

Nothing Replaces Water

Submitted by Deb Daniel, RRWCD General Manager

Everyone in northeastern Colorado knows the weather in 2014 has been less than ideal. The dry winter and spring are leading into another summer of less than average annual rainfall. The days of higher than normal winds have sent the top soil flying into the next county. All of this leads to additional concerns about water in our area.

An article titled Generating Concern about Water was published in the winter issue of Headwaters, published this year by the Colorado Foundation for Water Education. The article analyzes how to draw attention to the concern about water.

Sukle Advertising was hired by Denver Water to boost awareness to its water conservation messages. Initially the company took the utility's "Don't Waste Water" slogan and gave it a positive spin to become, "Nothing Replaces Water".

According to Sukle, a positive angle is essential for engaging audiences. A couple years later the slogan was, "Use Only What You Need" and in 2013 the message was "Use Even Less".

As we make decisions regarding our use of water this year, I hope we will be very conscientious of the amount of water we put to use and the limited amount of water we still have available.

Please remember... nothing replaces water.