

CHANGING A CULTURE THROUGH SepticSmart OUTREACH



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ONSITE WASTEWATER IN THE STATE OF MICHIGAN



Michigan has 83 counties served by 44 Local Health Departments(LHDs).



Michigan's Public Health code gives authority to LHDs for the administration and governance in response to local laws, rules and regulations pertaining to Onsite Wastewater Systems.



Each LHD has their own set of rules for the design and construction of single/two family onsite wastewater treatment systems without state oversight.



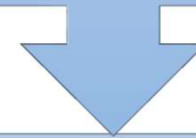
The Treatment and Design of Onsite Wastewater Systems is determined through the classification of site specific soil, landscape, groundwater, and effluent characterization.



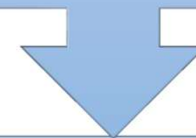
The State of Michigan has a diverse geology across the state causing differences in the design and construction of onsite wastewater from county to county.

STATEWIDE SANITARY CODE?

Michigan is currently one of the last states in the nation to implement a statewide sanitary code for single family residences.



Difficult to find agreement in the Stakeholder Process



14 Bills drafted over 16 years, none of which have passed

HOWEVER...

**2018 Proposed State
Sanitary Code Bills:**

HB 5752

HB 5753

**Introduced into the
House of
Representatives:**

Bill was read twice....

**Bill made various
changes in content
through its life...**

**Bill did not pass
through legislation.**

The importance of
Onsite Wastewater
Treatment System
Education among
all Stakeholder
Groups.

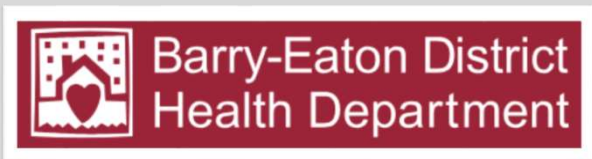
Educate
Homeowners to
start changing the
culture... “There is
no away!!”

Great time for Michigan to become **SepticSmart!**

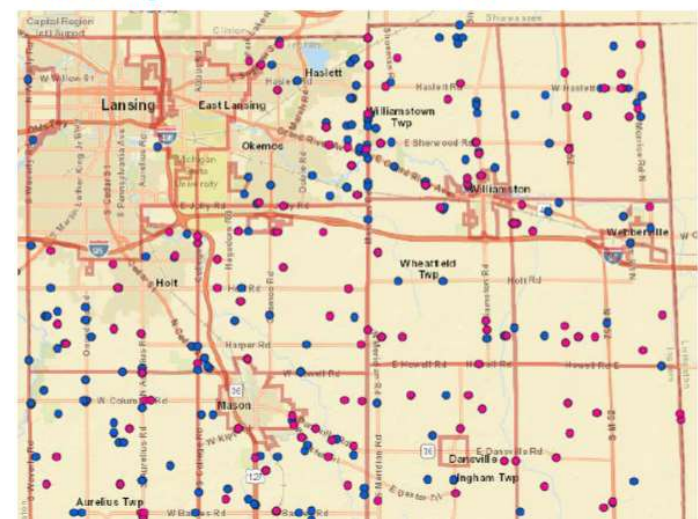
MICHIGAN UTILIZES STAKEHOLDER
PROCESS.

Why is this so important to Michigan?

- A 10 year study done in two health departments showing the amount of illicit discharges into ditches, rivers, and lakes found during a Time of Sale Inspection Program.



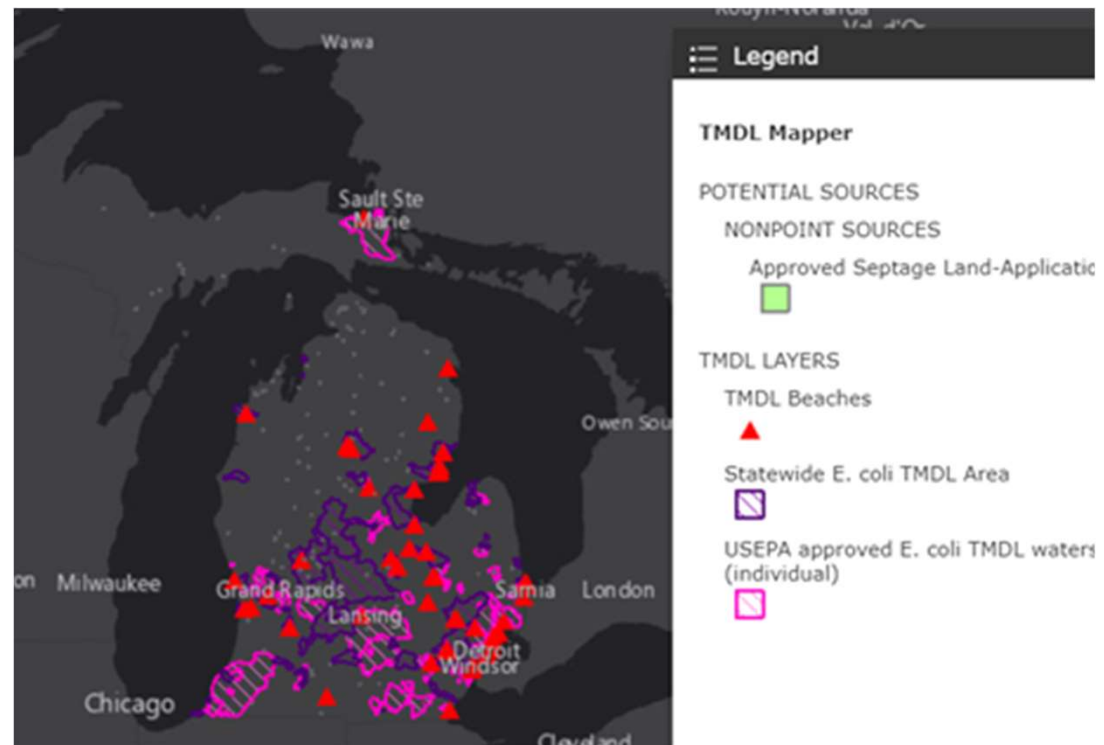
(Barry-Eaton District Health Department, 2017)



(Ingham County Health Department, 2018)

MICHIGAN FINDING E.COLI

- Many inland Lakes, Rivers, Streams and bathing beaches are found to have elevated E.coli levels.
- Michigan's Statewide E.coli Total Maximum Daily Load (TMDL) showing impacted surface water areas.
- Identifying when a water quality standard is exceeded and actions are put in place to help restore water quality.



