Leadership Development Project*. Park Forest South, Illinois: Governor's State University, 1975.  
**Target audience:** environmental educators  
**Geographic focus:** United States  
**Subject:** environmental education training  
**Description:** A book describing a leadership workshop organized in greater Chicago in 1979 to respond to issues of international environmental concern. The workshop took place in three sessions: planning and development, implementation, and evaluation.  
**For more information:** The George Washington University, Gelman Library, Washington, DC; Tel. (202) 994-6558 (Library Information).
5. Geller, E. Scott. "Applied Behavior Analysis and Social Marketing: An Integration for Environmental Preservation." *The Journal of Social Issues*, Vol. 45, No. 1, 1989, pp. 17-36.  
**Target audience:** scholars  
**Geographic focus:** worldwide  
**Subject:** social marketing for environmental change  
**Description:** An article about using behavioral analysis in the social marketing of environmental issues.  
**For more information:** The Academy for Educational Development, 1255 23rd Street, NW, 4th Floor, Washington, DC 20037; Tel. (202) 884-8700.
6. Gray, David B. *Ecological Beliefs and Behaviors: Assessment and Change*. Westport, Connecticut: Greenwood Press, 1985.  
**Target audience:** scholars  
**Geographic focus:** United States  
**Subject:** environmental ethics  
**Description:** A book discussing how environmental protection became an issue in the United States and the attitudes behind behaviors that lead to environmental degradation. Describes theories and approaches for understanding and changing behavior harmful to the environment.  
**For more information:** The George Mason University, Main Library, 4400 University Drive, Fairfax, Virginia; Tel. (703) 993-2249.
7. Grieser, Mona Y. "Case Studies in Environmental Education and Communication." U.S. Agency for International Development, 1991.  
**Target audience:** environmental educators  
**Geographic focus:** worldwide  
**Subject:** environmental education and communication  
**Description:** A series of case studies involving environmental education and communication programs. Case studies are divided into several categories, with some programs aimed at school-age children and others at broader national audiences.  
**For more information:** U.S. Agency for International Development, Office of Education, Bureau for Science and Technology, Washington DC.

8. Grunig, James E. "Communications Behaviors and Attitudes of Environmental Publics: Two Studies—Journalism Monographs Number Eighty-One." Association for Education in Journalism and Mass Communication, March 1983.  
**Target audience:** scholars  
**Geographic focus:** United States  
**Subject:** environmental attitudes and behaviors  
**Description:** Two studies examining cognitive and behavioral practices in response to environmental issues among various sectors of society. The findings indicate that while some environmental issues were of concern to the general public, other publics that could not be characterized by demographic indicators emerged in response to special-interest environmental problems.  
**For more information:** AEJMC Publications, College of Journalism, University of South Carolina, Columbia, South Carolina 29208.
9. King, G.C., Mary Hoble, and D.A. Gilmour. "Management of Forests for Local Use in the Hills of Nepal." *The Journal of World Forest Management*, Vol. 5, pp. 1-13. Great Britain: A.B. Academic Publishers, 1990.  
**Target audience:** forestry program managers  
**Geographic focus:** Nepal  
**Subject:** community forest management  
**Description:** A case study of community and government approaches to managing Nepal's hill country. New community organizations were created to give government as well as the community a chance to manage the forest.  
**For more information:** Academy for Educational Development, 1255 23rd Street, NW, 4th Floor, Washington, DC. 20037; Tel. (202) 884-8700.
10. Meyer, Anthony J. "Environmental Education and Communication: Putting it All Together." *Development Communication Report*, No. 76. Arlington, Virginia: The Clearinghouse on Development Communication, 1992.  
**Target audience:** environmental administrators and activists groups  
**Geographic focus:** worldwide  
**Subject:** environmental education and communication  
**Description:** An article stressing the importance of using education and communication to spark the interest of the public and mobilize them. Discusses steps to begin implementing an awareness program.  
**For more information:** The Clearinghouse on Development Communication, 1815 North Fort Myer Drive, Suite 600, Arlington, Virginia 22209.
11. Nicholson, Adele Gay. *Promoting Environmental Ethics Among the American People*. Ithaca, New York: Cornell University, 1993.  
**Target audience:** scholars  
**Geographic focus:** United States  
**Subject:** environmental ethics  
**Description:** A study, now in its preliminary stages, will begin by gathering relevant information about environmental values and behaviors to develop a framework on which to build a communication strategy.

