



## USDA-CSREES 2005 National Water Quality Conference

### Reaching Target Audiences

*Abstract: Many watersheds do not meet environmental goals because of runoff from streets, farms, mines, yards, parking lots, and other sources of pollution. Reducing pollutants requires the commitment and participation of everyone. Those who are responsible for watershed management need support from **all** people—those who will make the decisions, those who will be affected by them, and those who can stop the process if they disagree. People with low literacy skills, however, seldom take action(s) to improve the quality of their water supply. Much of the available information is too hard for them to get the point.*

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