

Stronger by sharing: Shared messaging for August 2020

National Water Quality Month

- Farms throughout the watershed have been taking action to improve water quality for the Bay. Learn more about how agriculture affects water. #WaterQualityMonth
- Wetlands play a crucial role in supporting water quality and wildlife. #WaterQualityMonth
- Without forest buffers, polluted runoff from farms and developed areas would flow directly into rivers and streams. Forest buffers are a waterway's last line of defense against pollution that washes off the land. #WaterQualityMonth
- Green infrastructure is a way of mimicking natural features to get benefits like better water quality, increased resilience to extreme weather and improved wildlife habitat. #WaterQualityMonth
- Rain gardens are a beautiful way to reduce runoff, provide habitat and protect water quality. #WaterQualityMonth
- Oysters are important for improving water quality, maintaining ecosystems and helping local economies. #WaterQualityMonth
- Track water quality throughout the Bay in real time with NOAA's interpretive buoy system. <https://buoybay.noaa.gov/>
- Supporting content:
 - Issues: Nutrients <https://www.chesapeakebay.net/issues/nutrients>
 - Issues: Sediment <https://www.chesapeakebay.net/issues/sediment>
 - Issues: Agriculture <https://www.chesapeakebay.net/issues/agriculture>
 - Issues: Wetlands <https://www.chesapeakebay.net/issues/wetlands>
 - Issues: Forest Buffers https://www.chesapeakebay.net/issues/forest_buffers
 - Issues: Oysters <https://www.chesapeakebay.net/issues/oysters>
 - Blog: Green Infrastructure https://www.chesapeakebay.net/news/blog/seeing_green_in_infrastructure
 - What else?
- Related hashtags: #WaterQualityMonth #CleanWater

August 9: International Day of the World's Indigenous People

- Theme: COVID-19 and Indigenous peoples' resilience
- The Baltimore American Indian Center is determined to keep the stories of the region's American Indians alive—and to show that those stories are still unfolding around us today.
https://www.chesapeakebay.net/news/blog/preserving_american_indian_cultures_through_stories
- Learn more about local history at the Smithsonian with the “Return to a Native Place: Algonquian Peoples of the Chesapeake” exhibit. Through photographs, maps and interactive displays, the exhibit provides an overview of the history of the Nanticoke, Powhatan and Piscataway tribes from the 1600s to the present.
https://www.chesapeakebay.net/news/blog/hear_the_stories_and_experiences_of_people_from_across_the_chesapeake_at_th
- Supporting content:
 - United Nations page: <https://www.un.org/en/observances/indigenous-day>
 - Native Land site: <https://native-land.ca/>
 - Bay Program Blogs:
 - Other
 - **What else?**
- Related hashtags: #IndigenousDay #IndigenousPeoplesDay

Other shared messaging opportunities:

EPA 50th Anniversary Monthly Theme: Research for a Healthier Environment

National Water Quality Month

Catfish Month

August 1: National Mountain Climbing Day

August 2-8: National Farmers Market Week

August 4: Campfire Day

August 5: National Oyster Day

August 7: National Lighthouse Day

August 9: International Day of the World's Indigenous People; National Book Lovers Day

August 15: National Honeybee Appreciation Day

August 16: National Tell a Joke Day

August 19: World Photography Day
August 26: National Dog Day
August 31: National Eat Outside Day