

Project #: 05-1000

Project Name: Urban NPS Hispanic Outreach and Education

Watershed: Beaver HUC#11010001, Illinois HUC#11110103

County: Benton, Carroll, Madison, Washington

Project Type: Education

Pollutant: Urban Runoff

Project Summary

Intense urban expansion is a major concern regarding non-point source pollution in Northwest Arkansas. With exponential urban development and the accompanying population growth, water quality education projects related to urbanization have become increasingly important. Northwest Arkansas is under scrutiny to improve water quality in both the agricultural and the quickly expanding urbanized areas; however, past and current educational efforts neglected a significant portion of the population as the rate of the Hispanic population increased in Arkansas. This project targeted Hispanic residents in urban areas such as, Springdale, Rogers, Fayetteville, Bentonville, Green Forest, Berryville, Lowell and Huntsville.

As the population of Hispanics to this area increased, so did the desire for Spanish educational resources. Nearly all of the water quality educational materials used in Arkansas were available in English only. This left many Hispanics without the information they need to evaluate their impact on their communities and local waterways. Without this basic information they were unable to identify potential pollutants at their jobs and neighborhoods

This project addressed the need for greater Hispanic public awareness and education of watershed dynamics and non-point pollution prevention in Northwest Arkansas. The University of Arkansas Cooperative Extension Service's (CES) Mud Creek Urban Water Quality Project initiated in Fayetteville served as a pilot project for the state of Arkansas, targeting city residents in non-point pollution prevention education efforts. In two follow-up projects, Mud Creek II and Beaver Lake Watershed Public Awareness and Education, several successful components were documented and packaged into an urban NPS education "toolbox". Those education programs were made accessible to the growing Spanish-speaking segment of the population. This has allowed us to raise awareness, build support and educate all the people within the community.