

Fallon M. Woolford

[Fwool002@odu.edu](mailto:Fwool002@odu.edu)

(757) 316-4431



This summer I interned with the non-profit organization, the Elizabeth River Project. For this internship we were put in charge of a campaign called, “Scoop the Poop”. The focus of this campaign was to bring behavior change to the residents surrounding the Indian River in Chesapeake, Virginia. This river received an “F” rating for water quality based on the number of bacteria that came from dog waste. We went door-to-door in this neighborhood about 3 days a week and the other days we would go to local pet supply businesses to reach a wider audience. I feel like the residents need to be reminded of this issue more than once. They need to be continuously reached and educated about the water quality of this river right by their residents and/or businesses. The Elizabeth River Project does a fantastic job at reaching the community and making partnerships with locals. This internship helped me become more extroverted and confident in speaking with people. Speaking the public everyday was very helpful with feeling more comfortable with speaking to the public. However, for a career I

wouldn't want to do public outreach daily. I would rather be the scientist who carries out the water testing and giving that information to communities, businesses or residents.