

Question.

You commented that public education is key to reducing non-point source pollution. Please provide additional information on how to communicate with the public in light of the established communities that already exist and lack of willingness to alter lifestyle.

Reply.

The question presupposes an unwilling and uncooperative public. I question the assumption. Most people are very concerned about environmental issues and want to change their behavior to live less harmfully on the earth. But they don't know what to do, and they get no leadership from their elected officials.

Environmental health is a form of public health. I believe the public realizes this and wants to do what is best for themselves and the environment. Public environmental education should be conveyed by the same avenues as public health education. The two issues are not separate. Environmental health should be advertised as is public health information. Do media not provide this as a public service? Additionally, there is a whole industry devoted to convincing people to pay for what they don't need. Certainly there should be no difficulty in convincing people of what they do need. Effort and funding would be required. It should be simple and easy

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