(Michigan Department of Environmental Quality, 2018)

MICHIGAN
DEPARTMENT OF
ENVIRONMENTAL
QUALITY

- Found a great need to promote and encourage Michiganders to become **SepticSmart** in 2018.



What is SepticSmart?



- Annual promotion through EPA focusing on outreach activities to encourage homeowners and communities to care for and maintain their septic systems.
- During SepticSmart week, EPA seeks to inform homeowners on proper septic system care and maintenance, assist local agencies in promoting homeowner education and awareness, and educate local decision makers about infrastructure options to improve and sustain their communities.

For more information visit:

<https://www.epa.gov/septic/septicSMART-week>

Or <https://www.michigan.gov/deqsepticSMART>

Do Your Part...

**Do Your Part
Get SepticSmart**

Think at the Sink

Don't Strain Your Drains

Don't Overload the Commode

Shield Your Field

Test Your Well

Septic Tank

Groundwater Recharge

Aquifer

Well

Protect It and Inspect It—Have your system inspected every three years and have your tank pumped every three to five years.

- **Think at the Sink:** Avoid pouring fats, grease and solids down the drain.
- **Don't Overload the Commode:** Only put things in the drain or toilet that belong there.
- **Don't Strain Your Drain:** Be water efficient and spread out water use.
- **Shield Your Field:** Remind guests not to park or drive on a system's drainfield, where the weight could cause damage.
- **Test Your Well:** If you're on a well, test the water annually.

septicsmart
www.epa.gov/septicmart



PROTECT IT AND INSPECT IT:

Do:

- Have your system inspected every three years by a licensed septage hauler to have your tank assessed if pumping is necessary.

THINK AT THE SINK:

Don't:

Pour cooking grease or oil down the sink or toilet.

Rinse coffee grounds into the sink.

Pour household chemicals down the sink or flush them.

Do:

Eliminate or limit the use of a garbage disposal.

Properly dispose of coffee grounds and food.

Put grease in a container to harden before discarding in the trash.



DON'T OVERLOAD THE COMMUNE:

Don't:

Flush non-degradable products or chemicals, such as feminine hygiene products, condoms, dental floss, diapers, contacts, cigarette butts, cat litter, paper towels, pharmaceuticals, **FLUSHABLE WIPES**.

Do:

Dispose of these items in the trash can or recycle!





SHIELD YOUR FIELD:

Don't:

- Park or drive on your drainfield. The weight can damage the drain lines.
- Plant trees or shrubs too close to your drainfield, roots can grow into your system and clog it.

Do:

- Consult a septic service professional to advise you of the proper distance for planting trees and shrubs, depending on your septic tank location.

DON'T STRAIN YOUR DRAIN:



Don't:

Concentrate your water use by using your dishwasher, shower, washing machine, and toilet at the same time. All that extra water can really strain your septic system.



Do:

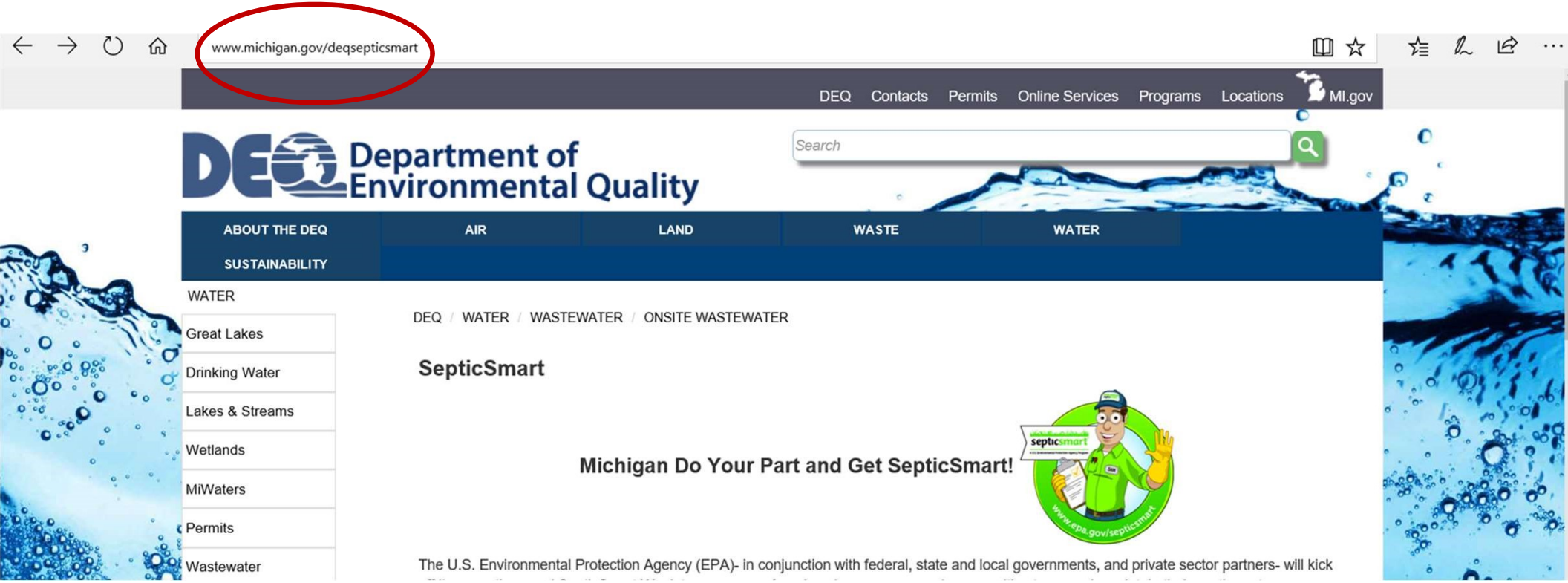
Stagger the use of water-generating appliances. This can be helpful especially if your system has not been pumped in a long time.

Become more water efficient by fixing plumbing leaks and consider installing water-efficient products.





What did MDEQ do to start promoting the SepticSmart message across Michigan?



MICHIGAN DEQ CREATED SEPTICSMART URL:
www.michigan.gov/deqsepticsmart

SEPTIC SAM BANNER

Request submitted and
approved by MDEQ to
purchase



Local Health Departments, giving them a Septic Care Package during the SepticSmart week of 2016. The State of Michigan has 83 individual Counties with 44 District and County LHDs that participate in the Onsite Wastewater Program.

