



# GRAB-AND-GO WATER ACTIVITIES

*for Orange County K-12 teachers*



## WHAT'S INCLUDED

- ✓ Activity Background
- ✓ Learning Objectives
- ✓ PSA Activity Procedure
- ✓ List of Materials
- ✓ Advanced Resources
- ✓ Sample PSA Topics
- ✓ Key Terms and Definitions
- ✓ #SaveTogether Video Contest Flyer

## Inspiring Community Action

Students will discover how access to clean, fresh drinking water improves our daily lives as they explore ways water is used and needed throughout their community. Students will walk through their home, school, or neighborhood, either alone or in groups, and consider the challenges faced by water providers to deliver a safe, clean, and reliable supply of water to residents and businesses every single day. As they observe their surroundings, students will film a 1-minute Public Service Announcement (PSA) that demonstrates their role in protecting the quality, quantity, and availability of water, and persuades others in their community to use water wisely. Students will be encouraged to submit their PSA to Municipal Water District of Orange County's (MWDOC) #SaveTogether Video Contest for a chance to be featured at the MWDOC Virtual Film Festival.

## Activity Background

Earth's natural systems provide humans with all of the resources they need for survival: food, water, air, shelter, and more. However, many take these resources for granted, assuming they will be available wherever and whenever we need them. From health and hygiene to irrigation, to processing food and power generation, water is an essential natural resource that individuals, communities, agriculture, and industries need and use every single day. Although water is a renewable natural resource – meaning that nature can replenish it – it is not unlimited.

As the world's population continues to grow, the demand for water also increases. Roughly 75 percent of California's water falls as rain and snow in the northern part of the state, but most of the people, farms, and industries reside in the southern part. As such, nearly half of Orange County's total water supply is imported from hundreds of miles away. Because water is a limited resource and a challenge to access, water industry professionals continuously study and develop new local water supplies such as advanced water treatment, recycled water projects, ground and sea water desalination to ensure that we have the water we need to thrive long into our future. It's important that we all do our part to protect our water supplies. The choices we make when it comes to water use can impact the overall quality, quantity, and availability of water for future generations.



## Learning Objectives

Through this activity, students should be able to:

- Express their personal relationship with water, as well as their responsibility to be good water stewards
- List primary uses for water, and describe the importance of those uses for the health and sustainability of their community
- Explain the effects humans have on the quality, quantity, and availability of fresh drinking water
- Describe the role Orange County water providers play in ensuring a reliable water supply
- In a written summary or spoken presentation, describe, analyze, and interpret their PSA

## Identifying Your Call-to-Action

Through this activity, students explore their relationship with water as an important natural resource, and reflect on how humans and water depend on and benefit one another. Once they have identified where and how water is used in their home, neighborhood, or school, students will create a 1-minute PSA that demonstrates the importance of maintaining a reliable water supply. Discuss each student's plan for how to tell a visual, persuasive story, making observations and asking guiding questions to help them connect, reflect, and communicate their message to their peers or families.

### PROCEDURE:

- Using a blank sheet of writing paper, have students brainstorm all of the ways that water is used both indoors and outdoors at their home or school. When you turn on the faucet in the morning, where does the water come from? Who else is using the water besides you? How is the water used? Encourage students to consider different uses: personal use (drinking), community use (hospitals), agricultural use (watering crops), and industrial use (manufacturing).
- Next, have students review their water use list and write down three (3) questions that they want to explore and learn more about. Allow students enough time to research the answers.  
**Tip:** Ask students guiding questions to help them narrow down their findings and choose a PSA topic. How does water impact your everyday life? How do you impact the water supply? Why is it important to protect the quality and quantity of water?
- Using their research, have students map out their 1-minute PSA including any text, spoken words, music, images, or video that they plan to use. Students should consider: (1) Hook—lead with an interesting fact or quote to capture attention; (2) Topic/Issue—e.g. water is a limited natural resource; (3) Supporting Facts—see Advanced Resources section; (4) Solutions—specific ways to reduce water use; (5) Call to Action—inspire others to do their part to save water and communicate the importance of protecting our water supply for future generations.
- After students have filmed and edited their PSA, have them share their final videos with their peers and families. Encourage students to also submit their PSA to MWD OC's #SaveTogether Video Contest.



