



WA NI SKA TAN

AN ALLIANCE OF HYDRO IMPACTED COMMUNITIES

World Water Day Toolkit

#Protect Water
#Dammed Up
#Water For All
#WorldWaterDay2020
#InternationalDayOfAction

Prepared by: Bobbie Mang'eli
Designed by: Sadie-Phoenix Lavoie

Wa Ni Ska Tan: An Alliance of Hydro
Impacted Communities

Theme: Protect Water

Water connects us all on planet Earth through nutrition, recreation and tradition. We are calling on communities across Canada and the World to host events on Sunday, March 22nd for World Water Day to bring awareness of hydroelectric development's impact on water systems and our collective power to protect water for all.

Canada is fortunate to have so many amazing rivers and lakes, it is home to about 20 percent of the planet's freshwater resources. Manitoba is also home to a hydropower system that produces electricity at high social and environmental costs that include dying lakes, polluted waterways, contaminated fish, and eroded shorelines by unnatural water level fluctuations.

What does water for all mean to you and your community?

Through a federal day of action, your community can show the rest of Canada, and the world your unique perspective about some or all of the following:

- What does water truly mean to you?
- Why should water be protected?
- What can you and your community do to protect water?
- How has hydro development changed your relationship with water?

Here are resources and useful tips to organize your action!

What you'll find in this guide:

- Steps to Host a Panel Talk
- Steps to Host a Rally
- Media Tools
- Media Release Template
- Sample Talking Points and Questions
- Event Poster for Printing and Sharing

Steps to Host a Panel Talk

Get a few friends together to help make it happen. If you're part of a local environmental, climate or Indigenous solidarity group, awesome! If not, that's great too. You don't need a lot of people to carry out this action.

Decide on your preferred location for the panel talk. You can choose any public space where you and your friends feel comfortable meeting. If you are looking for a high impact location, one option may be your Community Hall or Social Centre. local Manitoba Hydro office or MLA's office. Search for your local Manitoba Hydro Office by [clicking here](#). Find your MLA by [clicking here](#).

Invite Panel Speakers. Consider who you would like to have speak on various water issues. This could be someone who is involved directly in protecting the water day to day, an influential person in the community or someone who is in leadership. There should be at least three people with diverse opinions on the panel. Send them an [invitation letter](#)

Choose a time. All the actions will happen on the same day - Sunday, March 22nd - but you need to choose your start time! Consider what makes most sense for the people coming to your action: in the morning, at lunch, or at the end of the day. Also consider what time your action will make the most impact at your preferred location. Panel talks will typically take 2 hours once at chosen location.

Steps to Host a Panel Talk Continued...

Register your action. These actions are being supported by the Manitoba Energy Justice Coalition and Wa Ni Ska Tan, so we will have some staff support available for inquiries, recruitment and additional contacts. To do that though, we need to know when and where your event is happening. Register your action here or send us an email to confirm your participation at worldwaterday@hydroimpacted.ca

- Someone from our organizations will follow up with you after you register your event to find out what supports you need and help you leading up to the big day!

Make a Facebook event and promote it! If you'd like to reach out to friends, family, colleagues and people in your area directly, it can be a good idea to create a Facebook event. Use this title for your event: "[Community Name] International Day of Action #WaterForAll", and email us your event page so we can help spread the word! When posting about your event use the hashtags #ProtectWater #WaterForAll #DammedUp and #WorldWaterDay2020.

- Don't know how to make a Facebook event or need help? Email us at worldwaterday@hydroimpacted.ca and we can do it for you.

Steps to Host a Panel Talk Continued...

