USC ANNENBERG NORMAN LEAR CENTER

## The New Normal: America's Water Crisis

The Western part of the United States is in the midst of its worst drought in 1,200 years, and science indicates that things are only going to get worse.



## SAVE OUR WATER

For more tips go to **SaveOurWater.com** 

Click or tap button to learn more about the Dust Bowl era in the U.S.







Worldwide, drought conditions have affected more people in the last 40 years than any other natural catastrophe.





In the U.S., drought is the second most costly form of natural disaster (behind hurricanes), exacting an average toll of \$9.6 billion in damage and loss per event.



Policy-makers and the public treat the end of an acute drought as an opportunity to return to the days before water wasn't so scarce—from longer showers to greener lawns.



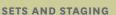
Fact is, there is no going back because climate change is here to stay. Dry areas are getting drier, and wet areas are getting wetter. This isn't just a phase.

BUT MY PROJECT ISN'T ABOUT DROUGHT!



That's OK. Stories
don't need to be
specifically about
drought and water
scarcity to reflect
the circumstances
of the setting, and
to show characters
exhibiting good waterconservation habits
as a model for all of us.

## Ideas for Sets, Staging & Characters



- · Rooftop gardens
- Xeriscaped yards
- · Farms using drip irrigation
- Farms using cover crops
- · Homes that recycle water
- · Cities with green infrastructure
- · Stormwater capture

## CHARACTERS

- · Don't let faucet run
- · Carry a refillable water bottle
- Don't automatically refill glasses of water at restaurants
- · Use recycled water in garden
- · Shower with a bucket to collect water
- · Use a broom outdoors instead of a hose

The examples in the first column could help show audiences what a world that prioritizes water conservation can look like.