### LIST OF MATERIALS

- ✓ Pen or pencil
- ✓ Blank sheets of writing paper to plan out PSA talking points
- ✓ Video recording device such as a phone, tablet, laptop, or camera

### ADVANCED RESOURCES

- ✓ Orange County water supply: [MWD OC.com/your-water/](http://MWD OC.com/your-water/)
- ✓ Water use calculator: [watercalculator.org](http://watercalculator.org)
- ✓ Free stock photos and videos: [pexels.com](http://pexels.com)
- ✓ 'Water Is Life' PSA example: [youtu.be/WSvFoO-UICc](http://youtu.be/WSvFoO-UICc)



## Inspiring Community Action

Sample PSA Topics

01

**Water is a limited natural resource.** Although water is a renewable natural resource – meaning that nature can replenish it – it is not unlimited.

02

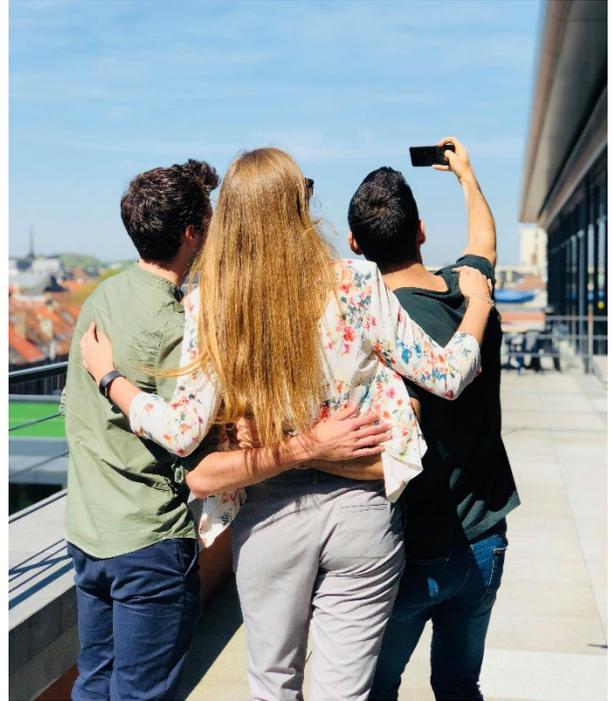
**Water is essential to the health and sustainability of our communities.** Water is an essential natural resource that individuals, communities, agriculture, and industries need and use every day.

03

**Humans can impact and benefit from the quality, quantity, and availability of water.** Because water is a limited resource, it's important that we all do our part to protect our water supplies.

04

**Water isn't always available where and when we need it.** Roughly 75 percent of California's water falls as rain and snow in the northern part of the state, but most of the people, farms, and industries reside in the southern part.



### STUDENTS SHOULD CONSIDER

- ◆ **Hook:** Lead with an interesting fact, statistic or quote.
- ◆ **Topic:** Address the reason for the PSA, and why it's important.
- ◆ **Support:** Use credible resources to support your key messages with facts and statistics.
- ◆ **Solutions:** Research and determine possible solutions to your topic/issue. What is your role in the solution?
- ◆ **Call to Action:** Inspire others to join you in doing their part.



## Inspiring Community Action

### *Key Terms and Definitions*

- 01 Agricultural Water Use:** Water that is used to process food, water livestock, and grow crops, supplying food and other products.
- 02 Industrial Water Use:** Water that is used for power generation as well as for manufacturing, processing, washing, cooling, and transporting products.
- 03 Natural System:** Systems that occur in nature without any human influence like weather, rivers, or trees.
- 04 Natural Resource:** Materials or substances from nature that can be used by people like air, plants, animals, soil, and water.
- 05 Public Service Announcement (PSA):** A message to the public to raise awareness about a specific topic or issue that evokes emotion and persuades them to take action.
- 06 Quantity:** The number, amount, or measurement of something.
- 07 Reliable:** Someone or something to be trusted or relied upon. You can trust that Orange County's water is clean and safe, and there is plenty of it.
- 08 Water Provider:** Drinking water purveyors are people from your local water district that supply clean and safe water to your home and school.
- 09 Water Quality:** The measurement of how clean and healthy your water is to drink and use.
- 10 Water Use:** How we use water every day. Direct water use is water that we use to drink, shower, wash our dishes and clothes, and water our plants. Indirect water use is water used to make everything we wear, buy, sell, and eat.
- 11 Water Use Efficiency:** Reducing water waste by measuring the amount of water typically used for a specific purpose, and adjusting that amount to only use what is needed.



