

The Walkerton Inquiry
180 Dundas St West, 22nd Floor
Toronto, ON M5G 1Z8

The Green Communities Association would like to submit the attached program summary to the Walkerton Inquiry as a practical social marketing approach to ameliorate ground and surface water quality in Ontario. The project is being developed in consultation with our members across the province with potential for province-wide implementation.

The program will complement existing regulatory inspection initiatives by using an educational, non-punitive, social-marketing approach. The program will encourage rural residents to make simple adaptations that will improve water quality throughout the province. There are four main components:

- * Rural water protection information kits for general distribution.
- * Water protection clinics to provide information and discuss local strategies for action.
- * Water protection visits to discuss individual household water issues and potential solutions on a one-on-one basis.
- * Incentive programs for rural household water quality improvements.

Green Communities are community-based, multi-sectorial partnerships that work to achieve environmental benefits in their communities. For more information about Green Communities visit our website at www.gca.ca <<http://www.gca.ca>> . For more information about the Green Communities Rural Water Protection Program contact the undersigned at 1 (877) 533-4098 or sharyn@gca.ca <<mailto:sharyn@gca.ca>> .

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