Impact via Family Education

Presentation for the marine freight community: shippers, carriers, ports, terminals & related parties
Education Mission

Show the public how the marine carriers, shippers, infrastructure, ports, and other maritime assets improve lives and communities.
Going to Market

Entertain and educate kids & families

Materials developed by education, design and illustration professionals

Focus on ages 7-12

- Old enough to understand
- Highly curious
- Take materials to share with family
End Game

- Gaining support for locks and O&M by making the public familiar with their importance
- Showing voters why it's important to support pro-river politicians
How RiverWorks Helps

- Activities for kids
- Extended programs
- Banners for festivals & exhibits
- Storyteller featuring modern industry
- Large-scale vessel puzzles and toy locks
- Web site for reference
- Distribution by Marshall University and Web
- Customize for sponsoring companies or communities
Activities for Kids

Scavenger Hunt on the Mississippi River

Finding the Mississippi:

1. Mississippi River
2. Mississippi Delta
3. Mississippi Bend
4. Mississippi River Valley
5. Mississippi Riverboat
6. Mississippi River Locks
7. Mississippi River Bridge
8. Mississippi River Dam
9. Mississippi River Pipeline
10. Mississippi River Marina

Scavenger Hunt on the Banks of the Ohio River

Finding the Ohio River:

1. Ohio River
2. Ohio River Valley
3. Ohio River Bridge
4. Ohio River Dam
5. Ohio River Locks
6. Ohio River Pipeline
7. Ohio River Marina
8. Ohio River Boat
9. Ohio River Riverboat
10. Ohio River Locks

Questions:

- What are the two large rectangular containers that carry cargo on the river called?
- Name one type of boat using the river called steamboats.
- Name one of the pioneers who traveled this river.
- Name the famous part of explorers that traveled the Mississippi River in 1803.
- Which river is larger?
- What is the type of boat called that is sent up to the dam?
- What do you mean by navigation?
- What is the type of boat called that is sent up to the dam?
- What does a pilot do?
- Find a picture of a lock and discuss its purpose.
Activities for Kids

Discovery is the journey; understanding is destination.

Locks & Dams

Steamboats on the River

Kids for Clean Rivers Pledge
Rich, Deep Program
Where Can You Find Barges in the U.S.?

Who do you know living in these river towns?

Early River Vessels

During the Lewis and Clark expedition, the Corps of Discovery used a total of 22 different boats. The largest was a 50-foot-long keelboat. The keelboat had a large beam running underneath the middle of the boat that made it unstable in the shallows, faster water they encountered as they traveled west on the Mississippi River.

Keelboat

Pirogues

Packet Boat (Stern Wheeler)

Flat Bottom Raft

Dugout Canoe

When the keelboat had trouble in the shallow waters, the Corps added two pirogues. Pirogues are flat-bottomed boats that are open at the rear. The pirogues were rowed on the banks, making up the rest of the fleet.

RiverWorks: A Journey of Imagination and Discovery on the Missouri River
10´ & 20´ versions of this panel are available
Fuel Efficencies of the Transportation Industry

Transportation by barge is about 80% more fuel efficient than truck transport and 40% more fuel efficient than rail transport.

Greater fuel efficiency reduces pollutants such as air pollution, particulates and sulfur.

What goes up must come down. Less air pollution means less contamination in our watershed.

Environmental Commitment of the Barge Industry

The barge industry is committed to overall environmental, safety, and health laws and regulations. In fact, many industry rules are even tougher than government laws.

Some environmentally responsible things large companies are doing and urge everyone to do:

- Dispose of waste properly.
- Use biodegradable detergents and/or soaps. Biodegradable means that a product is capable of being broken down by micro-organisms.
- Start recycling programs for labelling oil and other waste products.
- Encourage coastal and non-coastal cities to enact recycling programs.
- Conduct regular and constant inspections.
- Use water treatment instead of sandblasting.
- Strive for greater fuel efficiency.
- Help decrease urban stormwater runoff.
- Safely reduce speed in reservoirs to cut down on bank and bridge erosion.
- Report environmental incidents immediately.

My River Pledge

It has been proven time and time again, that one person can make a difference. Imagine that person is you!

Here are some ideas:

- Learn all you can about the importance of rivers. Educate others.
- Get involved in planting trees, shrubs, or other plants on or near the river to keep mud and silt in place.
- Keep oil, gasoline, and chemicals out of drains, sinks, and toilets. Take these products to a recycling facility.
- Reduce the amount of water you use.
- Get involved in local clean-up activities in your area.
- Be a smart shopper. Choose products with minimal or recyclable packaging.
- Clean up your portion of the river, so that waterways don’t pollute stormwater runoff.
- Protect wildlife. Don’t dispose of fishing lines, nets, or plastic lures in or near the Water.
- Always put trash in its place.
- When possible, make sure to reduce, reuse, and recycle.
Story of Cargo and People

- Modern cargo
- Life of the mariner
- Hands-on stories for
  - Festivals & Regattas
  - Schools
  - Camps
Lock Toys
Large-Scale Puzzles
RiverWorksDiscovery.org

RiverWorks Discovery
A Journey of Exploration and Imagination on America's Waterways

RiverWorks™ is a hands-on, river-based curriculum that is designed to familiarize children & families with all aspects of their watershed.

Distributed by:
AEP RIVER OPERATIONS®

Tour the River
Learn more by clicking here!
Publishing & Distribution

- Non-Profit model:
  - Download and self-print
  - Marshall University will distribute larger orders at cost

Available for customization
Trademarked by AEP
Success to Date

- Over 100,000 people reached
- Before-and-after surveys positive
- Teachers and environmentalists supportive
Success to Date

- St. Louis & SE Missouri
- Southern Ohio
- Evansville
- Paducah
- Nashville
- Louisville
- Chicago
- Pittsburgh
- Virginia
- Twin Cities
- Gulf coast
- NOLA
- Upper Illinois
- Philadelphia
- Metro NYC
Startup in Communities

- Recruit presenters
  - Employees, retirees & spouses
  - Teachers
- Identify events
  - Register and attend
  - Engage the visitors
  - Give follow-up resources
- Tap education organizations
  - Park districts, YMCA, schools
  - Science, business, environmental
Recruiting Opportunity

Meet and talk with young parents and high school students about joining our industry.
Greatest Threat to Success
Call to Action

- Recruit presenters
- Get tools and materials
- Identify events
- Tap education organizations
Questions?

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