Using excess salt harms plants and animals, pollutes our water, damages buildings, and corrodes vehicles, roads and bridges. Once you put salt down, it doesn’t go away. Instead, it travels into our lakes, rivers, streams, and wetlands, putting aquatic life at risk and endangering our freshwater resources. Salt also alters the composition of soil, slows plant growth, and weakens the concrete, brick and stone that make up our homes, garages, bridges, and roads.

There is a way to cut down on salt use and keep our roads, parking lots and driveways safe: Use only what you need — and that’s less than you might think!

* Shovel: Clear walkways and other areas before the snow turns to ice. The more snow you remove manually, the less likely it is that salt will be needed/the more effective salt will be.
* Sweep: Sweep excess salt from walkways and parking lots after a snow event, especially before a rain event to prevent salt from washing down the storm drain to our waterways.
* Switch: When pavement temps drop below 15, salt won’t work. Switch to sand for traction or a different ice melter that works in lower temperatures.
* Hire a Trained Contractor: If you hire a contractor to do your snow and ice removal, [check to see if they have attended a Smart Salting training](https://www.wisaltwise.com/Take-Action/Hire-Salt-Wise-Certified). If not, encourage them to attend [an upcoming training](https://www.wisaltwise.com/Winter-Salt-Certification).
* Look for proper salt use at the stores & businesses you visit. If they’re using the right amount of salt, thank them! If not, let them know you are concerned about oversalting and direct them to www.wisaltwise.com for more information.
* Love the lines: the brine stripes on roadways before a storm can reduce overall salt use by 30%! If you see brine lines, you know that your winter maintenance crew is protecting public safety while saving time, money and caring for the environment.
* Be Salt Wise all year! The salt you put in your water softener ends up in local freshwater streams. New, efficient softeners use less than one bag per month. If your softener is using more – have a professional tune it up – or, replace it with a high-efficiency model.

**Photo options:**

(Available in our shared google [“Images”](https://drive.google.com/drive/folders/0B9eRBQm-Pb0yX3hqQ2VQTEphT0E?usp=sharing) folder)

You can also include a photos of your own outreach efforts!

*Add some information about anything your business or organization is doing to reduce salt use (optional).*

Do your part to help our community and local water resources. Be Wisconsin Salt Wise! Find out more at www.wisaltwise.com.