



NTWC
National Tribal Water Center

Supporting Tribes in their efforts to establish safe and sustainable water service.



Water is Life Project

The Issue

From ceremony to subsistence, hydration to recreation, water is part of our tradition. The Water is Life Project is a collaborative health promotion campaign that uses art, culture, and media to create teachable moments that translate into pride and ownership of our most sacred resource – WATER. The campaign is targeted towards communities whose water utilities are in need of a fresh start towards sustainability.

The Effort

The Water is Life Project is a collaboration between the National Tribal Water Center (NTWC), the local community, and stakeholders. The primary goal of this project is to raise the levels of trust, pride, and community connection to the local water utility.

The Objectives

Objective 1. Increase knowledge of water and its effects on health.

Objective 2. Increase community pride in and ownership of the local water and sanitation system.

Objective 3. Increase sustainability of the local water and sanitation infrastructure and traditional water culture.

The Tool

The Water is Life Project will use a series of community activities to identify and celebrate the existing water culture of the community and to increase community knowledge of the water system and the water it produces.

Part 1 is designed to collect information on the community water culture and history. The project team will meet with local key informants and host a visioning meeting to gather information from community members.

Part 2 is designed to educate the youth and the community about the treated water, the importance of water for health, and the local water culture. Information is distributed per community recommendations.

Part 3 is designed to celebrate and share the community's traditional water culture by taking local knowledge in collaboration with local and national artists to represent the water culture in a large scale work of art.

The Outcomes

- A large scale work of art depicting the local water culture displayed in a prominent location within the community.
- Maximize benefits of treated water use from the local water system.
- Increase knowledge of water and health by the local youth.
- Increase community pride in and ownership of the local water system.
- Increase sustainability of the local water culture and infrastructure.