Prepare your materials for the big day! Here's what you will need:

- A set of questions to ask the speakers. These questions are specific to the issues affecting your community.
- Choose questions that reflect all age groups and social standings of members of the community.
- **When:**
 - Choose a day to come together as a planning group to discuss issues surrounding Water For All in your community. This brainstorming session should be an informal discussion gearing towards the main panel talk. Have the panel speakers in mind.
 - Write down all the questions as you discuss. Group the questions into themes. Take out any repeated questions. Merge questions with similar themes. At the end of this process you should have 7 questions.
 - Remember to be respectful to everyone's ideas during the discussion and narrowing down process.
 - We suggest you have this discussion either Friday, March 20th before the panel talk. But feel free to choose any day that works for you and the majority of the group.
- A few large poster papers and markers.
- Choose images, symbols and signs that show what #ProtectWater means to you or print some signs to get your message across. We have developed a logo for this event that you can use. See bottom of this toolkit for a link to the design.
- If you live close to a local stream/river/waterway that has been impacted, you can collect water for your action and include that in your panel talk, and/or deliver it to local hydro office or government office.

Steps to Host a Panel Talk Continued...

- **When:**
 - Choose a day to come together as a group and make signs for your panel talk. This type of event is typically called an artbuild and should be done within a week of the panel talk, if possible. We suggest you have an artbuild either Sunday, March 15th or Friday, March 20th before the panel talk. But feel free to choose any day that works for you and the majority of the group.
- **Where:**
 - Choose a friend's home or common space that you can meet and make art. Consider this a chance to get to know your team further. Include music and snacks and have fun!

Get your action team in roles! Remember, you don't need a lot of people to carry out this action - you can do it with even 3-4 people! Here are some examples of roles you might want people to play (a person can have more than one role if that makes sense for your panel talk). The key is to delegate!

- **Spokesperson (Media and Public):** One or two people who are the primary contacts for the media and general public that come out to your action. They should be ready to explain what you're doing, why you're here and articulate your concerns about how water should be respected.
- **Moderator:** One or two people responsible for moderating the panel discussion . See more on step by step [moderation](#).
- **Speakers:** Invite a couple people to speak and have a conversation with the people participating. Encourage Elders and youth to speak at your event. You might want to choose a speaker to deliver the water sample and/or letter and say a few words to the representative at your government office or local Hydro office.

Steps to Host a Panel Talk Continued...

- **Social Media:** Someone responsible for managing your Facebook event page and if possible posting a live feed to social media at the action. Make sure to have a cell phone with venue wifi or data or be sure to post pictures and video clips afterwards when you get home. #ProtectWater #WaterForAll #DammedUp #WorldWaterDay2020 and #Waniskatan.
 - Don't have social media? That's ok, send your photos to worldwaterday@hydroimpacted.ca and we'll post them for you!
- **Photographer:** Someone who is responsible for taking photos at your action and putting them online and sending them to worldwaterday@hydroimpacted.ca. All they need is a phone. We will make a big collage of all the pictures from all the events across the world.
- **Materials Coordinator:** Someone who makes sure to bring all the necessary materials and hands them out at the action.
- **Other Roles:** We just listed some of the key roles that might be needed at your event, there might be different ones that you identify depending on the location or size of your crowd (e.g. Safety point person, sound crew, snacks team etc.). Feel free to make whatever roles you need.

Send a media release:

- We have a media release template you can use and adapt for your action. Email or fax your media release the day before or 7am morning of Sunday, March 22nd to local newspapers and radio stations in your area.
- Please let us know what community you are from, we will get you community-specific contacts. Please email worldwaterday@hydroimpacted.ca. You will also find a link at the end of this toolkit to a directory to find a local radio, newspaper and media contacts that you can choose to contact.

Steps to Host a Panel Talk Continued...

Remind people of your action! The best way to ensure people come out is to remind them the day before by phone or text or email can work too. Give them a quick call or send them a message to make sure they're still coming and have all the info they need to meet up with you. Also make sure to include posts on social media leading up to the big day!

