

Communications



Thames River

PHOSPHORUS REDUCTION COLLABORATIVE

Objectives

- Build awareness and support for project from farmers, municipalities, public
- Build support for phosphorus reduction
- Leverage co-operative efforts (CAs, municipalities, farm, academic, environmental, First Nations groups)
- Report results of research and encourage uptake of technologies



Tactics

- Face to face meetings – government, industry (curtailed during pandemic)
- Website – mobile friendly, updated regularly
- Conferences – Outdoor Farm Show, OFA AGM, Drainage Engineers, Latornell, Great Lakes Executive Committee, WOWC (also curtailed during pandemic)
- Two Great Lakes and St. Lawrence Cities webinars
- Two internal Thames River PRC meetings
- Three well-attended webinars conducted during pandemic

Tactics

- News releases
- Social Media – Twitter
- Newsletter – PRC Update
- Tours – media invited (one at launch in 2017 and again in June, 2019)



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Results

- Dozens of face-to-face productive meetings and presentations, including municipal councils
- Good coverage: Farmtario, CBC, CTV, TVO, London Free Press, Ontario Farmer, Better Farming, Blackburn News, Water Canada
- Contributed articles to Drainage Contractor and Better Farming



Windsor · The New Wave

Stopping algae blooms may start on farmlands

Goal is to reduce amount of phosphorus entering area waterways 40 per cent by 2025

CBC News · Posted: Mar 27, 2019 6:00 AM ET | Last Updated: March 27



In 2013 and 2014, toxins from the algae blooms on western Lake Erie infiltrated water treatment plants along the shoreline, shutting down drinking water supplies and prompting public health notices. (Dorothy Egan/Plain Dealer/Associated Press)



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Results

- Regular OFA commentaries – to 38,000 members
- Web: 5,500 site visits
- Twitter following of 305
- PRC Update newsletter went to 183 subscribers 10x over three years.

