

San Jacinto River Authority Launches Important New Public Information Campaign

Hi, there...
I'm Patty Potty!



She's a 1950's housewife... somewhat prissy, often bossy, and completely in charge of her home and family. She is a little uncomfortable having to talk about *toilet topics* but overcomes her reluctance because her mother taught her to tackle issues head on. Patty grew up in an era in which talking about bathroom practices was strictly taboo...and certainly not to be discussed in mixed company. On the DO NOT FLUSH list are several products the names of which no proper woman would ever allow to pass her lips – like condoms and female sanitary products. Kids, on the other hand, have always loved “potty talk” — just not in front of their mothers!

Patty takes a “*just between us girls*” approach, correctly figuring that it will be the women of the household who will solve the **WIPES IN THE PIPES** problem. Patty is a likeable messenger who, armed with her pink plunger, is on a mission to put an end to stuff being flushed down toilets that ends up costing everyone money.

Patty's “retro world” reminds us that much of the water infrastructure we rely upon today was built at the end of WWII. Astronomical population growth has taken place in Harris and Montgomery counties since the post-war 1950's, which continues to impact our demand for natural resources like water. Understanding the need to protect and maintain an aging infrastructure is paramount. In fact, there are two “sewer issues” – the proper disposal of the plethora of pre-moistened wipes on the market and **F.O.G.** (Fats, oils, and grease) – demand priority attention and public action.

Patty's message -- **NO WIPES IN THE PIPES** -- might be staged in the 50's, but it continues to be vitally important in today's water-conscious world. Watch for Patty as she launches her crusade to promote sewer-friendly behaviors, utilizing water bill inserts, brochures, spots on local radio, in print ads and features, social media (Facebook, Twitter, and YouTube), and a dedicated section on several websites. There will be a short online “live” presentation by Patty, and she is also available for limited personal appearances to share her “Potty Talk” with local audiences.



A disgusting tangle of wipes
trapped in sewer equipment.

“People are flushing all kinds of things down the toilet!” Patty points out. “It’s not a trash can, you know! Some paper products and wipes are advertised as ‘flushable’ but they aren’t. Sure, they will flush down, but they won’t flush OUT. Wipes don’t decompose... they get caught up in wastewater treatment plant screens and filters -- and that costs money to clear and repair!”

Patty urges people to join her “**Potty Patrol**” to help protect water quality and the environment -- by taking actions that will help prevent costly plumber bills and water treatment plant repairs, as well!

The San Jacinto River Authority is pleased to support Patty in her important public outreach campaign and invites people to visit their website to learn more this important topic (www.sjra.net).

To join Patty's Potty Patrol...or to schedule a personal appearance, contact her by e-mail -- Patty@sjra.net.