Panel Talk on March 22nd! Have fun, and make sure to **take a group photo** with the signs, artwork, and other materials you brought along. Here's a quick rundown of the steps for your panel talk. These are only guidelines, so feel free to adapt to your action! More ideas for your event can be [found here](#):

- Step 1: Gather at your chosen location.
- Step 2: Spokesperson to talk to the media if they are there.
- Step 3: Carry out a ceremony if you choose to.
- Step 4: Carry out the panel talks. See more on [moderation skills](#)
- Step 5: The group could chant or sing a song or two!
- Step 6: Take a group photo.
- Step 7: Thank all participants.

Report back. Send us your best photos! Email them to worldwaterday@hydroimpacted.ca. We'll be gathering them all into a shared online album and sharing on social media. We'll also be following the hashtags [#ProtectWater](#) [#WaterForAll](#) [#DammedUp](#) [#WorldWaterDay2020](#) and [#Waniskatan](#). Make sure to post your photos on social media with these hashtags, so we can share them.

Steps to Host a Rally

Get a few friends together to help make it happen. If you're part of a local environmental, climate or Indigenous solidarity group, awesome! If not, that's great too. You don't need a lot of people to carry out this action.

Decide on your preferred location the rally. You can choose any public space where you and your friends feel comfortable meeting. If you are looking for a high impact location, one option may be your local Hydro office or government office.

Choose a time. All the actions will happen on the same day - Friday, March 22nd - but you need to choose your start time! Consider what makes most sense for the people coming to your action: in the morning just before work and school, at lunch, or at the end of the day. Also consider what time your action will make the most impact at your preferred location. Rallies will typically take 30-50 minutes once at chosen location. Hydro Offices are typically open between 8:00 AM and 6:00 PM, Monday to Friday. Government office hours may vary. Check online or phone to find out hours of operation.

Register your action. These actions are being supported by the Manitoba Energy Justice Coalition and Wa Ni Ska Tan, so we will have some staff support available for inquiries, recruitment and additional contacts. To do that though, we need to know when and where your event is happening. Register your action here or send us an email to confirm your participation at worldwaterday@hydroimpacted.ca.

- Someone from our organizations will follow up with you after you register your event to find out what supports you need and help you leading up to the big day!

Steps to Host a Rally Continued...

Make a Facebook event and promote it! If you'd like to reach out to friends, family, colleagues and people in your area directly, it can be a good idea to create a Facebook event. Use this title for your event: "[Community Name] International Day of Action #ProtectWater", and email us your event page so we can help spread the word! When posting about your event use the hashtags #ProtectWater #WaterForAll #DammedUp #WorldWaterDay2020 and #Waniskatan.

- Don't know how to make a Facebook event or need help? Email us at worldwaterday@hydroimpacted.ca and we can do it for you.

Prepare your materials for the big day! Here's what you will need:

- A few large poster papers and markers.
- Choose images, symbols and signs that show what #ProtectWater #WaterForAll means to you or print some signs to get your message across. We have developed a logo for this event that you can use. See bottom of this toolkit for a link to the design.
- If you live close to a local stream/river/waterway that has been impacted, you can collect water for your action and include that in your rally. If you decide to deliver the water to your local Hydro Office or Government Representative, you may also include a handwritten note from your community to be left with a water sample.
- When:
 - Choose a day to come together as a group and make signs for your rally. This type of event is typically called an artbuild and should be done within a week of the rally, if possible. We suggest you have an artbuild either Friday, March 15th or Wednesday, March 20th before the rally. But feel free to choose any day that works for you and majority of the group.

Steps to Host a Rally Continued...

- Where:
 - Chose a friend's home or common space that you can meet and make art. Consider this a chance to get to know your team further. Include music and snacks and have fun!

Get your action team in roles! Remember, you don't need a lot of people to carry out this action - you can do it with even 3-4 people! Here are some examples of roles you might want people to play (a person can have more than one role if that makes sense for your panel talk). The key is to delegate!