In anticipation of 8 more months before SepticSmart week, our program would like to request EPA's assistance in our outreach activities by supplying printed material for us to distribute to LHDs across the State of Michigan. It is difficult to place a number on how many copies we would need, however, with 44 LHDs across the state, we could easily utilize around 1000 printed copies to distribute a maximum of 25 to each LHD. Of course, we would take much more if available (or less if not) to help increase the awareness of Onsite Wastewater systems in Michigan. We are particularly interested in receiving assistance in printing out the more detailed, difficult to print items such as the SepticSmart Rack Brochure, Homeowners Guide to Septic Systems Booklet, and the SepticSmart Mail Insert. I have included the examples of these attached to this email. However, we would appreciate any printed material related to SepticSmart, not only just the ones listed above (such as Top 10 Ways to Be a Good Septic Owner and The Do's and Don'ts of Your Septic System).

REQUEST SUBMITTED TO EPA FOR ASSISTANCE PRINTING:

SepticSmart Brochure, Booklet, Handouts etc. (Requested ~4000 printed material)

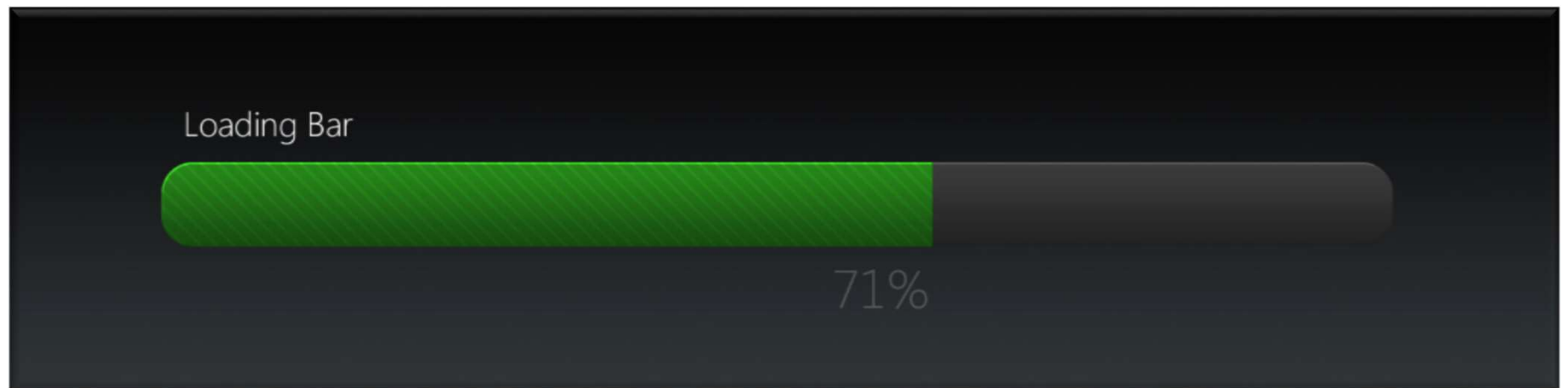


MICHIGAN ONSITE WASTEWATER CONFERENCE
JANUARY 2018

The image features a dark grey background with three overlapping blue circles. A white horizontal band is positioned across the middle of the circles. The text 'FEBRUARY 2018' is centered within this white band.

FEBRUARY 2018

REQUEST SUBMITTED TO MDEQ ADMINISTRATION TO REQUEST GOVERNOR PROCLAMATION



DEVELOPED PAGE OF AVAILABLE RESOURCES

SepticSmart in Michigan	
	<p>Save the Date: September 17-21, 2018</p> <p>www.epa.gov/septic/septic-systems-outreach-toolkit www.michigan.gov/deq/septicsmart</p>
<p>The U.S. EPA- in conjunction with federal, state and local governments, and private sector partners- will kick off its seventh annual SepticSmart Week (September 17-21, 2018) to encourage American homeowners and communities to properly maintain their septic systems. For more information visit: www.epa.gov/septic</p> <p>Michigan has a vision to protect and promote the wise use of its globally unique water sources. Proper septic system maintenance protects public health, the environment, and saves the homeowner money through avoided costly repairs. SepticSmart Program educates homeowners about proper septic systems care and maintenance all year long. In addition, it serves as an online resource for industry practitioners, local governments, and community organizations, providing access to tools to educate clients and residents.</p> <p>For free downloads of these graphics go to www.michigan.gov/deq/septicsmart or email DEQ Onsite Wastewater Staff: Dale Ladouceur: ladouceurdl@michigan.gov; Dave Cotton: cottond@michigan.gov; Kristine Rendon: rendonk@michigan.gov</p>	
	<p>Social Media Toolkit</p> <p>Contains material and information your organization can use to advertise and promote SepticSmart Week.</p> <p>You can either copy the messages directly or customize them to reach your audience. Contact DEQ Onsite Wastewater Program for this toolkit.</p>
	<p>SepticSmart Postcard</p> <p>Reminder to get your tanks pumped. Space available for personal business information.</p>
	<p>Do Your Part Get SepticSmart Flyer</p> <p>Protect It and Inspect It. Reminding homeowners to have system inspected every three years and tanks pumped every three to five years.</p>
	<p>SepticSmart Dos and Don'ts for an Advanced Treatment Unit (ATU)</p> <p>Flyer explaining what is an ATU and why would a homeowner need an ATU versus a traditional septic system? Additionally, explains what the required maintenance on an ATU with a list of Dos and Don'ts.</p>

SepticSmart in Michigan	
	<p>A Homeowner' Guide to Septic Systems</p> <p>Download and print an 8-page informational booklet to help a homeowner understand what a Septic System is and the importance of maintaining this system.</p>
	<p>New Homebuyer's Guide to Septic Systems</p> <p>A double-sided print-out into a four-page brochure for basic information of owning a home with a septic system.</p> <p>Space available for personal business information.</p>
	<p>Proper Landscaping on and Around Your Septic System</p> <p>A flyer to help educate homeowners on the importance of keeping your septic system out of harm's way. Landscaping do's and don'ts over your drainfield.</p>
	<p>On a septic system? When is the last time you thought about it?</p> <p>Door Hanger Brochure</p> <p>Can be used to notify homeowners about inspecting their septic tank and the importance of pumping. With five Septic Tips on the back. Comes in door hanger style or a mail insert style.</p>
	<p>Top 10 Ways to Be a Good Septic Owner</p> <p>Checklist handout to educate homeowners of how to maintain their septic systems by listing the top 10 ways to ensure a healthy system.</p>
	<p>'Not in My Septic System! Magnet</p> <p>Free magnet to provide to homeowners with an easy reminder on what not to put in their system and when they should schedule their next service. Contact DEQ Onsite Wastewater Program for free magnets.</p>

Visit: www.michigan.gov/septicsmart or www.epa.gov/septic for more information.

