

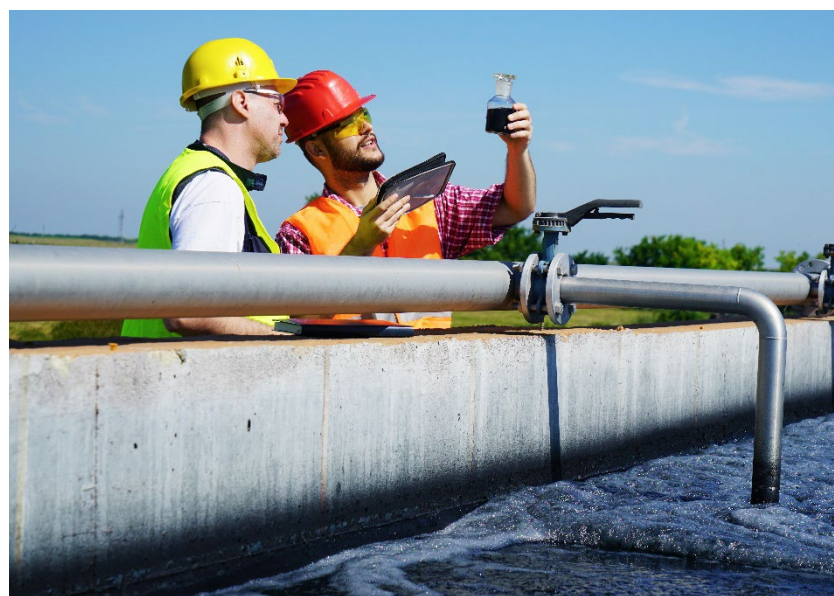


Wisconsin Wastewater Professionals Appreciation Day Toolkit

May 22, 2026



Wisconsin Wastewater Monitoring Program
Division of Public Health, Wisconsin Department of Health Services



About this toolkit

Purpose

The Wisconsin Wastewater Monitoring Program invites local and Tribal health departments (LTHDs), wastewater treatment facilities, and wastewater utilities to participate in Wisconsin Wastewater Professionals Appreciation Day, on May 22, 2026, by sharing key messages to members of the public and staff.

Please modify the sample communications included in this toolkit for your specific audience.

Background

Wisconsin Wastewater Professionals Appreciation Day is an annual awareness day celebrated on May 22. This day gives participating organizations an opportunity to raise awareness and celebrate staff for their dedication to wastewater and keeping Wisconsin healthy. In previous years, the Wisconsin Wastewater Monitoring Program has shared messages on DHS social media channels during the week to share the program data, and recognize wastewater professionals.

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Message Map

These are sample messages for LTHD staff. Use them to help guide your own wastewater professionals appreciation day communications, and to answer questions for the media, and community.



Key Message	Supporting Information
<p>The Wisconsin Wastewater Monitoring Program provides critical public health information.</p>	<ul style="list-style-type: none"> • Wastewater surveillance is cost effective, anonymous, and provides reliable data that helps public health departments and hospitals monitor, prepare for, and respond to outbreaks for a wide variety of public health threats. • This includes testing for a variety of illnesses, like RSV, measles, norovirus, COVID-19, influenza A and B, and bird flu.
<p>In 2023, Wisconsin was named a CDC National Wastewater Surveillance System (NWSS) Center of Excellence.</p>	<ul style="list-style-type: none"> • Wisconsin is one of six national centers across the country (California, Colorado, Houston, New York, North Carolina). • Each site serves as a regional leader in wastewater surveillance implementation and coordination, working closely with the CDC.
<p>To honor Wisconsin wastewater professionals, Gov. Evers has declared May 22, 2026, as Wastewater Professionals Appreciation Day.</p>	<ul style="list-style-type: none"> • Wastewater treatment facilities do important work that helps monitor for certain diseases in Wisconsin.

Sample social media posts

Wastewater professionals, and their organizations, play an important role in keeping your community healthy and aware. Promote wastewater professionals appreciation day by sharing these important messages on social media channels.

Edit the captions to reflect the style and voice of your organization and the needs of your social media followers. The graphics provided are also suggestions.

[Access and download the full-sized graphics.](#)

Sample Post	Suggested Caption
 <p>Wisconsin Wastewater Professionals Appreciation Day</p>	<p>Today is Wisconsin Wastewater Professionals Appreciation Day. At **organization name** we are celebrating our staff for the important public health work they do in collecting and submitting wastewater samples to the Wisconsin Department of Health Services, which allows them to collect valuable data to track and respond to respiratory viruses, norovirus, and emerging public health concerns in our community.</p>
 <p>WISCONSIN WASTEWATER PROFESSIONALS APPRECIATION DAY!</p> <p>MAY 22, 2026</p>	



**Thank you,
wastewater
professionals!**



**Thank a Wisconsin
wastewater
professional today!**

Sample news release

This is a sample news release template for LTHDs in Wisconsin. We encourage you to modify the template to meet the needs of your jurisdiction.

Celebrating Wisconsin Wastewater Professionals Appreciation Day

Wastewater professionals honored for their contributions to public health

This week, on Wisconsin Wastewater Professionals Appreciation Day, we celebrate staff at ****list name of organization****. This is the third year that Governor Evers has proclaimed May 22 as Wisconsin Wastewater Professionals Appreciation Day in recognition of critical role these professionals play in keeping Wisconsinites healthy.

Since ****Start year of participation****, we have been partnering with the Wisconsin Department of Health Services (DHS), the Wisconsin State Laboratory of Hygiene, and the University of Wisconsin-Milwaukee to support wastewater-based monitoring for public health threats in Wisconsin. The efforts of our dedicated wastewater professionals in this program have allowed it to expand to now include monitoring for several public health threats including: ****Influenza A and B, bird flu, respiratory syncytial virus (RSV), measles, mpox, COVID-19 and norovirus.****

The Wisconsin Wastewater Monitoring Program provides critical public health information and is a pillar of the state's public health program. Wisconsin is a CDC National Wastewater Surveillance System (NWSS) [Center of Excellence](#). The success of this program relies on the dedicated wastewater professionals across Wisconsin to collect and submit wastewater samples for disease monitoring that enables rapid and cost-efficient tracking of public health threats.

The data from samples from ****insert agency name**** is accessible publicly on the [DHS Wastewater Webpages](#) and the [CDC \(Centers for Disease Control and Prevention\) National Wastewater Surveillance System](#) webpages. DHS, CDC, local and Tribal health departments, communities, and individuals monitor these data to help prepare for and respond to outbreaks that affect our community. Wastewater professionals are vital partners in dynamic public health monitoring efforts.

To learn more about [wastewater surveillance in Wisconsin](#), visit the Wisconsin Department of Health Services website.