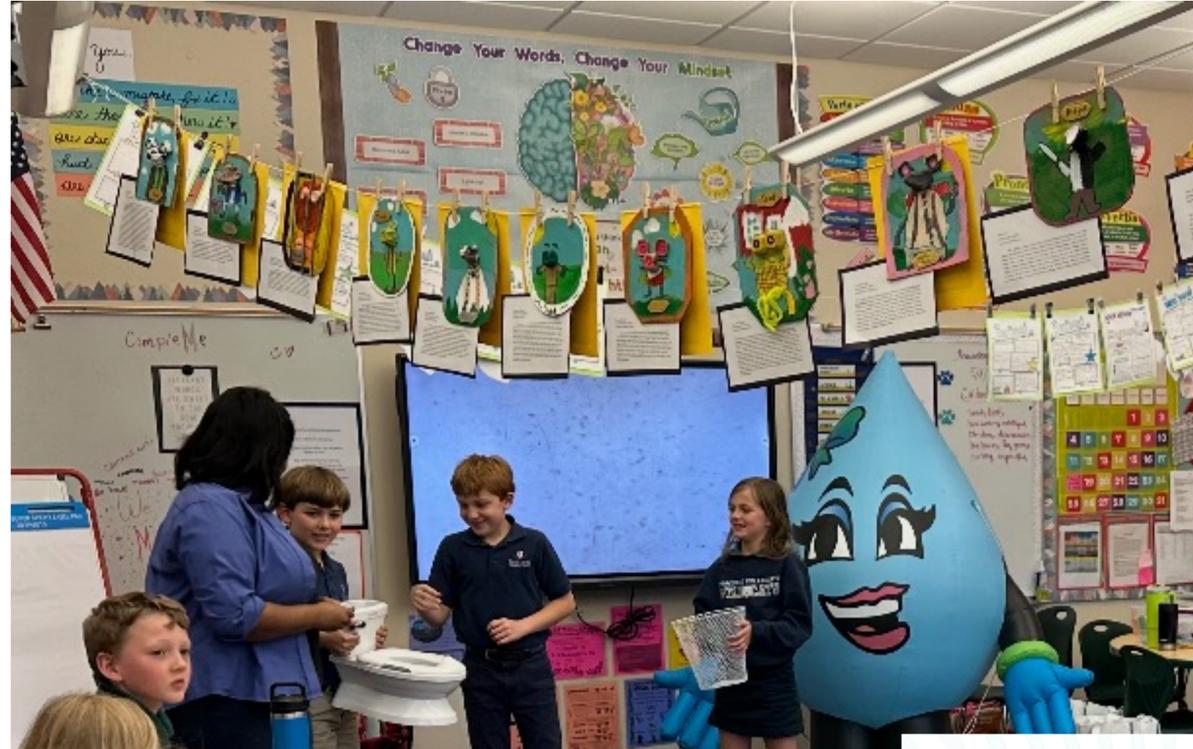


Little Rock Water Reclamation Authority JoJo the Water Hero

NEAA26 PUBLIC INFORMATION & EDUCATION: EDUCATIONAL PROGRAM



National Environmental
Achievement
AWARDS



**BE A
WATER
HERO**

How You Can Protect Our
ONE WATER, ONE FUTURE

**SÉ UN
HÉROE
DEL AGUA**

Cómo puedes proteger nuestro
UN AGUA, UN FUTURO



LITTLE ROCK
**Water Reclamation
Authority** ONE WATER.
ONE FUTURE.

The JoJo the Water Hero outreach program is a fun, yet impactful initiative created by the Little Rock Water Reclamation Authority to educate the community about water reclamation, environmental protection, and responsible water use. JoJo, a colorful superhero character, makes complex water treatment topics accessible and engaging for audiences of all ages, inviting everyone to protect our shared sewer system and one water.

JoJo is a regular visitor in classrooms, where students learn about the journey of used water from homes, schools, and businesses as it flows through the reclamation process before it's safely returned to the Arkansas River. The program includes a bilingual activity book, available in English and Spanish, that reinforces these lessons and emphasizes the importance of only flushing the 3Ps: pee, poop, and (toilet) paper, all while keeping the learning process fun and engaging.

Beyond the classroom, JoJo is a popular figure at events such as community celebrations, neighborhood festivals, and various outreach booths. Children proudly wear JoJo superhero capes, and families eagerly line up to take photos with JoJo, creating joyful moments and opening the door for meaningful conversations about reclaiming used water. JoJo's presence consistently draws attention, making the program a powerful tool for connecting with residents and promoting the message of protecting public health and the environment.