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MARCH 2018

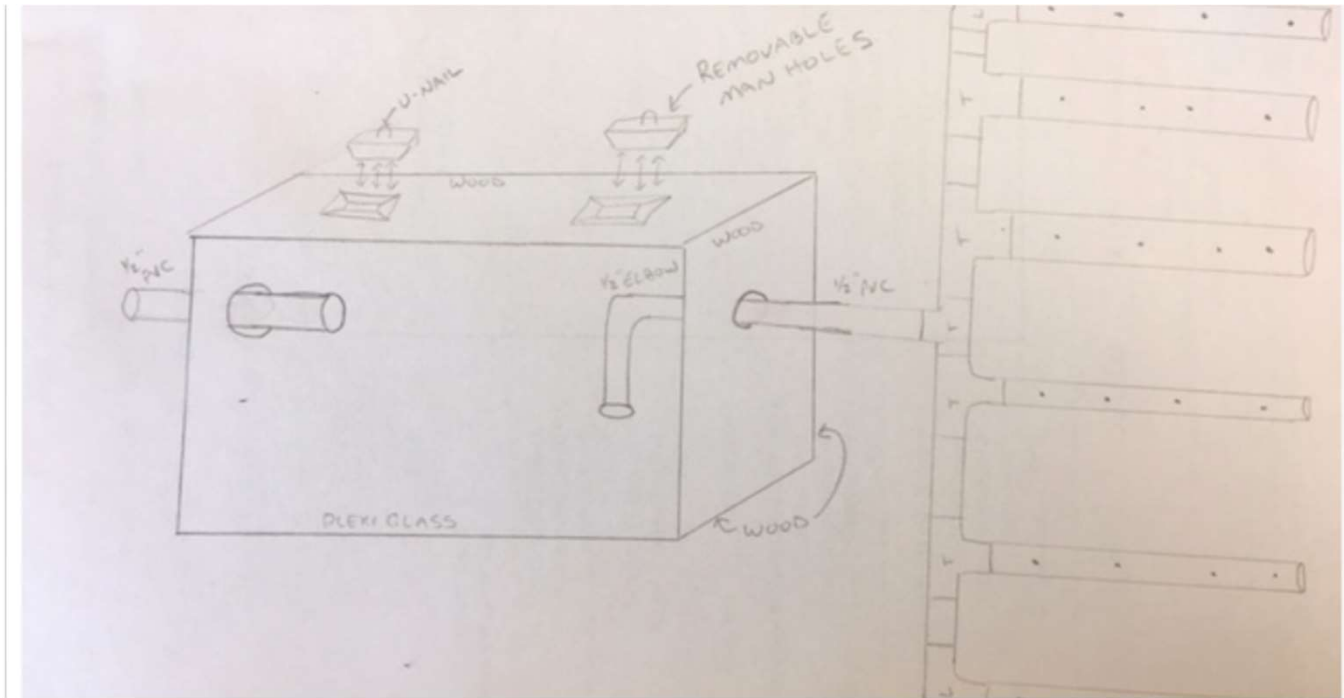


REQUESTED AND RECEIVED PROMOTIONAL ITEMS...

- 3000 Stickers
- 3000 **SepticSmart** Pencils
- 3000 Septic Sam Bookmarks

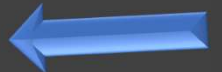


BRAINSTORM AND
CONSTRUCTING
INTERACTIVE MODEL...



IT ALL STARTS WITH A VISION...

And an incredibly talented co-worker!



TO DEVELOP:
Kid Friendly
Interactive
Septic System





INTERACTIVE SEPTIC TANK

- Complete with:
 - Removable Lid
 - Removable Risers
 - Secondary Safety Devices
 - Scum Layer
 - Sludge Layer


MINI ABSORPTION BED

- Can be taken apart for demonstrations.
- Complete with orifices and removable piping.
- 3-D Sides for “underground” effect




BRAINSTORM AND
CONSTRUCTING
EDUCATIONAL GAME...


DEVELOPED: "NOT IN MY SEPTIC SYSTEM" BEAN BAG GAME



Food Waste



Poo



Diapers





CHOOSE FROM:

- Trash
- Septic System
- Recycle/Compost

TEACHES KIDS:

- "Think Before it Sinks"

PARTICIPATION PRIZE:

“SepticSmart Certified”
Stamp



septicSMART

DEQ Onsite Wastewater
www.michigan.gov/deqsepticsmart



U.S. Environmental Protection Agency
www.epa.gov/septic

BOOTH AT SCHOOL SCIENCE FAIR

PROMOTING **SepticSmart** THROUGH THE MODEL AND BEAN BAG TOSS

SEPTICSMART IN MICHIGAN

Michigan has a variety of septic and cesspool systems. The best way to protect your water quality is to properly maintain your system.

Proper septic system maintenance protects public health, the environment and saves the taxpayer money through reduced pump repairs.

Support SepticSmart and please don't flush anything down the toilet that you shouldn't.

DEQ

NOT IN MY SEPTIC SYSTEM

Plastic, Diapers, Food Waste, Wipes

Septic Tank, Distribution Box, Chamber-Pump (Pumps), Sewer, Liquid, Sludge, Gravel or Crushed Rock, Tile Lines

Booth setup on a white table featuring a septic system model, a toilet, and various informational materials.

Don't Overload the Commode:

- Don't: Flush plastic products, dental floss, diapers, cat litter, paper towels, or medicine.

MAKE YOUR CALENDAR FOR SepticSmart Week 2018
September 17-21, 2018

Top 10 Ways to Be a Good Septic Owner

Think of the Sink:

- Don't: Pour grease, coffee grounds or chemicals down the sink or toilet.

