

Stronger by Sharing: Shared messaging for September 2018

September 15-22: National Estuaries Week

- #DYK? The Chesapeake Bay is the largest estuary in the United States and the third largest in the world. #EstuariesWeek
- Estuaries like the Chesapeake Bay are unique ecosystems where fresh water and salt water mix. #EstuariesWeek
- Since most of the Bay's fresh water comes from the Susquehanna to the north and Potomac to the west, the eastern shore tends to be saltier than the western shore. #EstuariesWeek
- The population of coastal counties is growing three times faster than noncoastal counties. More people can lead to more development and more pollution entering estuaries. #EstuariesWeek
https://www.chesapeakebay.net/issues/population_growth
- Supporting content:
 - Restoring America's Estuaries [Social Media Toolkit](#)
 - Bay Program estuaries [page](#)
 - Bay Program blog on the effect of rainfall on estuaries will be posted September 20th.
 - Bay Program Blog: [Eight Reasons the Chesapeake Bay is an Exceptional Estuary](#)
 - NWF [page](#) on estuaries and the threat from climate change
 - NOAA [interactive estuary animation and pollution game](#)
 - NOAA habitat has just posted/tweeted about NOAA and science supporting oyster restoration
 - USGS will be creating a post about record freshwater flows
- Related hashtags:
 - #EstuariesWeek

September 17-23: Pollution Prevention Week

- It's pollution prevention week! Learn how to reduce your pollution and protect the Bay with these tips.
<https://www.chesapeakebay.net/action/howtotips>
- #DYK? 80 percent of the tidal #ChesBay is impaired by toxic pollution. Learn how you can reduce pollution to the Bay:
<https://www.chesapeakebay.net/state/pollution>

- Supporting content:
 - Bay Program [How-to's and tips](#)
 - Bay Program [Take Action page](#)
 - Bay Program State of the Chesapeake [Pollution page](#)
 - EPA pollution prevention [tips](#)
 - PA DEP did a be stormwater smart campaign last September, includes some tips on reducing pollution through stormwater
 - PA DEP and PennDOT will be announcing in Sept. the launch of a littering behavior and attitudes study
- Related hashtags:
 - #p2week #PreventPollution #PollutionPrevention #GreenTips #BayTips

September 22: National Public Lands Day

- This Saturday is the 25th annual National Public Lands Day! #FindYourChesapeake at a public access spot near you. #NPLD <https://www.chesapeakebay.net/action/visit>
- National Public Lands Day is the nation's largest single-day volunteer event! Will you be getting involved? #NPLD <https://www.nps.gov/subjects/npscelebrates/public-lands-day.htm>
- On National Public Lands Day, National Park sites all offer free admission! What's your favorite park in the #ChesBay watershed? #NPLD
- Supporting content:
 - National Environmental Education Foundation [page](#)
 - Bay Program [Visit the Chesapeake page](#)
 - NPS Find Your Chesapeake [site](#)
 - Bay Program [blog](#): National Park sites you've never heard of
 - State parks? VA State Parks will have free parking
 - Water trail [maps and guides](#) from the Parks Service: fun twist to include public waters as well as public lands
- Related hashtags:
 - #NPLD #FindYourPark #FindYourChesapeake #OptOutside #GetOutside

September 15: International Coastal Cleanup Day

September 19: World Water Quality Monitoring Day