

The Clean Water Campaign

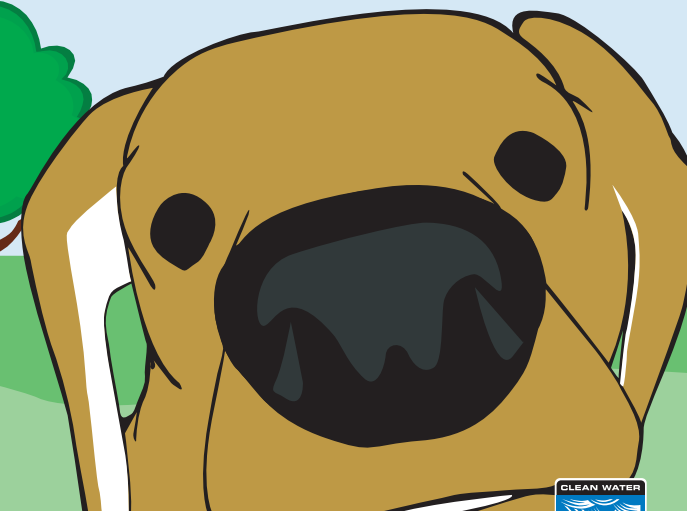
The Clean Water Campaign is a collaborative public education initiative that brings together local, state and federal government agencies, environmental and community groups and corporate partners, all sharing the common vision of protecting water quality in metro Atlanta by reducing stormwater pollution.

We all depend on rivers, lakes and streams for our drinking water supply, recreation and our quality of life. Just as each of us contributes to stormwater pollution by our actions, each of us can act to reduce the problem. This brochure is one of a series designed to promote awareness of how you can be a part of the "solution to stormwater pollution."

Here's The Scoop... Pick Up After Your Pet

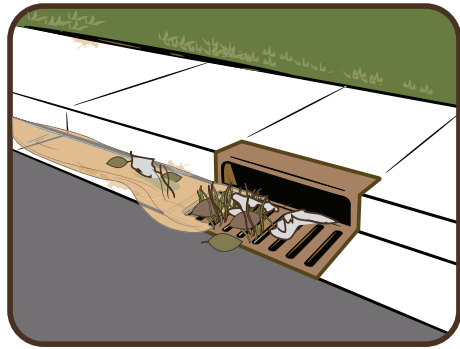


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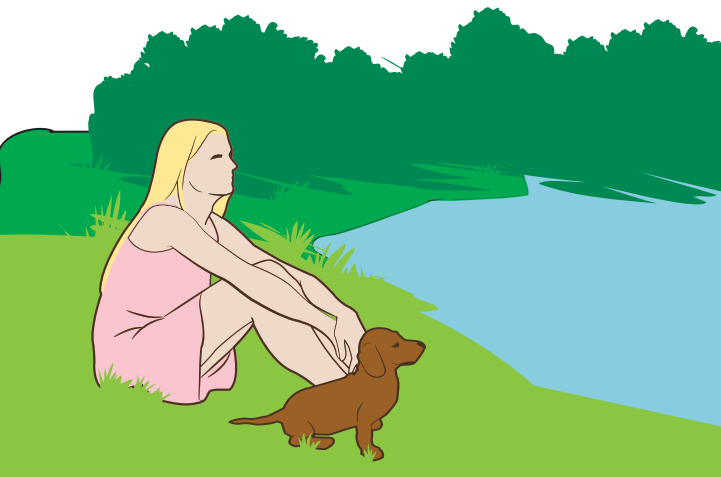




Stormwater Pollution

Every time it rains, water runs off rooftops, lawns, driveways, parking lots and streets picking up pollutants and debris along the way. Eventually, "stormwater" flows into rivers, lakes or streams, carrying pollution with it. This damages the water for both aquatic life and human use.

Stormwater pollution is one of the biggest problems facing the water resources of metropolitan north Georgia. In fact, the majority of water quality violations in the region are due to polluted stormwater runoff.



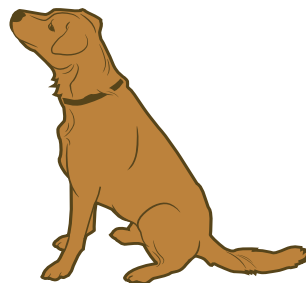
The Problem

- ◆ Pet waste left on sidewalks, streets, yards or other open areas can be washed away and carried by rainwater into storm drains and drainage ditches which flow to nearby rivers, lakes and streams.
- ◆ A single gram of pet waste contains an average of 23 million fecal coliform bacteria, some of which can cause disease in humans.
- ◆ Waters that contain high levels of bacteria are unfit for human contact.
- ◆ As animal waste decays, it uses up dissolved oxygen that fish and aquatic life need.
- ◆ Pet waste contains nutrients that can cause excessive algae growth in a river or lake, upsetting the natural balance.

Did You Know?

As of 2002, there are over 60 million pet dogs in the United States.* That's 63 billion pounds of poop a year!

It would take a scoop of 300 feet wide and 800 feet deep to dispose of all of that poop!



*Source: 2002 U.S. Pet Ownership and Demographics Source book by the American Veterinarian Medical Association.

The Solution

Picking up after your pet keeps waste out of nearby storm drains, drainage ditches, streams and lakes. It helps keep waters healthy for recreation. It protects human health and the plants and animals that depend on clean water.

Doing the right thing is easy. Whenever you walk your dog or take him outside in your yard, you can easily do the right thing. Simply scoop the poop or use a plastic bag and dispose of it in a garbage can.

It only takes a minute, and you'll have the satisfaction of knowing that you're being a good neighbor and protecting nearby waters.