TRACTOR SUPPLY CO. TractorSupply.com

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APRIL 2018

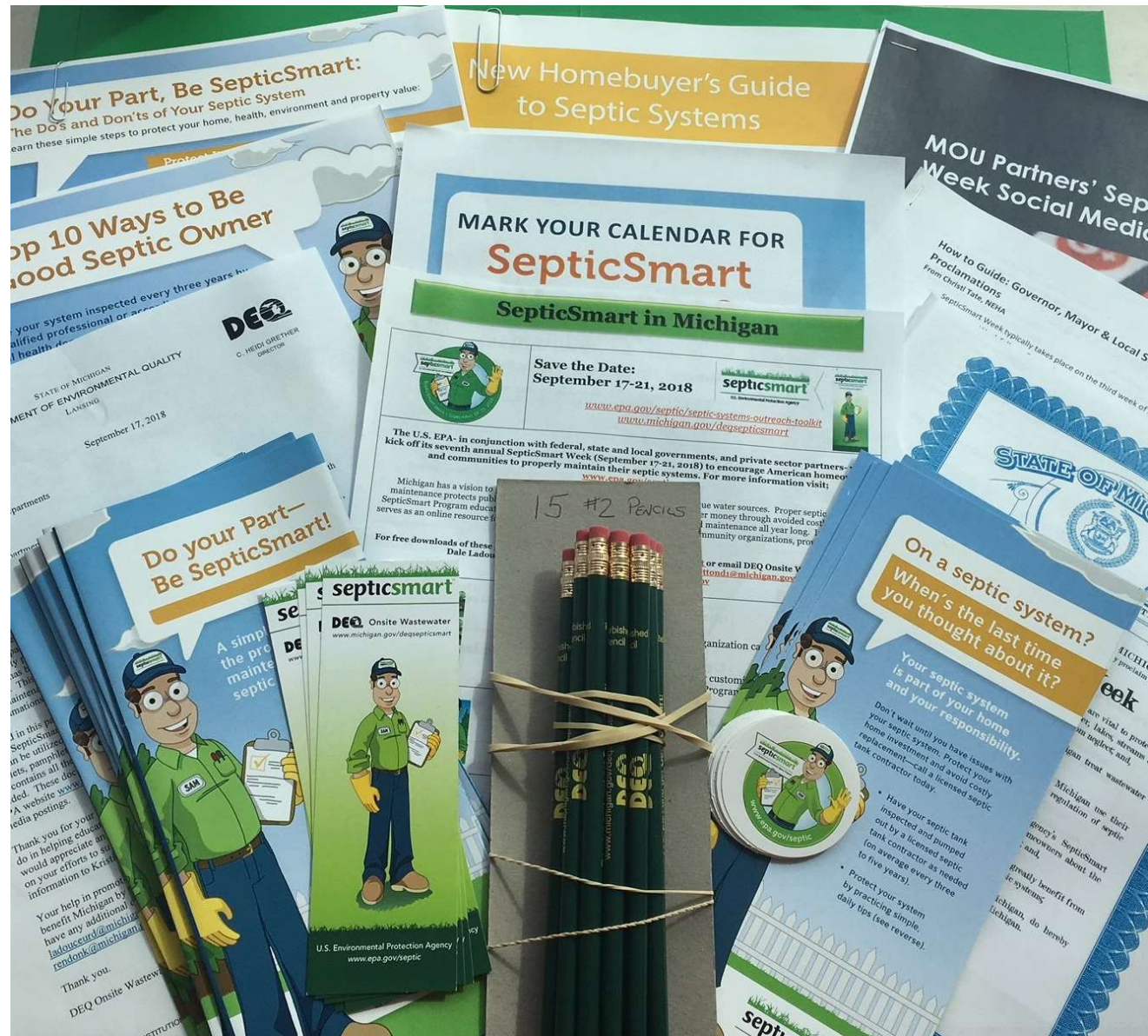
MDEQ PRINTED
HUNDREDS OF
HANDOUTS FOR
DISTRIBUTION AT
MULTIPLE EVENTS.

*Printed material from
EPA arrived at MDEQ.



SepticSmart STARTER KIT

- Gathered all available material and started making “SepticSmart Starter Packets”
 - For delivery to all 83 County Health Department offices.



OPPORTUNITY TO PRESENT FOR SEPTAGE HAULERS

- Invited to present on **SepticSmart** material at MSTA.
- Opportunity to reach professionals with direct contact to homeowners with septic systems.
- Additionally asked to write an article related to **SepticSmart** for their Summer Newsletter-reaching 200 members.



EARTH DAY BOOTH AT OUR CAPITAL CELEBRATION IN LANSING....

Starring:

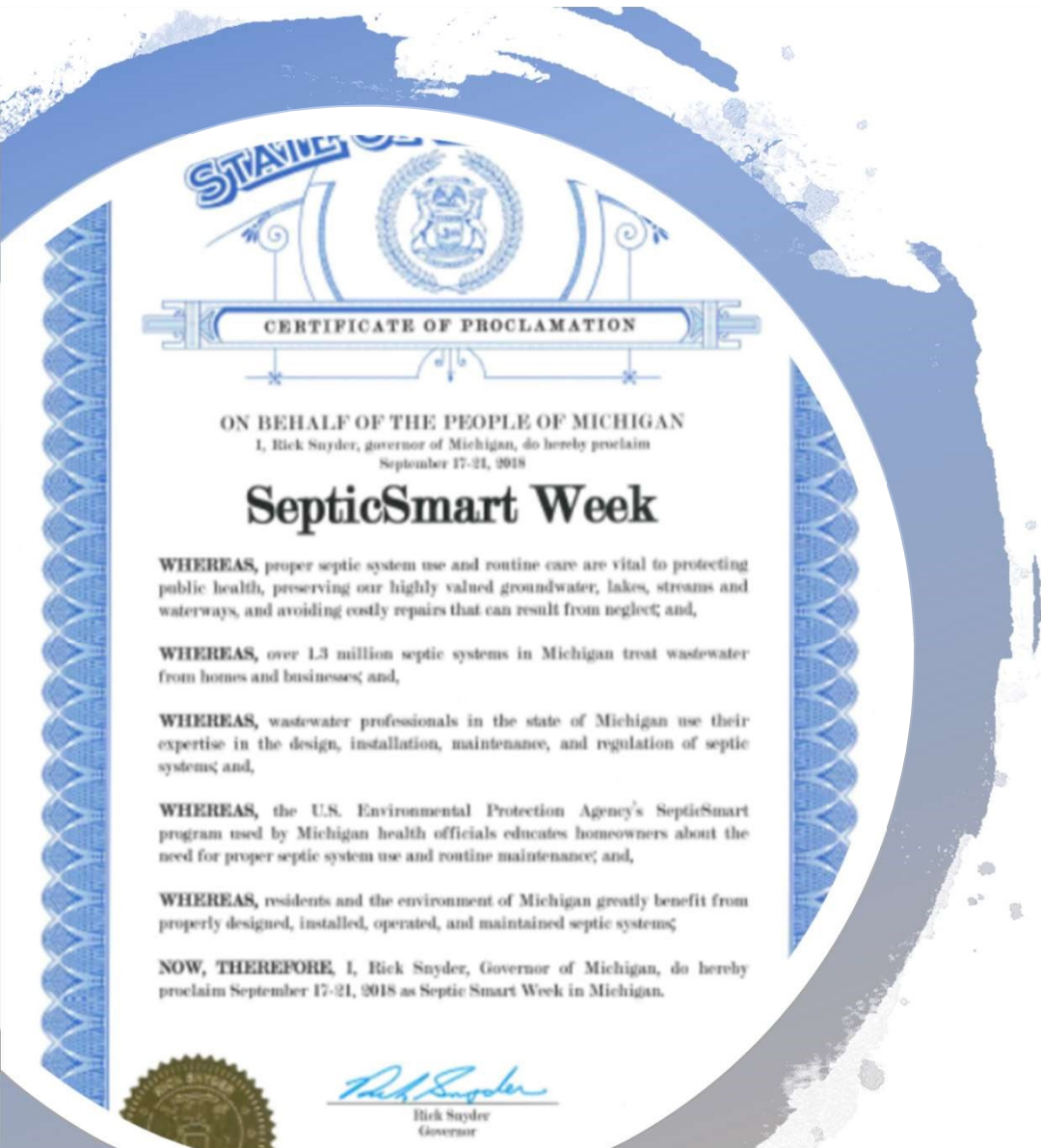
- Septic Sam
- Septic Samantha
- Septic Sam Sr.

