



# The Swim Guide, Pollution Reporting and Citizen Engagement

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## **Our vision:**

**A North Saskatchewan Watershed where we all have the ability to safely and enjoyably swim, drink and fish.**

### **Year Two Plan: 2012/13**

- 1) A focus on education, outreach, collaboration and consultations in the Edmonton area/Capital Region and Central Alberta Lakes.**
- 2) Highlight issues and assets of the water quality in the North Saskatchewan River Watershed**  
**“Inform, Connect, Protect”**



Protecting:  
Maintaining all that is of ecological  
value in a place.

To protect/preserve/enhance/steward you  
must inform and connect the public and  
influence the decision-makers.



How do I make Alberta water quality better today?

- You are doing it already: ALMS, lake stewardship groups, AESRD, MD's, consultants

- NSRK providing awareness/education that keeps swimmers safe and able to avoid harm

[www.theswimguide.org](http://www.theswimguide.org)





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## Citizen/Community Engagement

- 60000 views in Alberta 2013
- 100000 views in Alberta in 2012/2013
- Pigeon Lake: 11607 views in 2012/13 (most popular lake)
- Wabamun Lake: 9507 views in 2012/13 (2<sup>nd</sup>)
- Alberta Beach: 5243 views (most popular beach) in 2012/2013, Miquelon is #2 at 4833 views



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## Citizen/Community Engagement

- 25 pollution reports
- 10 swimmer's itch, 8 blue green slime/sheen, 4 fish kill, 3 general water quality concerns
- 10 beaches added because of citizen requests
- 25 follow up communications to concerned citizens



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## Citizen/Community Engagement

- Engagement to advocacy and involvement
- In other words...now I know and I want to do something
- From human health issue to protecting aquatic environment
- Alberta monitoring/AHS and Swim Guide a key influencer for Saskatchewan to move to monitoring





# Thank You!!

## Questions

“Unless someone like you cares a whole  
awful lot,  
Nothing is going to get better.  
It's not.”

Dr. Seuss, The Lorax

