



NATIONAL WATER HYGIENE / AWARENESS VIDEO

Marketing Communications Toolkit



EUSR
ENERGY &
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REGISTER

Communications Toolkit



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Why are we producing a video?



- The aim of the video is to make people aware of the importance of drinking water quality and good hygiene practices and that they should be trained and registered on Energy & Utility Skills National Water Hygiene scheme if they are working on “restricted operations”.

Key messages

- Water should be clean, clear and safe to drink.
- It is vitally important that the same high standards of hygiene practice required in food production are maintained in the water production process.
- You could contaminate the clean water supply when you are working on a treatment works, in or around service reservoirs, on water towers or taking samples if, for example, you do not use clean and disinfected tools.
- If you enter clean water sites or work on the clean water network – ‘Restricted Operations’, you **must** hold a National Water Hygiene registration to demonstrate competence and understanding of good water hygiene practices.
- Good hygiene practices work. Following them have been proven to prevent contamination, prevent the spread of disease and maintain the quality of drinking water.
- The National Water Hygiene Scheme is mandated by all UK water companies.

How you can help?



- Share our social posts promoting the video.
- Get involved in the conversation using the hashtag #NWHBlueCard
- In addition to organic social media we will be:
 - Driving traffic to the website via Google Ads campaigns aimed at those working on the clean water network
 - Using paid social media posts to highlight the fact that if you enter clean water sites or work on the clean water network – ‘Restricted Operations’, you must hold a National Water Hygiene registration to demonstrate competence and understanding of safe water hygiene practices.

Social media messages – B2B Channels


- We've collaborated with all UK Water companies to produce a video to raise awareness of the importance of good water hygiene practices. #NWHBlueCard
→ <https://www.eusr.co.uk/nationalwaterhygiene/>



Social media messages – B2B Channels

- Working with all the regulated water companies in the UK, we have produced a video to highlight the need for a competent workforce with an understanding of good water hygiene practices. #NWHBlueCard

→ <https://www.eusr.co.uk/nationalwaterhygiene/>

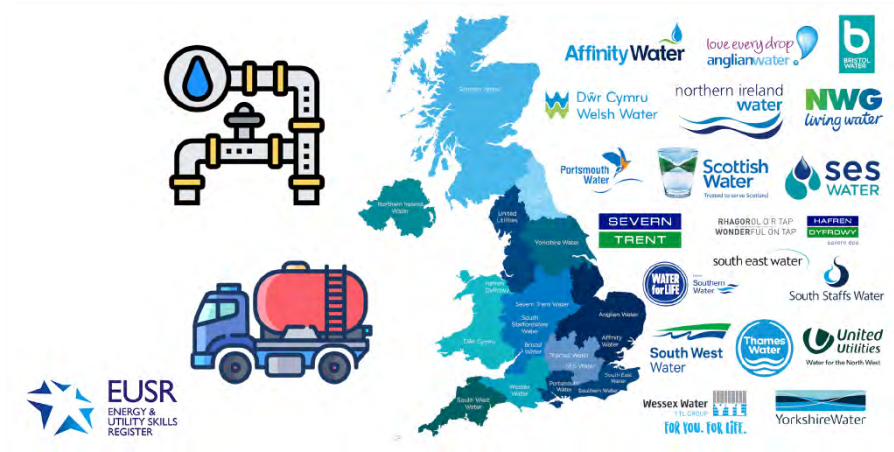
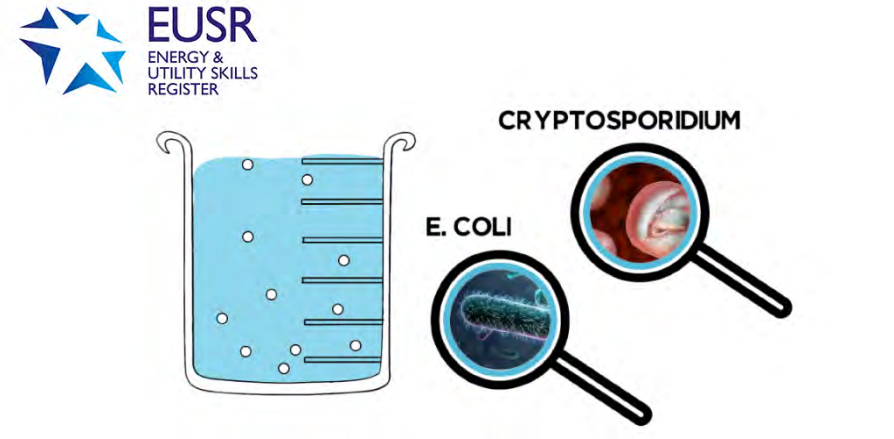