- Reaching out to 2000+ Children



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MAY 2018



Governor Snyder signed the State of Michigan SepticSmart Week Proclamation on May 10.

EARLY PROCLAMATION

NATIONAL RECOGNITION!!



Wed 5/16/2018 8:51 AM

Lowenstein, Zachary <lowenstein.zachary@epa.gov>

RE: SepticSmart week Declared in Michigan

To Rendon, Kristine (DEQ); Faller, Heidi; Mahgoub, Gaida

Cc Cotton, David (DEQ); Ladouceur, Dale (DEQ); Hoeh, Jeremy (DEQ)

Congratulations! That is amazing that you've gotten this signed already this early. You win the award for "earliest signed proclamation", quite possibly ever!

Thank you for all that you do to help spread the SepticSmart Week message!

Regards,
Zach

SO EXCITED WE
TWEETED ABOUT IT!



Michigan DEQ  @MichiganDEQ · 17m 

The @EPA has recognized Michigan as the first state to officially proclaim September 17-21, 2018, as SepticSmart Week! SepticSmart is a national program to help homeowners learn about proper septic system care. Resources are available at michigan.gov/deqsepticmart.



 1

 2



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JUNE 2018



BOOTH AT MICHIGAN ENVIRONMENTAL COMPLIANCE CONFERENCE

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JULY 2018

OUTREACH
ACTIVITIES
DURING
NORMAL
WORK DAYS

Took advantage of various meetings across the state to promote **SepticSmart** message.

Had meeting with Executive Director for Michigan Association of Conservation Districts and gave **SepticSmart** information to “Save the Date.”

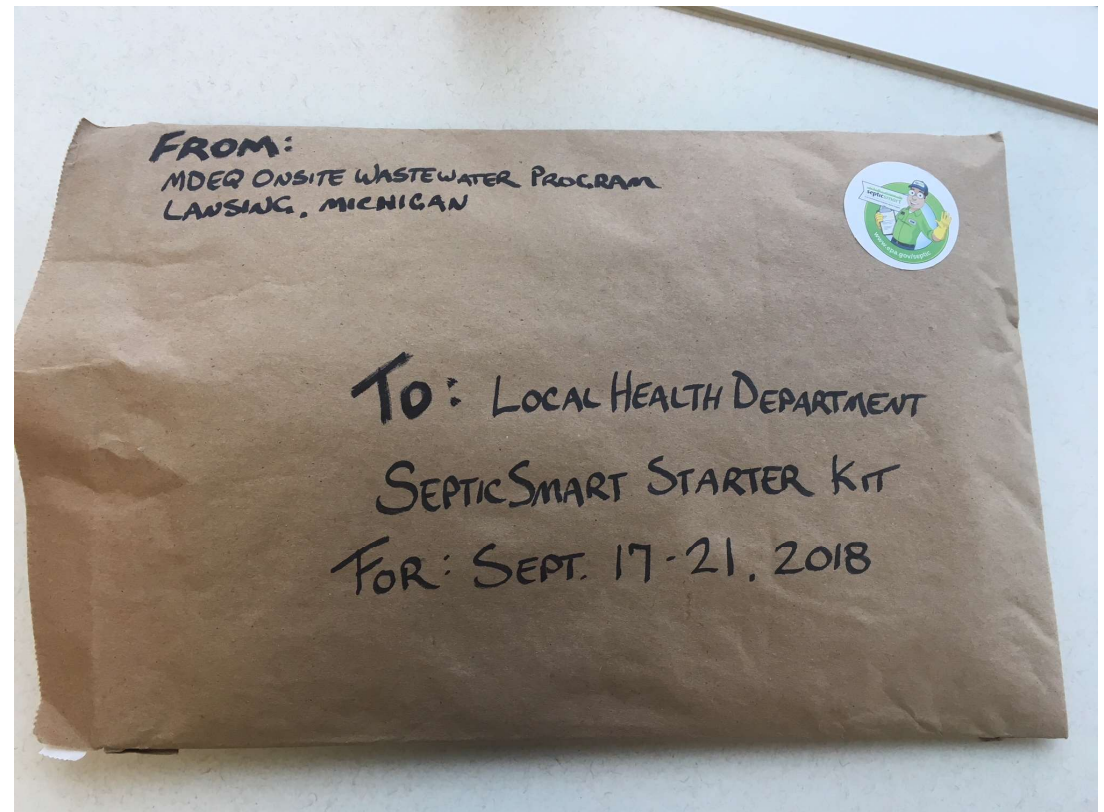
Meeting scheduled with Michigan Department of Health and Human Services along with the Michigan Department of Natural Resources and promoted **SepticSmart** with handouts.

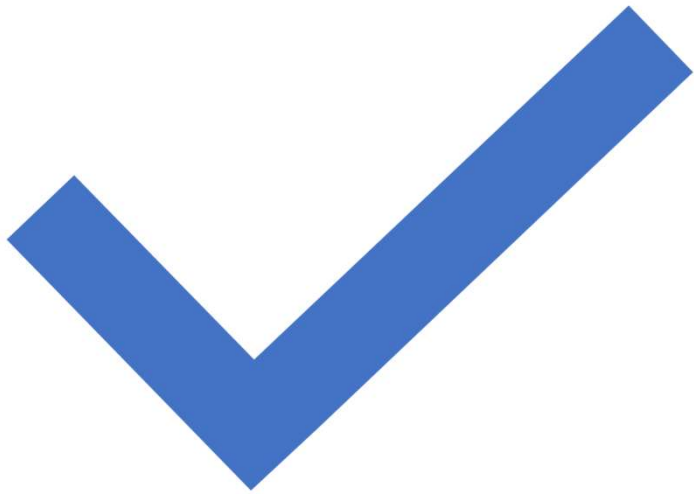
The image features a dark grey background with three overlapping blue circles. A white horizontal band is positioned across the middle of the circles. The text 'AUGUST 2018' is centered within this white band.