**For more information:** The Academy for Educational Development, 1255 23rd Street, NW, 4th Floor, Washington, DC 20037; Tel. (202) 884-8700.

12. Rao, Y.S., Marilyn Wiltoskins, Napoleon T. Vergara, and Charles P. Castro. *Community Forestry: Lessons from Case Studies in Asia and the Pacific Region*. Bangkok: Food and Agriculture Organization of the United Nations/Regional Office for Asia and the Pacific.  
**Target audience:** forestry program managers  
**Geographic focus:** worldwide  
**Subject:** community forestry  
**Description:** A book documenting 13 case studies about community forestry programs implemented in Asia and the Pacific region. The programs were reviewed for a workshop on community forestry training in 1984.  
**For more information:** Regional Office for Asia and the Pacific of the Food and Agriculture Organization of the United Nations, Bangkok 10200, Thailand.
13. Reisner, Ann. "Newspaper Discourse about Agriculture, Pesticides, and the Environment: The Creation of the New Moral Farmer." Submitted to the Association for Education in Journalism and Mass Communication Conference on "Media and the Environment," January 3, 1994.  
**Target audience:** scholars  
**Geographic focus:** United States  
**Subject:** media and environmental issues  
**Description:** A paper examining how newspapers report on agricultural issues, and whether their reporting has changed over the years as environmental concerns are incorporated into media awareness. Focuses on the issue of chemical pesticides versus organic/alternative farming techniques as presented in the media.  
**For more information:** The University of Illinois at Urbana-Champaign, Agricultural Communications Department, 64 Mumford Hall, Urbana, Illinois; Tel. (217) 333-4787.
14. Scherr, S.J. "The Role of Extension in Agroforestry Development: Evidence from Western Kenya." *Agroforestry Systems*, Volume 18, No. 1, April 1992.  
**Target audience:** scholars  
**Geographic focus:** Kenya  
**Subject:** agroforestry extension  
**Description:** An article describing the Agroforestry Extension Project, a CARE International program in Western Kenya, and its development, institution, and results. Describes how agroforestry extension proved successful in attempts to reforest the region, whereas simple development assistance was not as effective.  
**For more information:** Academy for Educational Development, 1255 23rd Street, NW, 4th Floor, Washington, DC. 20037; Tel. (202) 884-8700.
15. Science Applications International Corporation. "Pollution Prevention Capabilities," 1993.  
**Target audience:** scholars

**Geographic focus:** United States

**Subject:** pollution prevention initiatives

**Description:** An article describing key issues in the design and implementation of pollution prevention initiatives. Provides examples of such initiatives as carried out for the U.S. Air Force, Army, Postal Service, and U.S. Environmental Protection Agency.

**For more information:** Edwin R. McNicholas, Science Applications International Corporation, 7600-A Leesburg Pike, Falls Church, Virginia 22043; Tel. (703) 821-4846.

16. Selgado, Rafael. "The 'Mexicanization' of Project Learning Tree." *Development Communication Report*, No. 76, 1992/1, pp. 18-20.  
**Target audience:** environmental initiative organizers  
**Geographic focus:** Mexico  
**Subject:** environmental education  
**Description:** A case study of the adoption of an American-based environmental awareness initiative, "Project Learning Tree," in Mexico. Discusses the undertakings of the Mexican environmental non-governmental organization "Proteccion de la Fauna Mexicana," which implemented this and other successful environmental programs in Mexico.  
**For more information:** Clearinghouse on Development Communications, 1815 North Fort Myer Drive, Suite 600, Arlington, Virginia 22209.
17. Tennessee Valley Authority. "Case Studies in Environmental Education," 1993.  
**Target audience:** environmental educators and communications specialists  
**Geographic focus:** worldwide  
**Subject:** environmental education  
**Description:** A booklet listing and describing in detail domestic and international projects undertaken by TVA in environmental education. They include establishing environmental education centers, creating environmental issues forums, and encouraging international cooperation on environmental issues.  
**For more information:** Environmental Education Program, Tennessee Valley Authority, 17 Ridgeway Road, Norris, Tennessee 37828; Tel. (615) 632-1599.
18. Woods, Barbara, ed. *Eco-Solutions: A Casebook for the Environmental Crisis*. Cambridge: Schenkman Publishing Company, 1972.  
**Target audience:** environmental education and communications specialists  
**Geographic focus:** worldwide  
**Subject:** environmental education  
**Description:** Case studies by various authors of U.S., European, and Russian environmental action initiatives. Describes the environmental situation in the United States during the late 1960s and early 1970s and initiatives focusing on the following issues: population, air pollution, noise pollution, land use, solid waste disposal, and environmental management and finance.  
**For more information:** The George Washington University, Gelman Library, Washington, DC; Tel. (202) 994-6558 (Library Information).

