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Know Your Watershed Campaign

The *Know Your Watershed Campaign* is a public outreach and education initiative of the New Mexico Forestry Division's Forest and Watershed Health Office. It implements action items identified in the [New Mexico Forest and Watershed Health Plan](#). The campaign's goal is to promote public understanding that watersheds are the source of the state's rivers, lakes, and groundwater, and that all New Mexicans live in a watershed. Citizens who understand the importance of healthy watersheds to their personal well being can be expected to support good land stewardship in their communities.

The *Know Your Watershed Campaign* is sponsored by New Mexico State Forestry, with additional support from state partners and a grant from the Bureau of Reclamation's Water Conservation Field Services Program.

Objectives:

- Educate the public about watershed health and water conservation
- Increase understanding of watersheds and their importance to New Mexico's natural resources
- Raise awareness of the impacts to watersheds from individual and collective decisions

Tasks:

- Design and build a comprehensive watershed information clearinghouse. Allaboutwatersheds.org is an innovative web-based content management system called a "portal". Designed for those working in the field of forest and watershed restoration, the portal has news feeds, an events calendar, a library, shared workspace for collaborative efforts, and much more.
- Create forest and watershed health educational displays for use at special events, conferences and other public venues.
- Design and carry out a media campaign to increase public awareness of watersheds watershed health. Components of the media campaign will include radio and television spots and public service announcements, news releases for water and watershed related stories, billboards, and watershed boundary highway signs; plus print materials such as fact sheets, brochures and bumper stickers.
- Plan and host a statewide forum for watershed project managers and stakeholders. The first forum was in September 2008 and the next one is planned for 2010. See www.watershedforum.org for more information.

For more information contact Susan Rich at 505-345-2080