## 2020-21 #SaveTogether Video Contest Application

Full Name: \_\_\_\_\_ Date: \_\_\_\_\_

Email: \_\_\_\_\_ Telephone #: \_\_\_\_\_

School: \_\_\_\_\_ Grade: \_\_\_\_\_

Video Title: \_\_\_\_\_

Brief Video Summary: \_\_\_\_\_

Please list additional participant names, if applicable: \_\_\_\_\_

### Eligibility:

1. Open to all Orange County high school students in grades 9-12.
2. Entries must be no longer than 60 seconds and reflect the theme #SaveTogether. Examples include: The important role water plays in our daily lives and how family, friends, and/or the Orange County community can use water wisely.
3. Entries should reflect original content, and be produced by the student(s). Videos produced by a party other than the student applicant will be disqualified.
4. Entries submitted with licensed content will not be accepted. Students are allowed to use music or b-roll footage as long as it is non-copyrighted content only. There are many websites dedicated to free, non-copyrighted content, like [www.pexels.com](http://www.pexels.com).
5. All entries will be the exclusive property of the Municipal Water District of Orange County (MWDOC) for reproduction or promotional purposes, and may be published at MWDOC.com or on MWDOC's social media pages.

### Method of Entry:

1. The #SaveTogether Video Contest begins on August 31, 2020, at 9:00 AM PST and all entries must be received via online entry at [www.mwdoc.com/2020SaveTogether](http://www.mwdoc.com/2020SaveTogether) by 11:59 PM PST on May 31, 2021.
2. All entries must be uploaded to [www.mwdoc.com/2020SaveTogether](http://www.mwdoc.com/2020SaveTogether) and include the following:
  - a. Video entry
  - b. Application and Signed Release and Authorization Form
3. Video entries and application documents must be labeled as follows:  
**Last Name\_MWDOC #SaveTogether\_Name of Video Submission**

### Selection Process:

1. A panel comprised of MWDOC and its partners will select winners of the MWDOC #SaveTogether Video Contest. Entries will be judged based on the following criteria: (1) Accuracy and Effectiveness, (2) Creativity and Originality, (3) Production Quality. The decision of MWDOC in all matters related to the selection of the winners and all matters relating to this Contest are final.
2. Winning videos will premiere at the 2021 MWDOC Virtual Film Festival. The winners will be announced around the first week of June 2021.

## Release and Authorization Form (One per Participant)

Contest entrants must sign this release form attesting to the fact that they are the rightful owners of the submitted video. Each person appearing in the video or helping create the video must sign this release form. Minor contest entrants must also include the signatory of a parent/guardian.

I, \_\_\_\_\_, the undersigned (“Authorized representative(s)”) hereby grant to the Municipal Water District of Orange County (“MWDOC”) and its representatives and employees, unqualified, unrestricted, unconditional, unlimited, worldwide, irrevocable, perpetual, and royalty-free right, license, authorization, and permission to use the video submitted by me to MWDOC as part of the MWDOC #SaveTogether Video Contest, or any other photography, videotape footage, or likeness of the video without limitation.

I hereby authorize MWDOC to use, reproduce, digitize, prepare derivative works, distribute copies to the public, and display publicly, in any media, print or electronic, and by any manner and means, now known or hereafter devised, worldwide, my submitted video, for purposes consistent with MWDOC’s promotional objectives and without obligation to me. Additionally, I hereby waive and release MWDOC, its representatives and employees, from any and all claims for compensation, and any other claims, liabilities, damages and royalties, that I may have for any lawful uses by MWDOC of my submitted video.

Furthermore, I waive any privacy rights I may have to the video. I also grant permission to MWDOC and its representatives and employees to broadcast, edit, and modify all videos that are submitted to MWDOC. I agree that MWDOC may use such submissions with or without my name and for any lawful purpose, including for example such purposes as publicity, illustration, advertising, and Web content. I hereby waive any right of attribution, right of integrity, moral rights, or right of inspection or approval of the use that may be made of any video, my name, or my comments.

I acknowledge I have read and understand the contents of this form, and have been given full opportunity to consider the implications of this form and consent of my own free will. This permission is voluntary. It is intended that this release and consent is made by me, on my own behalf, and to the full extent authorized by law, on behalf of all others who otherwise may now or in the future claim any rights or ownership to the video.

**Student Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

***If the video includes any person under the age of 18, the following must also be completed:***

I am a/the parent/legal guardian of the minor who executed the foregoing release and consent. Action both for myself individually and on behalf of said minor, I hereby consent to the execution of the foregoing release and consent by said minor and agree to the provisions thereof.

**Parent/Guardian Name:** \_\_\_\_\_ **Relationship:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

