

**Reaction to Chemical Pollution along the Awapiko:
A Case Study of Increasing Ecological Awareness**

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ABSTRACT Awareness of chemical pollution in the environment begins with personal experiences, grows with access to information and questions, and results in activism designed to prevent further abuse and to rehabilitate our human environments. Those concerned with chemical pollution need to provide leadership in teaching others, in building support in communities, and in promoting more ecologically appropriate ways to live. The Awapiko Stream Valley (pseudonym) represents a case study where chemical pollution presents problems for the people and environment. The people of the valley became concerned and have been trying to change the social and political system to regain an ecologically sound environment.