

CEC'S Winter Salt Wednesdays

Earlier this year, CEC members used the power of Wipes Wednesday to draw more attention to the problems caused by wipe use. Now that we are getting closer to winter, it may be a good time to add "Winter Salt Wednesday" to our messaging agendas. This will be a seasonal effort to message about the impact of winter salt use on the region's source water supply.

We would like to shoot for our first Winter Salt Wednesday on December 9, 2020. After that, we are requesting members to collectively message on winter salts each Wednesday through the end of winter (March 19, 2021...or it may depend on what the weather decides!) Each Wednesday during the winter, we suggest the following:

- Share and post our jurisdiction, elected and public officials
- Ask staff to post on social media outlets (use **#wintersaltsmart** so that we can posts)
- Post utility/agency messages on Nextdoor if you have access

Some of you may already have your own salt messaging. If not, please use the resources and suggestions below.

Slogan:

Be Winter Salt Smart!

Links: (these are just a sampling, if your utility has a site and it is not listed, please send it to Susie Miller)

- Fairfax Water: <https://www.fairfaxwater.org/winter-salt>
- Loudoun Water: <https://www.loudounwater.org/blog/four-tips-when-removing-snow-ice>
- DEQ: <https://www.deq.virginia.gov/SaMS.aspx>
- WSSC Water: <https://www.wsscwater.com/saltwise>
- ICPRB: <https://www.potomacriver.org/focus-areas/water-resources-and-drinking-water/water-resources/roadsalts/>

Graphic:

Sized for Twitter, Instagram, FB and LinkedIn Posts

Example Text:

In the winter, salt keeps us safe while we are on the move, but it also leads to higher levels of salt in the region's drinking water supply. Be winter salt smart! #wintersaltsmart

Hashtag:

#wintersaltsmart

Videos:

World Wildlife Fund: <https://www.youtube.com/watch?v=TQD1Ao7qOPE>

Others?