- **Spokesperson (Media and Public):** One or two people who are the primary contacts for the media and general public that come out to your action. They should be ready to explain what you're doing, why you're here and articulate your concerns about how water should be respected.
- **Moderator:** One or two people responsible for moderating the panel discussion . See more on step by step moderation.
- **Speakers:** Invite a couple people to speak and have a conversation with the people participating. Encourage Elders and youth to speak at your event. You might want to choose a speaker to deliver the water sample and/or letter and say a few words to the representative at your government office or local Hydro office.
- **Social Media:** Someone responsible for managing your Facebook event page and if possible posting a live feed to social media at the action. Make sure to have a cell phone with venue wifi or data or be sure to post pictures and video clips afterwards when you get home. #ProtectWater #WaterForAll #DammedUp #WorldWaterDay2020 and #Waniskatan. Don't have social media? That's ok, send your photos to worldwaterday@hydroimpacted.ca and we'll post them for you!

Steps to Host a Rally Continued...

- **Photographer:** Someone who is responsible for taking photos at your action and putting them online and sending them to worldwaterday@hydroimpacted.ca. All they need is a phone. We will make a big collage of all the pictures from all the events across Mother Earth.
- **Materials Coordinator:** Someone who makes sure to bring all the necessary materials and hands them out at the action.
- **Other Roles:** We just listed some of the key roles that might be needed at your event, there might be different ones that you identify depending on the location or size of your crowd (e.g. Safety point person, sound crew, snacks team etc.). Feel free to make whatever roles you need.

Remind people of your action! The best way to ensure people come out is to remind them the day before by phone or text or email can work too. Give them a quick call or send them a message to make sure they're still coming and have all the info they need to meet up with you. Also make sure to include posts on social media leading up to the big day!

Rally on March 22nd! Have fun, and make sure to **take a group photo** with the signs, artwork, and other materials you brought along. Here's a quick rundown of the steps for your panel talk. These are only guidelines, so feel free to adapt to your action! More ideas for your event can be [found here](#):

- **Step 1:** Gather at your chosen location.
- **Step 2:** Spokesperson to talk to media if they are there.
- **Step 3:** Speakers give short speeches about Respect for Water and why you have gathered. Or the group could chant or sing a song or two!
- **Step 4:** Take a group photo.
- **Step 5:** Thank all participants.

Steps to Host a Rally Continued...

Report back. Send us your best photos! Email them to worldwaterday@hydroimpacted.ca. We'll be gathering them all into a shared online album and sharing on social media. We'll also be following the hashtags [#ProtectWater](#) [#WaterForAll](#) [#DammedUp](#) [#WorldWaterDay2020](#) and [#Waniskatan](#). Make sure to post your photos on social media with these hashtags, so we can share them.

Debrief! Gather everyone who planned the action together a day or two after the rally to celebrate a successful World Water Day. Talk about what worked, what you would do differently next time, and how to keep organizing for different issues in your community. Sometimes it is also nice to gather right after the event.

Questions? If you have questions, get in touch!
worldwaterday@hydroimpacted.ca

Media Tools

Instructions for your Media Release:

- **Use the links below to research your local media outlets and prepare a short statement about your panel talk by sending them an email, and following up with a phone call about your action.**

Media Contacts:

Find media and radio in Manitoba

Radio: [Manitoba Radio Directory](#)

<https://www.canadianradiodirectory.com/manitoba/>

Print and News Media: [Newspapers and News Media](#)

<http://www.abyznewslinks.com/canadmb.htm>

Draft your media release using the template provided below. Make sure to include details such as the date and time of the panel talk, the location, and why you are holding the panel talk. Also include a contact name and cell phone number so they can get in touch with your group. This contact person should also be at the panel talk to speak with the media in person.

For print media (magazines, newspapers), check the website banner for a list of section or interest editors. Make sure your news release is going to the editors who are going to be most interested. In this case, this probably means city/local news. If you are unsure who to contact, ask us, we can help.

Media Tools Continued...

On Friday March 20th (Morning) send your media contacts an email with the media release. Put the important details of the media release in the body of the email to save time for media staff.

On Sunday March 22nd (Morning) send the media release again (their inboxes get flooded, so good to put it back at the top!) and follow up with a phone call, if possible.

