1. **Practice graphics & short description**

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**Watershed planning: Farmers, stakeholders, and experts collaborate to create watershed plans. This helps communities identify and understand specific actions that could result in improved water quality.**

1. **Short article**

**Advancing Watershed Goals**

Watershed plans provide an opportunity for farmers and other stakeholders to link local needs and goals with the statewide Iowa Nutrient Reduction Strategy (INRS). This includes the following steps:

* Assess current levels of practice implementation
* Develop goals
* Identify priority implementation locations
* Estimate the resources needed
* Develop an outreach plan

Watershed plans enable stakeholders the flexibility to install the precise practices that will be effective and fit the landscape of the local watershed.

***(Insert local expert quote) Example:*** *“In the* ***(name of watershed)****, we have worked with various stakeholders to develop a roadmap of practices that are custom fit to improve water quality in this area,” says* ***(insert name of expert)****.*

1. **Long article – technical**

Iowa’s landscape is made up of about 1,600 watersheds that span about 22,000 acres apiece. It’s in these individual watersheds that progress is being made toward keeping nutrients on the land and out of water. Acting as one community, we can all make a difference in our local watershed.

Each watershed possesses unique characteristics. The (*insert name of your local watershed)* watershed has the following characteristics: *(insert unique characteristics)*

When developing watershed plans for the future, a number of steps are taken with a broad set of stakeholders to define the existing conditions, identify challenges and opportunities, and to chart a path forward. It includes linking local needs and goals with the statewide Iowa Nutrient Reduction Strategy (NRS). Steps include the following:

* Assessing current levels of practice implementation
* Developing goals
* Identifying priority implementation locations
* Estimating the resources needed
* Developing an outreach plan

A watershed plan integrates agricultural goals and site suitability using quantitative, qualitative, and spatial data. This approach includes local participation and leadership input and discussion of common goals that will drive success.

***(Insert expert quote)*** *Example: “As active stakeholders in watershed planning, we have the flexibility to target the precise practices that will perform and have the most benefit for our local landscape,” says* ***(insert name, title)*** *“Furthermore, as watershed plans are developed and executed, data will drive decision making for the future.”*

There are a number of urban and rural conservation practices that have the potential to be effective to improve water quality within a watershed. On the urban side, rain gardens, bioretention cells, permeable pavers all require good designing and planning to be effective.

Iowa’s water quality improvement strategy also outlines several rural practices that can be effective, recognizing the variability that exists in the weather, geographical landscape, and soil types. Farmers can plant cover crops, install bioreactors and terraces, construct a wetland, and practice no-till or strip-till, nutrient management and/or extended crop rotations.

1. **Social Media Posts**

**TWITTER**

**#FarmersTakeAction Iowa farmers are taking active measures to implement key practices that fit local watersheds to improve #waterquality! *(add watershed icon)***

**Across Iowa, urban and rural partners are busy building & implementing watershed plans #ONEWaterIowa *(add watershed icon)***

**#WatershedWednesday Communities with shared, local watershed plans make the difference**

Watershed planning is an important component to improving [#waterquality](https://twitter.com/hashtag/waterquality?src=hash). *(insert watershed icon)*

**FACEBOOK POST**

**It’s #WatershedWednesday! Watershed plans directly involve the community to have an active voice in the environment for the future. Communities with shared, local watershed plans make the difference. Will you be the next to get involved?**

**Across Iowa, urban and rural partners are implementing watershed plans to educate and unite all Iowa residents around water quality in a ONE Water approach. Visit the IAWA website to learn more.**