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## TRAINING MATERIALS

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The following materials provide information on how to implement an environmental awareness initiative.

1. Beech, Ron M. and Amy F. Dake. *Designing an Effective Communication Program: A Blueprint for Success*. Ann Arbor: University of Michigan School of Natural Resources and Environment, 1992.  
**Target audience:** activists  
**Geographic focus:** worldwide  
**Subject:** developing an environmental communication initiative  
**Description:** A book outlining the basic steps to creating an environmental awareness initiative. Emphasizes the importance of identifying objectives, target audience, and means of communication. Also discusses evaluation systems.  
**For more information:** Nancy Phillips, U.S. Environmental Protection Agency, Region V, 77 West Jackson Blvd., Chicago, Illinois 60604-3590.
2. Donaldson, George W. and Malcolm D. Swan. *Administration of Eco-Education: Handbook for Administrators of Environmental/Conservation/Outdoor Educational Programs*. Washington, DC: Council on Outdoor Education (an association of the American Alliance for Health, Physical Education, Recreation, and Dance, 1979).  
**Target audience:** administrators of environmental education programs  
**Geographic focus:** United States  
**Subject:** environmental education  
**Description:** A book describing the beginnings of environmental education in this country and its expansion. Lists resources and materials and details the necessary steps for starting an environmental education program.  
**For more information:** The George Mason University, Main Library, 4400 University Drive, Fairfax, Virginia; Tel. (703) 993-2249.
3. Environmental Health Center. *JournE Letter*.  
**Target audience:** environmental journalists  
**Geographic focus:** worldwide  
**Subject:**  
**Description:** A newsletter serving as a resource for trainers of environmental journalists. Provides media contacts for educators as well as reports on issues that concern environmental journalists.  
**For more information:** Bud Ward, Environmental Health Center, *JournE Letter*, 1019 19th Street, NW, #401, Washington, DC 20036.
4. Ford, Phyllis M. *Principles and Practices of Outdoor/Environmental Education*. New York: John Wiley and Sons, 1981.  
**Target audience:** environmental educators

**Geographic focus:** United States

**Subject:** environmental education

**Description:** A book defining environmental/outdoor education and describing its history. Outlines steps for the environmental educator to begin an environmental education program.

**For more information:** The George Washington University, Gelman Library, Washington, DC; Tel. (202) 994-6558 (Library Information).

5. Gumucio-Dagron, Alfonso. "10 Steps to Organize a Seminar for Journalists." *Development Communication Report*, No. 76, 1992/1, pp. 10-11.  
**Target audience:** environmental educators and communications specialists  
**Geographic focus:** worldwide  
**Subject:** using media resources  
**Description:** An article on approaches to using the media's resources when implementing an environmental awareness initiative.  
**For more information:** Clearinghouse on Development Communications, 1815 North Fort Myer Drive, Suite 600, Arlington, Virginia 22209.
6. Kern, K. Robert. *How to Design and Implement an Environmental Awareness Campaign*. January 1994 (draft).  
**Target audience:** communications specialists and policy makers  
**Geographic focus:** worldwide  
**Subject:** developing an environmental awareness initiative  
**Description:** A series of three workbooks—a communicator's workbook, a teacher's workbook, and worksheets—to assist government agencies, NGOs, educators, community-based organizations, chambers of industries, the scientific community, and other groups in creating an environmental initiative.  
**For more information:** John L. Woods, Project for Development and the Environment (PRIDE), 1001 22nd Street, NW, Suite 500, Washington, DC 20037; Tel. (202) 331-1860.
7. National Safety Council, Environmental Health Center. *Chemicals, The Press, and The Public*. Washington, DC, 1989.  
**Target audience:** journalists  
**Geographic focus:** United States  
**Subject:** environmental reporting  
**Description:** A booklet providing guidelines for reporting chemical environmental and information available under the Emergency Planning and Community Right-to-Know Act of 1986. Describes questions a journalist might ask with regard to such issues and the limitations of available information.  
**For more information:** Bud Ward, Environmental Health Center, National Safety Council, 1050 17th Street, NW, Suite 770, Washington, DC 20036, Tel. (202) 293-2270.

