

Everything  
Connects with



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## REACHING A WATER-WISE REALITY

Almost 49% of the lower 48 states in the US are experiencing drought, affecting more than 1/3 of the population.\*

Areas experiencing severe to exceptional drought continue to expand, especially in California, the Northern Rockies and Northern Plains. These conditions call for an expansion of **water conservation efforts** too.

Education outreach that leads to **water-wise behavior change** is key to these expanded efforts. NTC's proven, customizable **K-12 educational outreach programming** can expand water conservation efforts today to **realize a water-wise future** for tomorrow.

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## EDUCATIONAL ENGAGEMENT EXPERTS

NTC is an award-winning implementer of education outreach programs for utilities, municipals, and water districts and associations. We create **effective community outreach initiatives** that make an emotional connection with residential customers, employees and key stakeholders.

### Our communications platforms include:

- Live in-school performance events
- Interactive livestream engagements
- Digital and print supplemental educational materials
- Story-based graphic novels and chapter books
- On-demand video production
- Customizable and secure web-based delivery
- Classroom gamification strategies

## RESULTS THAT COUNT

Our **turnkey water-wise educational engagements** create a powerful impact that transforms the school community into water conservation influencers, establishing a ripple effect into residential homes and across whole communities. Our highly visible and scalable programs have consistently **demonstrated measurable ROI** for our water clients, especially in drought-prone districts. Through **social norming and behavior change science**, NTC programming effects real, measurable change at school, household and community levels.

## EMPLOYS INTERACTIVE LEARNING

Fun, interactive programming delivered through both in-school events and livestream digital platforms is foundational to NTC's successful educational outreach. We employ live actor-educators to engage students and inspire **active, sustainable behavior change**. In NTC water conservation programming, students are not talked at and told what to do. They are engaged to become **active participants** in educational offerings that encourage sustained adoption of **behaviors that make a long-term difference**.

Our drought-focused water-wise educational outreach supports students and educators with the following topics:

- What a drought is
- The uses and importance of water
- Ways to conserve water
- Ways water gets polluted



## TELLING YOUR WATER STORY

We **deliver priority messaging** with your water story at the center. Water is local. Water conservation messaging is local too. Crafting a program that tells where the water in your area comes from and what behavior changes will have the most **impact on your water supply** is at the center of NTC's water-wise programming. We partner with you to **tell your water story** to the audience you want to reach. We not only bring your **water conservation message** into your community, but we put it to work to create **effective water stewardship** now and into the future.

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*The National Theatre for Children (NTC) is a woman-owned, award-winning educational outreach provider that creates live events in schools, livestream performances, standards-aligned educational materials, teacher training, graphic novels and more to teach, entertain and inspire students, families and educators on behalf of organizations that want to make a difference in their communities.*

*Since 1978, we have formed connections and helped develop relationships between thousands of schools and corporations, nonprofits and governmental organizations. Our value is not just in the impact we create; our turnkey services also change the lives and trajectories of students, mobilize parents and entire families with beneficial messages, and cultivate community-wide goodwill for clients.*