AUGUST 2018

FOR DELIVERY:
SepticSmart STARTER
KITS

- Packaged in envelopes for distribution and started planning logistics for delivery to 83 counties with minimal costs.
- All packages delivered by August 31, 2018, only mailed one county.





STARTED PREPARING
TWO NEWS ARTICLES

For Review by MDEQ
Administration in time for
SepticSmart Week

FILMED YOUTUBE VIDEO

Three hours of filming for 1 minute video.



ASSOCIATION OUTREACH

- Notified many Association Boards part of the Stakeholder group for the introduced Statewide Sanitary Code Bills and supplied digital copies of **SepticSmart** material.
 - Asked for local proclamation support





ADDITIONAL LOCAL PROCLAMATIONS

- Local Proclamations declared from:
 - Michigan Septic Tank Association
 - Michigan Onsite Wastewater Recycling Association
 - Michigan Association of Conservation Districts
 - Northern Michigan Environmental Health Association
- Additional support from the following associations :
 - Michigan State University Extension
 - Michigan Arbor Day Alliance
 - Michigan Township Association
 - Michigan Department of Natural Resources
 - Macatawa Area Coordinating Council
 - Lower Grand River Organization of Watersheds
 - Saginaw Bay Watershed Initiative Network

The image features a dark grey background with a central white horizontal band. Behind the band, three overlapping blue circles are visible, creating a pattern of lighter and darker blue shades. The text 'SEPTEMBER 2018' is centered within the white band.

SEPTEMBER 2018

WHY SEPTICSMART IN MICHIGAN?

On September 17, 2018, the USEPA – in conjunction with federal, state and local governments, and private sector partners – will kick off its annual SepticSmart Week to encourage American homeowners and communities to properly maintain their septic systems.

More than 1.3 million homes and businesses across the state of Michigan depend on septic systems to treat wastewater. If not maintained, failing septic systems can contaminate groundwater and harm the environment by releasing bacteria, viruses, and household toxins into local waterways. Proper septic system maintenance protects public health, the environment, and saves the homeowner money through avoided costly repairs.

Be SepticSmart:

- **Protect It and Inspect It:** Homeowners should generally have their system inspected every three years by a qualified professional or according to their state or local health department's recommendations.
- **Think at the Sink:** Avoid pouring fats, grease, and solids down the drain. These substances can clog a system's pipes and drainfield.
- **Don't Overload the Commode:** Only put things in the drain or toilet that belong there. For example, coffee grounds, dental floss, disposable diapers and wipes, feminine hygiene products, cigarette butts, and cat litter can all clog and potentially damage septic systems.
- **Don't Strain Your Drain:** Be water-efficient and spread out water use. Fix plumbing leaks and install faucet aerators and water-efficient products. Spread out laundry and dishwasher loads throughout the day – too much water at once can overload a system that hasn't been pumped recently.
- **Shield Your Field:** Remind guests not to park or drive on a system's drainfield, where the vehicle's weight could damage buried pipes or disrupt underground flow.
- **Pump your Tank:** Tanks should be pumped when necessary, typically every three years. Routinely pumping your tank can prevent your septic system from premature failure and lead to groundwater contamination.
- **Test Your Drinking Water Well:** If septic systems aren't properly maintained, they can contaminate well water. Testing your drinking water well is the best way to ensure it is free from contaminants.

The DEQ's Onsite Wastewater Program is promoting the SepticSmart Week to schools, businesses, and homeowners. Please join us in spreading the word and to download educational pamphlets, booklets, and more information visit www.michigan.gov/deqsepticmart or the USEPA's www.epa.gov/septic



MDEQ SUMMER EXTERNAL NEWSLETTER RELEASED

Featured full page **SepticSmart** article.

MICHIGAN DEPARTMENT OF NATURAL RESOURCES

- Morphed the message into a campground promotion
 - Related to RV Wastewater into septic systems.
- Linked to **SepticSmart** on state parks website.
- Information posted at every state campground.

Be wastewater smart!

Chemical-based tank deodorizers containing formaldehyde, metals or other harmful chemicals are a major cause for concern in wastewater disposal.

Harsh chemicals destroy beneficial microorganisms that break down sewage waste.

Formaldehyde is an EPA-recognized carcinogen.

Chemical presence in wastewater can cause soil and groundwater contamination, septic system failures and threaten nearby surface waters and water supply wells.

Restoration of contaminated soils and water is expensive and time consuming.

If a septic system fails, we may be forced to close the sanitation station until the problem can be corrected.

To prevent future problems, please read what you can do to help us control the hazardous chemicals entering our wastewater systems.

Campers, are your deodorizers safe?

Some holding tank deodorizers contain harmful chemicals that can threaten our resources.

Here's what you can do:

- Use restroom facilities in parks and rest stops (while traveling) as often as possible.
- Read labels carefully and use biodegradable (enzyme or citrus-based) tank deodorizers only.
- Follow deodorizer label directions and add only what is recommended.
- Empty holding tanks only when they are full to decrease the negative chemical effects on septic systems.
- Frequent cleaning and properly maintaining your black and grey tanks will help minimize odors.
- Tell other campers and boaters about using only biodegradable (enzyme or citrus-based) tank deodorizers.

No harsh chemicals ECO-friendly

More info at michigan.gov/stateparks

PARK HERE

michigan.gov/stateparks

FIRST MDEQ ENEWS RELEASE

Opened by 3,187 people



For Immediate Release: September 10, 2018

Contact:

Kristine Rendon, MDEQ Contact, rendonk@michigan.gov, 517-331-5086

Tiffany Brown, MDEQ Public Information Officer, BrownT22@michigan.gov, 517-284-6716

Governor Snyder declares September 17-21 SepticSmart Week

LANSING, Mich. Governor Rick Snyder has proclaimed September 17-21, 2018, as [SepticSmart Week](#) in Michigan. In addition to the state's proclamation, the United States Environmental Protection Agency (EPA) will kick off its sixth annual SepticSmart Week in conjunction with federal, state and local governments and private sector partners.

Simple tips for homeowners:

Protect It and Inspect It: Homeowners should generally have their system inspected every three years by a qualified professional or according to their state or local health department's recommendations. Tanks should be pumped when necessary, typically every three to five years.



LET'S KICK OFF SEPTICSMART WEEK!