8. Reisner, Ann. "Environment, Communications, and Social Action."  
**Target audience:** university students  
**Geographic focus:** University of Illinois  
**Subject:** environmental communication  
**Description:** A communications class at the University of Illinois at Urbana-Champaign for those who wish to become environmental activists or expect to deal with environmentalists in their management/business activities.  
**For more information:** The University of Illinois at Urbana-Champaign, Agricultural Communications Department, 64 Mumford Hall, Urbana, Illinois; Tel. (217) 333-4787.
  
9. Reisner, Ann. "Environmental Desk Top Publishing."  
**Target audience:** university students  
**Geographic focus:** University of Illinois  
**Subject:** environmental communication  
**Description:** A course in communications techniques for environmental organizations. Students are required to create the framework for an environmental action or intervention initiative as part of the course.  
**For more information:** The University of Illinois at Urbana-Champaign, Agricultural Communications Department, 64 Mumford Hall, Urbana, Illinois; Tel. (217) 333-4787.
  
10. Reisner, Ann. "Extension Communications Management."  
**Target audience:** University Students  
**Geographic focus:** University of Illinois  
**Subject:** environmental communications  
**Description:** This is a course description for a Ph.D. class at the University of Illinois at Urbana-Champaign. The course centers on the creation of an environmental awareness initiative.  
**For more information:** The University of Illinois at Urbana-Champaign, Agricultural Communications Department, 64 Mumford Hall, Urbana, Illinois; Tel. (217) 333-4787.

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## REFERENCE MATERIALS

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This section contains bibliographies, directories, and other items to help the reader further investigate environmental awareness topics and plan environmental awareness initiatives.

1. Southern Appalachian Man and the Biosphere Cooperative (SAMAB). "Directory of Environmental Education and Training Programs."  
**Target audience:** environmental managers  
**Geographic focus:** Greater Smoky Mountains National Park Region  
**Subject:** environmental education  
**Description:** A directory providing information on environmental education and training activities. Includes lists of environmental education facilities, programs, and available materials  
**For more information:** Hubert Highnote, Executive Director, SAMAB, Uplands Research Laboratory, Route 2, 260, Gatlinburg, Tennessee, 37738; Tel. (615) 436-7120.
2. Schmidheiny, Stephan. *Changing Course*. Boston: Massachusetts Institute of Technology, 1992.  
**Target audience:** business leaders and scholars  
**Geographic focus:** worldwide  
**Subject:** environmental awareness in business  
**Description:** A book of essays prepared by corporate leaders on sustainable business practices as they pertain to environmental maintenance.  
**For more information:** Business Council for Sustainable Development, UNOTEC, World Trade Center, Geneva, Switzerland.
3. Shelton, Theodore B. and Susan E. Lance. "Designing a Water Conservation Program: An Annotated Bibliography of Source Materials," September 1993.  
**Target audience:** scholars and communications specialists  
**Geographic focus:** United States  
**Subject:** designing a water conservation program  
**Description:** A booklet with sections on public education programs, community conservation programs, reducing water loss in distribution, and the economics of water conservation.  
**For more information:** John E. Flowers, U.S. Environmental Protection Agency, Office of Water, WH-547, 401 M Street, SW, Washington, DC 20460; Tel. (202) 260-7288.
4. Stapp, William B. and Mary Dawn Liston. *Environmental Education: A Guide to Information Sources*. Detroit: Gale Research Company, 1975.  
**Target audience:** environmental educators  
**Geographic focus:** United States

**Subject:** environmental education

**Description:** A comprehensive bibliography of resources for starting an environmental education program. Separated into eight sections: instructional aids, reference materials, government services, organizations and associations, periodicals, preservice and inservice education, programs and centers, and funding.

**For more information:** The George Mason University, Main Library, 4400 University Drive, Fairfax, Virginia; Tel. (703) 993-2249.

5. Tennessee Valley Authority. "Catalog of Water Quality Educational Materials." Chattanooga: Tennessee Valley Authority, 1991.

**Target audience:** scholars  
**Geographic focus:** United States  
**Subject:** materials on water quality  
**Description:** An extensive list of reading and audio-visual materials, exhibits, software, and reports on water quality management prepared by the Tennessee Valley Authority and other organizations.  
**For more information:** Water Quality Department Library, Tennessee Valley Authority, Haney Building 2C, 1101 Market Street, Chattanooga, Tennessee, 37402-2801; Tel. (615) 751-7338.
6. Tennessee Valley Authority. "Eco-Ed Conference: A World Congress for Education and Communication on Environment and Development," presented in Toronto, October, 1992.

