

## What is a WaterShed?



A watershed is an area of land that drains to a particular waterbody. Water travels from the high points of a watershed ~ such as hills and mountains ~ to low points in the watershed ~ such as lakes ~ and ultimately to the ocean.

*Map courtesy of New Jersey Department of Environmental Protection*

- ↔ Everyone lives in a watershed; NJ has 20 watershed management areas (see map above).
- ↔ All watersheds will eventually drain to an ocean; it may take 5 days or 5 years.
- ↔ Paved surfaces prevent the natural flow and infiltration of water into the ground and force rainwater and the pollution it transports to flow into the nearest water body.

## What is "Pointless" Pollution?

Non-point source pollution, also known as "Pointless Pollution," comes from many scattered sources and cannot be traced to an exact location. As water travels through the watershed, across lawns, gardens, parking lots, roofs, and roadways it becomes polluted when it picks up everything in its way, such as:

- ↔ litter (candy wrappers, cigarette filters, water bottles, plastic bags, etc.)
- ↔ pet waste and motor oil
- ↔ lawn fertilizer and pesticides



*photo by Sarah Matye*

Water transports debris directly to the nearest waterway and ultimately to the ocean.

## Pollution affects EVERYONE



- ↔ **Littered beaches** tarnish the beauty of the majestic ocean.
- ↔ **Fish advisories** from contaminated water limit the seafood we can consume.

↔ **"No Swimming"** caused by polluted runoff, raw sewage leaks, and discharge prevent us from enjoying a clean ocean.

Our NJ/NY marine life depends on clean water...



- ↔ over **300** species of **fish**
- ↔ **5** species of **sea turtles**
- ↔ **350** species of **birds**
- ↔ **20** species of **whales, dolphins, and porpoises**
- ↔ **4** species of **seals**
- ↔ countless other creatures, such as **lobsters, crabs, and clams**
- ↔ **Important migratory route** for many fish, birds, and marine mammals



*photo by wikimedia*



*Our goal is to improve the degraded water quality of the waters off the New Jersey/New York coast.*

For more information about our education programs or materials, please contact:  
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For more information and additional ways to become involved please visit,  
[www.CleanOceanAction.org](http://www.CleanOceanAction.org)

*Clean Ocean Action is a 501(c)(3) tax exempt non-profit organization.*

## Clean Ocean Actions Education Programs & Materials



Be the Solution...  
to Ocean Pollution



*Photos courtesy of Asbury Park Press*

## PRESENTATIONS



This photo highlights the Enviroscope, an interactive environmental education tool that helps students visualize the function of the watershed and the flow of non-point source pollution.

Clean Ocean Action offers informative environmental educational presentations about the issues surrounding ocean pollution. All presentations are tailored to the age and size of the audience. The general **Pointless Pollution Presentation** includes:

- Watershed Model information
- "Pointless" Pollution facts
- Stormwater runoff information
- Marine debris information
- Enviro-Scape demonstration
- How to become the solution to ocean pollution

In addition, Clean Ocean Action provides many other educational presentations about current and past campaigns and initiatives.

Fee: \$75 + travel (\$.40/mile) for a 40 minute program



## ENVIRONMENTAL ACTION & EDUCATION PROGRAMS

### ~ BEACH SWEEPS ~



Volunteers gather from Raritan to Delaware Bays and along the ocean to clean beaches and waterways, as well as underwater sites. They join as groups (community, school, business, organization, and more), families, or individuals. Participants collect and record valuable data about debris, which then is presented in annual reports and used to advance federal, state, and local programs to reduce litter. Groups of 10 or more people are asked to pre-register through COA's website. For more information please visit our website, [www.cleanoceanaction.org](http://www.cleanoceanaction.org).

**Spring and Fall Dates ~ Open to the Public ~ Cost: Free**

### ~ STUDENT SUMMIT ~

The Student Summit is designed to provide middle-school students (Grades 5-8) from throughout NJ with an opportunity to experience hands-on, marine environmental education at the Jersey Shore. The activities included in the Student Summit complement the New Jersey Core Curriculum Standards. Some of the environmental learning activities include horseshoe crab discovery and proper handling, seashell identification, invertebrate identification, project terrapin, and activities to identify and propose solutions for non-point source pollution. Schools must apply to Clean Ocean Action for participation in this program and agree to the Terms of Participation.

**Spring and Fall dates ~ Open to Middle School Students (Public and Private) ~ Cost: Free**



### ~ STUDENT OCEAN ADVOCATES ~



High school students gather and learn about current environmental threats to our oceans and experience key advocacy techniques that can make a difference today, as well as in the future. Students from each high school develop and implement a project or campaign to encourage members of their "home high schools" and communities to make environmentally conscious choices in their daily lives. SOA meetings are facilitated by Clean Ocean Action staff members. Students learn environmental issues, leadership skills, and advocacy techniques.

**November - May ~ Open to Monmouth & Ocean County High School Students ~ Cost: Free**

### ~ BARNEGAT BAY BUDDY ~

Excessive nitrogen from lawn care fertilizers, as well as other land-based pollution from pet waste, deforestation, overdevelopment, and air pollution are destroying the fragile and unique ecosystem of Barnegat Bay. Clean Ocean Action and Save Barnegat Bay have developed the "Barnegat Bay Buddy" program to raise awareness about the pollution problem in the bay and to engage homeowners and businesses. Citizens earn points by taking actions that will reduce the pollution entering the Bay from their properties and are awarded a yard sign to show their support and hard work. The Bay Buddy application is available at [www.cleanoceanaction.org](http://www.cleanoceanaction.org).



## MATERIALS



### "You are the Solution to Pointless Pollution" Education Kit K-12

This Education Kit includes information, interactive lessons, and hands-on activities to incorporate in the classroom and community. The lessons and activities include grade level, reference to the New Jersey Core Curriculum Content Standards, goals, objectives, materials list, activity descriptions, activity evaluations, activity extensions, glossary, and useful websites. Kit can be ordered by phone/mail/email or downloaded from our website.

### "10 Tips"

#### Things You Can Do to Stop Pointless Pollution

A series of "10 Tip Cards" designed to educate distinct groups of people: Kids, Daily Living, Cleaning, Kitchen, Beach, Lawn and Garden, Pet Owners, Drivers, Boaters, Smokers, Personal Watercraft Operators, and Anglers. These cards teach people how they can minimize their contribution to the problem of non-point pollution or "pointless pollution." The cards are available for municipalities, schools, and businesses to reproduce and distribute. Cards can be downloaded from our website or ordered by phone/mail/email.

### Storm Drain Stencil Kit

Cost: \$15.00 (includes shipping and handling) Storm Drain Stenciling is an activity that raises public awareness about non-point source pollution and reminds people that litter and pollutants that enter storm drains eventually end-up in our waterways. Kit includes step-by-step instructions, sample permission letters to the township, two stencils, and 50 educational door hangers. Kit can be ordered by phone/mail/email.

Visit [www.CleanOceanAction](http://www.CleanOceanAction) and follow the links for "Education Programs" for more information.