

SEMCOG's *One Water* Campaign and Great Lakes and Freshwater Week (GLFWW): June 1-9, 2024

Spring 2024 Regional Events

- Visit our [One Water website](#) to learn about Great Lakes and Freshwater Week and [regional events](#) that community members can participate in.

Participating in One Water and GLFWW

- Suggested social messages, captions, and alternative text are provided to help participation in 2024 Great Lakes and Freshwater Week.
- [View and download all One Water videos](#) to share on social media or with your community.
- Follow the Southeast Michigan Council of Governments (SEMCOG), the Michigan Department of Environment, Great Lakes, and Energy (EGLE), Great Lakes Water Authority (GLWA), and the Michigan Department of Natural Resources (DNR) on social media for information on Great Lakes and Freshwater Week, events/webinars, water quality tips, and more.
- Don't forget to tag us at @SEMCOG (@SEMCOG1 on Instagram) and use #MiGreatLakesWeek

Messages to share before One Water and GLFWW

- Great Lakes and Freshwater Week events 2024
 - From June 1-9, [Southeast Michigan's Partners for Clean Water](#) are celebrating Michigan's Great Lakes and Freshwater Week, an annual opportunity for people throughout the state to celebrate Michigan's abundance of fresh water, learn more about how our natural and constructed water systems function, and take action to sustain our water resources.

There are many ways to enjoy water in Southeast Michigan and to become a [One Water](#) steward. An easy first step could be to take part in any of the Great Lakes and Freshwater Week events happening across the region. Learn more about the [events leading up to and during the week](#).

Messages to Share during One Water and GLFWW

- [View and download 30-second \(or less\) 2024 One Water videos](#)
- [View and download One Water partner videos](#)

Participate in Trivia

- Check out our social media stories (on Instagram, Facebook, and TikTok) every day during Great Lakes and Freshwater Week for water-related trivia! Michigan residents, join us in learning more about water resources and quality!

May 24:

- Video: [Man stuck in a rain barrel](#)
 - Caption: Great Lakes and Freshwater Week and the One Water campaign starts on June 1! We encourage everyone to share recreation and water quality messages with their community.

June 1:

- Video: [Clean up after your pet](#)
 - Caption: Let's keep pollution out of our waterways, clean up after your pets. #MiGreatLakesWeek

June 2:

- Video: [Water Workforce- Helping the Community](#)
 - Caption: Careers in water operations are stable, offer competitive salaries, great benefits, provide opportunities for growth, and allow you the chance to give back to your community. #MiGreatLakesWeek
- Share the [Tap In](#) campaign from Great Lakes Water Authority (GLWA).

June 3:

- Dispose of all grease in trash
 - Caption: Don't put fats, oils, or grease down drains, (trash emoji) 'em #MiGreatLakesWeek
 - Graphic option(s):

(cooking oil [graphic](#)) (fried calamari [graphic](#)) (hamburger [graphic](#)) (French fry [graphic](#)) Alt text: Build on water quality, dispose of all grease in the trash. One Water, mi one water dot com

([mobile/vertical cooking video](#)) CC: Hamburger cooking. Build on water quality, dispose of all grease in the trash. One Water, mi one water dot com

June 4:

- Plant a tree or rain garden
 - Caption: A rain garden includes native plants with deep root systems that help manage stormwater. #MiGreatLakesWeek
 - Graphic option(s):

(monarch butterfly [graphic](#)) Alt text: Butterfly on a flower, Bug out on water quality, plant a tree or install a rain garden. One Water, mi one water dot com

(tree [graphic](#)) Alt text: Tree with orange leaves, Dig into water quality, plant a tree or install a rain garden. One Water, mi one water dot com

(pond with bridge [graphic](#)) Alt text: Michigan waterway, Clean our water clean, Plant a tree or install a rain garden. One Water, mi one water dot com

(digging [graphic](#)) Alt text: Shovel planting a tree, Build on water quality, plant a tree, or install a rain garden. One Water, mi one water dot com

- ([mobile/vertical rain garden video](#)) CC: The face I make when people say it's too expensive to install and maintain a rain garden. Visit your community's or watershed's website for info and resources. Rain gardens are good for water quality and help prevent flooding. One Water, mi one water dot com

June 5:

- If you see pollution, report it
 - Caption: The goal of the One Water campaign is to increase public awareness and shared responsibility for drinking water, wastewater, and stormwater, and encourage everyone in Southeast Michigan to understand and support these water systems. #MiGreatLakesWeek
 - Graphic option(s):

(paddling [graphic](#)) Alt text: Kayaker on water, Keep our water clean, if you see pollution report it. One Water, mi one water dot com

([mobile/vertical pollution video](#)) CC: Two kayakers on water. Keep our water clean, if you see pollution report it. One Water, mi one water dot com.

