

Education

The main features of an education program include informing the users of the need to conserve and emphasizing how it will help the community or rural water district solve its problem while saving users money.

An education program can be effective for almost any goal. During a water crisis, it has been used frequently and successfully as the only conservation program for reducing water demand.

Education is generally well received by a community and can help reduce user opposition. For education to be successful, it must be reinforced -- repeated frequently.

The major disadvantages are that revenues may decrease with consumption, and results are not reliable because of the voluntary nature of the program.²⁷

Although not a direct measure of saving water, education is an essential step toward implementation of direct water conservation measures. For example, the statewide use of low flush toilets and other waste-saving devices and appliances would save large quantities of water. But if consumers are to be receptive to the costs and inconveniences of water saving, they must be informed of the benefits and be convinced of the need to save water. At the same time, lawmakers must be fully informed if they are to consider legislation concerning the use of low water using devices and fixtures.

User habits and views about the immediate availability of water are firmly established in the mind of the average consumer. Education is needed to overcome the commonly held view that water is abundant and that wasted water is of little consequence. A well-planned educational