

Grant Summary to River Network & Miller Coors

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Grant

Funding was provided to support the "Mercury Minded" program, part of Ogeechee-Canoochee Riverkeeper's keystone initiatives, Clean Communities and Healthy Waters.

Funding was provided to support the "Mercury Messaging Campaign" Phases I & II. This focused issue campaign implements a strategic mercury messaging campaign to aid in the effort to stop new coal plants in Georgia. Target audiences have been engaged in the effort to prevent mercury pollution and support energy conservation and alternative energy development as an alternative to new coal plants.

Results To Date

- Developed an online pledge to reduce pollution through energy conservation
- Developed a webpage for energy alternatives and energy saving tips
- Involved the sport fishing, landowners and educator in the OCRK 2009 Mercury Fish Collection
- Distributed mercury fish collection results to fisherman and women
- Educating the public through presentations at local civic organizations, schools, public events and on our website
- Attended meetings on Plant Washington in efforts to stop mercury contamination in the Ogeechee River Basin
- Distributing mercury guide to over 1,000 anglers, landowners, hunters, and Ogeechee River advocates
- Connecting and building relationships with key decision makers in the community
- Presented over 10 community educational programs on the dangerous of mercury contamination and the threats of new coal plants to the health of our families
- Educating all members of the community including those that use the Ogeechee River
- Involving the sport fishing community in efforts to **stop** mercury contamination and **start** promoting clean, renewable energy
- Increasing more mercury minded membership in the organization
- Assisting Georgians for Smart Energy, FACE and other organizations in opposing the building of a coal-fired plant outside of Sandersville
- Managed and maintained Georgian's for Smart Energy website
- Provided critical and timely information to GSE partners on the possibility of a new proposed coal plant in Ben Hill County on the Ocmulgee River
- Conducted pre-collection surveys of all volunteer anglers. Data indicated that most of the volunteer anglers very few meals from the rivers, and were well aware of the existing

mercury guidelines. However, of the 41 volunteers involved in the fish collection, 22% were unaware of the recommendation to limit the amount of fish from the rivers and nearly half of the anglers incorrectly believed that mercury could be removed from the fish through proper cleaning or through different cooking methods.

Chandra Brown
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