



PLAN

1. Describe the Problem

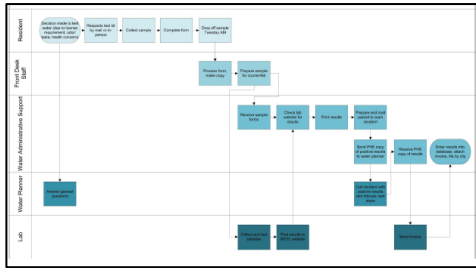
Private well water users should test their water annually for nitrates and coliform bacteria. Testing numbers have been stagnant relative to the 10,000 wells in the county.

2. Define the AIM

From September 2013 to September 2014, increase participation in the County's water testing program by 100% (from 191 to 382).

3. Identify Baseline Data

Baseline data includes the annual number of water tests over the last 5 years and the number of water tests from targeted cities over the last 5 years. Root cause analysis and process map of program both created.



4. List Potential Improvement Strategies

- If the program is more visible then the number of tests will increase.
- If additional drop off days are offered then the number of tests will increase.
- If reminders are incorporated into the process then the number of tests will increase.

5. Select Improvement Strategy

Target one community with a lot of private wells:

- Send a postcard mailing advertising the program.

- Send county-wide press release.
- Track kit requests and testing numbers during promotion.

6. Develop Process & Outcome Measures

- # of tests in 2013
- # of tests in targeted community in 2013
- % of those who request a kit that test their water
- # of reminder requests
- % of those who request reminders that test their water
- Neutral printing/ mailing cost

DO

7. Test Improvement Strategy

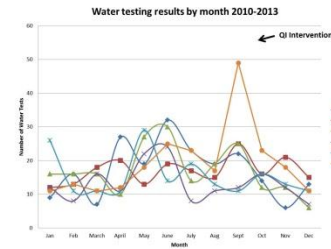
- Modify testing form to include reminder option.
- Select 'target' community (City of Grant), notify their staff and council
- Create postcard mailing
- Create news release/outreach
- Track kit requests during September 2013
- Calculate budget, and number of tests needed to break even

STUDY

8. Study the Results

Testing numbers in September 2013 increased substantially relative to any other month in the last 5 years, with 47 tests processed. The overall number of tests in 2013 was 231, a 21 % increase over the average for 2008-2012 of 191.

In order to be cost neutral on printing and mailing, we needed to process at least 30 extra water test kits. We met that goal, as 45 extra tests were process in September-October, compared with the previous year.



ACT

9. Adopt, Adapt or Abandon

Adopt: Targeted mailing 2x/year with an additional drop-off day during a promotional week will be adopted into practice. This will align with the timing of a press release. Targeted communities will be identified and managed on a rotating schedule.

10. Describe Lessons Learned

People are generally not concerned about testing. 1800 postcards sent to Grant residents – only 66 request kits came in from postcards. It did generate some interest, and is still worthwhile since its cost neutral with a certain number of tests going through. The AIM is ambitious, and we did not put clear dates on it, but instead said “within a 12 month period.” WHAT 12 month period was not indicated.

11. Identify on-going Measures

- # of tests requested during promotion period
- # of tests
- Target # of water tests per year
- ≥5% of targeted area residents request a testing kit within 30 days of promotion