- Keep your follow-up brief and polite: "I just wanted to check if you received the media release I sent about our panel talk at [location of event] on Sunday March 22nd at [start time]."

Even if you do not send out a Media Release, the media may still come to your event as we are doing a national and international outreach strategy that might catch the attention of your local media.

Templates and Talking Points

Media Release Template:

https://docs.google.com/document/d/1loXnRH7W0ckb_pC-qZeuBImapx3dHSFvGT5exAwDU0g/edit?usp=sharing

Talking Points

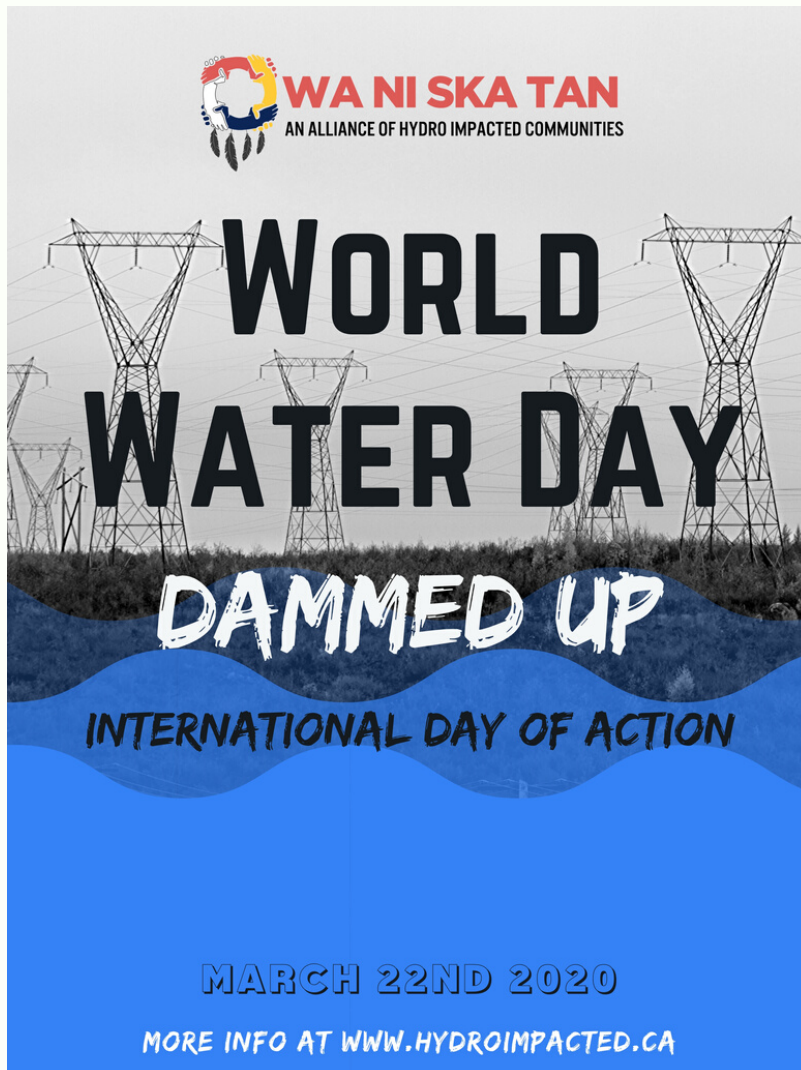
https://docs.google.com/document/d/17GzKZQeXyhwb7oPEZjM_aXZQzC2IIfTR-sdMVkkx7U/edit?usp=sharing

Ideas for Other Actions

Action Ideas

<https://docs.google.com/document/d/19PEKmGoTYefOVpscejUYG0MpQeAbVtpEEeAXd-P6SrQ/edit?usp=sharing>

Event Poster to Customize



DOWNLOAD POSTER
[HERE](#)

https://drive.google.com/file/d/1LVg9wjeXa6uaf-a_4i2w-E9t3KYQx4v-/view?usp=sharing