**Target audience:** environmentalists and scholars  
**Geographic focus:** worldwide  
**Subject:** environmental education and communication  
**Description:** A compilation of papers on environmental education and communication projects in the U.S. and other countries. Issues covered include water quality, agriculture, and energy conservation, as well as establishing environmental education centers.  
**For more information:** Environmental Education Program, Tennessee Valley Authority, 17 Ridgeway Road, Norris, Tennessee 37828; Tel. (615) 632-1599.
7. Tennessee Valley Authority. "TVA—A World of Resources." Memphis: Tennessee Valley Authority, 1989.

**Target audience:** teachers  
**Geographic focus:** Tennessee Valley  
**Subject:** resource management education  
**Description:** A teacher's guide to resources for introducing resource management to students ages 10-15. Focuses on materials in eight units of study: air, cultural, energy, forest, recreational, water, and wildlife resources. The eighth unit describes the Tennessee Valley Authority.  
**For more information:** Environmental Education Program, Tennessee Valley Authority, Forestry Building, Norris, Tennessee 37828; Tel. (615) 632-1599.

8. United States Environmental Protection Agency. "Audio-Visuals: U.S. Environmental Protection Agency Region 10, Seattle," Spring/Summer 1994.  
**Target audience:** environmental education and communications specialists  
**Geographic focus:** Alaska, Idaho, Oregon, and Washington  
**Subject:** environmental audio-visual materials  
**Description:** A catalogue describing environmental audio-visual materials available from the U.S. Environmental Protection Agency.  
**For more information:** U.S. Environmental Protection Agency, Public Information Center, 1200 Sixth Avenue, SO-143, Seattle, Washington 98101; Tel. 1-800-424-4EPA.
  
9. United States Environmental Protection Agency. "Educational Videos for Children About Our Precious Water Resources."  
**Target audience:** teachers and other educators  
**Geographic focus:** United States  
**Subject:** environmental videos for children  
**Description:** A catalogue of videos on water conservation that environmental educators can order for their classes. The videos feature Dino Sorrus, a dinosaur who teaches young children about conserving water resources.  
**For more information:** U.S. Environmental Protection Agency, c/o National Small Flows Clearinghouse, P.O. Box 6064, Morgantown, West Virginia 26506-6064; Tel. 1-800-624-8301.
  
10. United States Environmental Protection Agency. "Publications List." Winter/Spring 1994.  
**Target audience:** general public  
**Geographic focus:** Alaska, Idaho, Oregon, and Washington  
**Subject:** publications on environment  
**Description:** A list of publications on air pollution, hazardous and solid waste, enforcement of policies, and other issues in environmental protection.  
**For more information:** U.S. Environmental Protection Agency Region 10, Public Information Center, 1200 Sixth Avenue SO-143, Seattle, Washington 98101; Tel. 1-800-424-4EPA.
  
11. United States Environmental Protection Agency/National Small Flows Clearinghouse. "1993 Guide to Products and Services."  
**Target audience:** educators and communications specialists  
**Geographic focus:** United States  
**Subject:** EPA reference materials  
**Description:** A catalogue of products and informational materials from the U.S. Environmental Protection Agency's National Small Flows Clearinghouse.  
**For more information:** National Small Flows Clearinghouse, West Virginia University, P.O. Box 6064, Morgantown, West Virginia 26506-6064; Tel. 1-800-624-8301.

12. United States Environmental Protection Agency/ORD. "Andrew W. Breidenbach Environmental Research Center Small Systems Resource Directory," July 1992.  
**Target audience:** environmental organizations  
**Geographic focus:** United States  
**Subject:** environmental initiatives and contacts  
**Description:** An annotated list of past U.S. Environmental Protection Agency projects, including related publications.  
**For more information:** U.S. Environmental Protection Agency, Center for Environmental Research Information, Cincinnati, Ohio 45268.
  
13. Worldwide Fund for Nature/UK. "Materials for Teachers."  
**Target audience:** teachers  
**Geographic focus:** United Kingdom  
**Subject:** resources for environmental education  
**Description:** A catalogue of movies, books, tapes, and other materials available to teachers through the Worldwide Fund for Nature.  
**For more information:** WWF United Kingdom, Panda House, Weyside Park, GODALMING, SURREY, GU7 1XR; Tel. Godalming (0483) 426444.