



IDEAS FOR

PROMOTING MUNICIPAL WATER

Drinking water from the local water supply is the healthiest and most environmentally friendly way to hydrate. Promoting its consumption by making it accessible, visible and attractive is a positive action for health, quality of life and the environment.

Create a tap-water-friendly standard

In order for municipal water to become the primary drink on a daily basis and the first reflex when we get thirsty, it must be easily available and visible.

The quality of municipal water is sometimes underestimated. Some people prefer commercially bottled

water, which they believe to be better quality, especially because of its advertising. By better informing people, this barrier can be reduced.

At the same time, sugary drinks are everywhere. Their great accessibility and their marketing overshadow the best way to hydrate: water. Promoting water consumption is one way to put the brakes on overconsumption of sugary drinks.

It is time to further promote water from the municipal water supply: a healthy, valuable resource that is the fruit of municipalities' efforts.





Make them easy to find

When water fountains are located in places that lack visibility, we can use markers to guide residents. We can use:

- arrows;*
- footprints or water droplets on the ground or along walls;
- banners;
- cards or posters indicating nearby sources of free water;
- other.

Enhance fountains

Water from the municipal water supply can be made more attractive in many ways.

Ensuring maintenance and regular cleaning of the fountains is important.

Fountains can also be decorated with:

- Murals;
- Stickers;
- Posters;*
- Artwork;
- Crafts or bright colours;
- Awards earned for water quality (e.g., from PEXEP [program of excellence in drinking water]).

If desired, schools, municipal camps or local organizations could be approached to decorate and highlight the fountains.



Celebrate your water

Canada Water Week (3rd week of March), **World Water Day** (March 22) and **Water Month** (June) are opportunities to celebrate this resource. These opportunities can be used to remind residents of the quality and importance of municipal water, inform them of the free sources of water available in the municipality and promote municipal action in this area.

*Printable promotional posters and arrows can be downloaded free of charge on the thirstyforhealth.ca/city site.

For more information, visit thirstyforhealth.ca. Contact us: info@collectifvital.ca | 514 598-8058