



Saving Water is More Than Just a Trend!

How Can You Encourage Water Conservation at School?

2022 High School Video Contest

Last year, the viral Devious Licks Challenge took TikTok and social media by storm, encouraging students to film and post acts of vandalism, pranks, and sometimes theft from public school bathrooms across north America, resulting in numerous broken toilets, damaged faucets, gushing water pipes, and a lot of water wasted. What may have seemed like harmless fun wreaked havoc and led to serious consequences for many students. But what if there was a better way to bring attention to your school's bathroom? What if you could kick off a creative and positive viral trend to make your school bathrooms better?

We know that water keeps metro Atlanta going, whether it is the people, the economy, or the natural environment. Since the creation of the Metro Water District twenty years ago, the region has grown by more than 1.3 million people. During the same time, per capita water use has dropped by more than 30%, thanks in part, to water conservation efforts of metro area residents, utilities, schools, and businesses. That is why individual action on water conservation is so important—every drop truly counts and it all adds up!

2022 High School Video Contest Topic

Many of us implement water conservation efforts at home all the time: we turn the tap off when we brush our teeth, we take short showers, or even repair leaky fixtures as quickly as possible. There are a lot of opportunities to save water at school, in different ways than at home. According to the Environmental Protection Agency (EPA), 45% of water in schools is used in restrooms, more than any other single use of water at school.

Think about all the ways water is used at your school. How can you encourage your peers and teachers to conserve water? How can you encourage administrators to enact plans or policies to use less water? This year, create a video of a positive trend or campaign aimed at conserving water at school. Create a video that kickstarts a water conservation or water education movement.

What else do you need to know while creating your videos?

While there is unlimited creative potential in the video you produce, you should use reputable sources and good data to back up your ideas. Below, the Metro Water District has provided some resources for you to use. You may also consider speaking with a representative from your local water utility or your school's facilities management team for professional insight into water use at schools.

Resources

- » Metropolitan North Georgia Water Planning District: www.northgeorgiawater.org
- » My Drop Counts: www.mydropcounts.org
- » U.S. EPA *Saving Water in Educational Facilities*
- » U.S. EPA *Water Conservation Tips for Schools*
- » U.S. EPA WaterSense *10 Minute Challenge*