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.

The **Dust Bowl** seemed to play a part in many Hollywood movies at one time. **This drought is much worse.**

The Grapes of Wrath (1940).

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

Wildfires are becoming more frequent in the Western U.S.

The Outlook? Not So Good

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 water-conservation habits as a model for all of us.

Ideas for Sets, Staging & Characters

SETS AND STAGING
- 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.