June 6:

- All residents of Southeast Michigan must have access to safe drinking water and reliable wastewater services.
 - Caption: If you or someone you know cannot afford their water bill, resources are available to help find assistance programs in your community. View ongoing programs on SEMCOG's Water Infrastructure Planning Guide website: <https://water-infrastructure-planning-guide-semcog.hub.arcgis.com/pages/Affordability%20&%20Equity#affordability>
 - Video option(s):

(Googling [graphic](#)) Alt: What if I can't afford my water bill? Southeast Michigan's water affordability and assistance programs aim to offer residents both short and long-term help with water bills while ensuring that water utilities maintain adequate funding to deliver safe water services. One Water, mi one water dot com

([Googling mobile/vertical video](#)) CC: What if I can't afford my water bill? Southeast Michigan's water affordability and assistance programs aim to offer residents both short and long-term help with water bills while ensuring that water utilities maintain adequate funding to deliver safe water services. One Water, mi one water dot com

June 7:

- Avoid using your washing machine during storms
 - Caption: We all play a part in helping keep our water clean. Overloading the water system during storms causes flooding and basement backups. Keep our systems fresh and flowing (water emoji) #MiGreatLakesWeek
 - ([Storms mobile/vertical video](#)) CC: During intense storms, keep your valuables off the floor in your basement and avoid using your washing machine. One Water, mi one water dot com

June 8:

- "Flushables" clog pipes
 - Caption: Our wastewater treatment plants aren't designed to handle flushable wipes. #MiGreatLakesWeek
 - Graphic option(s):

(wastewater pipe [graphic](#)) ("flushables" clog [graphic](#)) Alt text: Build on water quality, "flushables" clog pipes, only flush the three P's. One Water, mi one water dot com

- ([“Flushables” mobile/vertical video](#)) CC: Flushable wipes are just evil, they should be thrown away. They are impossible to destroy, then they can cause significant problems. They stick to the sides of pipes, they stick to everything they come in contact with. One Water, mi one water dot com

June 9:

- Video: [Stormwater and flooding- Combined Systems](#)
 - Caption: Help protect your property and community by making sure storm drains are clean. Avoid using your washing machine during intense storms, so as not to overload the system. #MiGreatLakesWeek
- Video: [Stormwater and flooding- Separated Systems](#)
 - Caption: Keep water away from your home’s foundation, and keep your downspouts about four feet away from your house. If you can, connect your downspout to a rain barrel or have a drain into a rain garden. #MiGreatLakesWeek

Additional messages:

- Video: [Water Workforce- Endless Possibilities](#)
 - Caption: Michigan’s water professionals work behind the scenes to clean, deliver, and renew our essential water resources. With the increasing need for water infrastructure improvements, there is a substantial and immediate demand in these fields. #MiGreatLakesWeek
- Follow water advisories
 - Caption: Always follow advisories from your local provider. #MiGreatLakesWeek
 - Graphic option(s):
(child with water bottle [graphic](#)) (lab [graphic 1](#)) (lab [graphic 2](#)) Alt text: Build on water quality, follow “Boil water” and “Do not use” advisories. One Water, mi one water dot com
- Read your annual water quality report
 - Caption: These reports provide you with information on local drinking water quality. #MiGreatLakesWeek
 - Graphic option(s):

(woman reading [graphic](#)) (man reading [graphic](#)) Alt text: Build on water quality, read your annual water quality report. One Water, mi one water dot com
- Never flush unused medications
 - Caption: Local take-back programs are a safe and environmentally friendly option for disposing of unwanted medications. #MiGreatLakesWeek
 - Graphic option(s):

(prescription medication [graphic](#)) Alt text: prescription medications, keep our water clean, never flush unused medications! Safety dispose of them with “take-back” programs. One Water, mi one water dot com

- Video: [One water- Wastewater Protection](#)
 - Caption: There’s only One Water, and it’s ours to protect #MiGreatLakesWeek
 - Graphic option(s):

(Do NOT Boil Water [graphic](#)) Alt text: Fact: Boiling water does NOT remove lead. Know your water.

- Video: [One water- Ours to Protect](#)
 - Caption: Conservation starts with a caring, committed community. There’s only One Water and it’s ours to protect. #MiGreatLakesWeek
- Video: [One Water - A Part of Life](#)
 - Caption: Clearing storm drains and the areas of nearby trash and leaves helps keep them for rain only (rain emoji) #MiGreatLakesWeek
- Clear your storm drain
 - Caption: Help keep our systems fresh and flowing like no (otter emoji) #MiGreatLakesWeek
 - Graphic option(s)

(river otter [graphic](#)) Alt text: River otter underwater, Clear neighborhood storm drains, like no otter. One Water, mi one water dot com

- Basement backups
 - Caption: Keep your valuables safe and dry! #MiGreatLakesWeek
 - Graphic option(s):
(neighborhood storm [graphic](#)) Alt text: During intense storms, keep your valuables off the floor in your basement. One Water, mi one water dot com