Onsite Wastewater Program
"Let's Jump Start SepticSmart"

Bring this Coupon to the SepticSmart Brown Bag Lunch to redeem for a special treat.

Expires: 9/14/2018 @12:00

PROMOTING "BROWN BAG LUNCH" PRESENTATION FOR SepticSmart KICK OFF!

- Handed out Actual Brown Bags at every door to Constitution Hall in Lansing with **SepticSmart** handouts, Hersey kisses and tootsie rolls.
- Gaining interest for people to attend the presentation with a coupon for treats.
- Worked on reaching people who live on a septic system



SepticSmart BROWN BAG LUNCH PRESENTATION

- 1 hour presentation with 40 people participating.
- Fun, games, prizes, no-bake cookies and educating Septic owners on how to be **SepticSmart**.

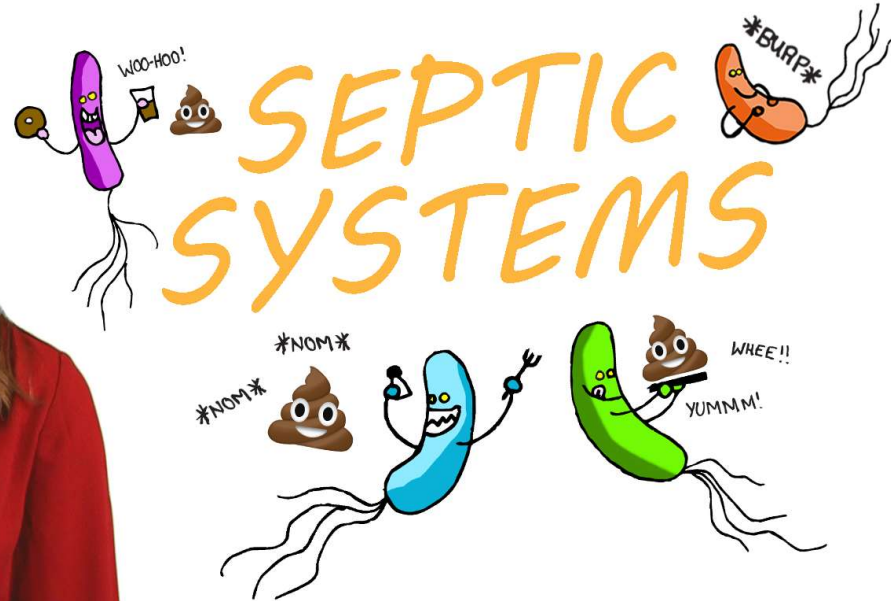
OFFICIALLY RELEASED ON YOUTUBE:

MDEQ Minute: Septic Systems

1,184 views by end of SepticSmart Week



The logo for 'mdeq minute' features a stopwatch icon to the left of the text 'mdeq' in a smaller font, with 'minute' in a large, bold, black font.



ADDITIONAL MDEQ NEWS RELEASE AND TWITTER POSTS

- eNews 2 opened by 2,216 people
- eNews with MDEQ Minute opened by 3,772 people
- 9 total Tweets during **SepticSmart** with 10,789 impressions.



For Immediate Release:
September 17, 2018

Staff contact:

Kristine Rendon, MDEQ contact, rendonk@michigan.gov, 517-331-5086
Tiffany Brown, MDEQ Public Information Officer, brownt22@michigan.gov, 517-284-6716

Help Michigan Celebrate SepticSmart Week

Governor Snyder declares September 17-21 SepticSmart Week

LANSING, Mich. Governor Rick Snyder has proclaimed September 17-21, 2018, as [SepticSmart Week](#) in Michigan. This initiative is a nationwide public education effort in conjunction with the U.S. Environmental Protection Agency (EPA), supported by state and local governments, the private sector and academia. This annual effort focuses on educating homeowners on proper care and maintenance of their septic systems.

MORPHED INTO SepticSmart OUTREACH ACROSS THE STATE

Homeowner Seminars

- Hosted by 4 County Health Departments

Links on Webpages

- 20 Health Departments
- 8 Associations
- 2 Septic Servicers
- MDEQ
- MDNR

Mass Emails

- DEQ- Gov Delivery: 6358 recipients
- MOWRA: 80 members
- MSTA: 200 members
- MACD: All County Agencies

Webinar

- MSU Extension hosted SepticSmart webinar

News Releases

- 30 different News Releases found:
 - In 21 counties
 - The State of Wisconsin (Wisconsin Ag. Commission)
 - USPress.News

Mass mailings

- 1 county sent out 200 post cards
- 1 county sent handouts to all realtors



MDEQ PARTICIPATED IN
SepticSmart WEEK!



PRESENTATION OUTREACH OPPORTUNITIES

- **Annual Education Conferences**
 - Michigan Environmental Health Association (300+ Regulators), Michigan Onsite Wastewater Conference (250+ Septage Haulers, Septic Installers, Regulators), Michigan Septic Tank Association (50+ Septage Haulers), Michigan Environmental Compliance Conference (200+ Industry Professionals), Michigan Conservation Association (75+ County Professionals), Michigan Inland Lakes Association (**+ Lakefront Owners)
- **Training Events**
 - 3 Separate County Contractor/Septic Installer Certification Classes (150+ total Contractors/Installers)
 - Soils Training Class (30+ New Local Health Department Professionals)
 - NOWRA Advanced Treatment Training with LHDs, DEQ, Engineers, and Industry Professionals. (30+)
- **Outreach Events**
 - Elementary School Events (300+ Students), Earth Day Celebration at the Capital (2000+ Students)
 - Kalamazoo County Homeowner Education Outreach Meeting (100+)
 - Capital Lawn Farmer's Market (100+)

MDEQ Onsite Wastewater Program reached 3600+ Michigan Residents from January-October 2018. County LHD Offices reached more!

MICHIGAN BECOMING MORE SEPTICSMART...

- Multiple Agencies and Businesses sharing the SepticSmart message
- Multiple News Releases still being issued related to Septic Systems
- Study just released on septic system illicit discharges in rivers



Making the move across the State to increase Education with Homeowners.



WHAT WE LEARNED...

- It takes time...!!!
- Start early to get things moving
- Looking back: We treated SepticSmart Week like a well planned wedding event, get those save the dates on the calendar and send out those invitations!
 - Promoted material and SepticSmart message heavily at beginning of year to:
 - Sit back and watch the magic happen with everyone excited for SepticSmart Week!
 - Last year there was 1 news release in Kalamazoo County
 - This year we increased by 3000%
- What's in store for this year?! We need your help!!!

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QUESTIONS?



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www.michigan.gov/deqonsitewastewater



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