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“The National Water Hygiene Scheme is founded on the best practice enshrined in the water industry’s Principles of Water Supply Hygiene. It provides personnel in the sector with knowledge and awareness of the public health implications of their roles, and enables water companies and contractors working on water supply systems to demonstrate their commitment to the promotion of a public health culture in delivery of routine activities.”






Milo Purcell, Deputy Chief Inspector
Drinking Water Inspectorate

Social media / graphics



Social media messages – B2C Channels



- Water is a food product. It is vitally important that the same high standards of hygiene practice required in food production are maintained in the water production process. #NWHBlueCard 
<https://www.eusr.co.uk/nationalwaterhygiene/>
- If you work on clean water sites or on the clear water network you must have a National Water Hygiene registration to demonstrate knowledge & understanding of good water hygiene practices to work with clean water. #NWHBlueCard 
<https://www.eusr.co.uk/nationalwaterhygiene/>
- You could contaminate the clean water supply when you are working on a treatment works, in or around service reservoirs, on water towers or taking samples if you do not follow good hygiene practices. Check if you need a Blue Card #NWHBlueCard 
<https://www.eusr.co.uk/nationalwaterhygiene/>
- All UK water companies mandate a National Water Hygiene registration for individuals working on restricted operations. Check if you need a blue card. Watch the video #NWHBlueCard 
<https://www.eusr.co.uk/nationalwaterhygiene/>
- To protect the quality and safety of drinking water anyone who works on clean water sites or on the clean water network must hold a National Water Hygiene registration to demonstrate knowledge and understanding of good water hygiene practices. #NWHBlueCard 
<https://www.eusr.co.uk/nationalwaterhygiene/>

Video



VO Transcript



- Water is crucial to our daily lives.
- We drink water, we cook with water, we wash with water.
- Water is a food product. In fact, it is the largest food industry.
- It is also used as a food ingredient, and to prepare the food we eat.
- Because it comes from our taps, we might not think of it this way.
- Water should be clean, clear and safe to drink.
- So, it is vitally important that the same high standards of hygiene practice required in food production are maintained in the water production, distribution and supply processes.
- Water companies in the UK are responsible for protecting public health, by producing and delivering clean, clear and safe drinking water.
- These water companies are regulated by the Drinking Water Inspectorate for England and Wales, the DWI for Northern Ireland and the Drinking Water Quality Regulator for Scotland.
- They all have the power to fine companies and individual workers.
- Water can carry diseases, pathogens such as E-coli and parasites such as cryptosporidium.
- Water can also become contaminated and drinking contaminated water can cause serious illness.
- You could contaminate the clean water supply when you are working on a treatment works, in the networks, on or around service reservoirs or on water towers.
- By following simple hygiene procedures like cleaning and disinfecting tools before use, you can help reduce this risk.
- If you enter clean water sites or work on the clean water network known as 'Restricted Operations', you **must** hold a National Water Hygiene registration.
- The National Water Hygiene scheme (also known as the 'Blue Card') has been developed in collaboration with all UK water companies and is mandated by them.
- The scheme helps to ensure the protection of public health and promote good water hygiene practices.
- Good hygiene practices work. Following them have been proven to prevent contamination, prevent the spread of disease and maintain the quality of drinking water.
- To find out more about the National Water Hygiene scheme go to the EUSR website: <https://www.eusr.co.uk/nationalwaterhygiene/>

Resources

- NWH video web article link <https://www.euskills.co.uk/2020/11/03/national-water-hygiene-blue-card-launches-video-on-the-importance-of-good-water-hygiene-practices/>
- Video link <https://www.eusr.co.uk/nationalwaterhygiene/>
- Social media graphics to share across your channels, attached with this toolkit.