



# Promoting the Use of Social Marketing to Change Behavior and Improve Water Quality

STAC Behavior Change Workshop

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# Mission

Partnering with people to promote environmental stewardship through education, restoration, and community engagement.

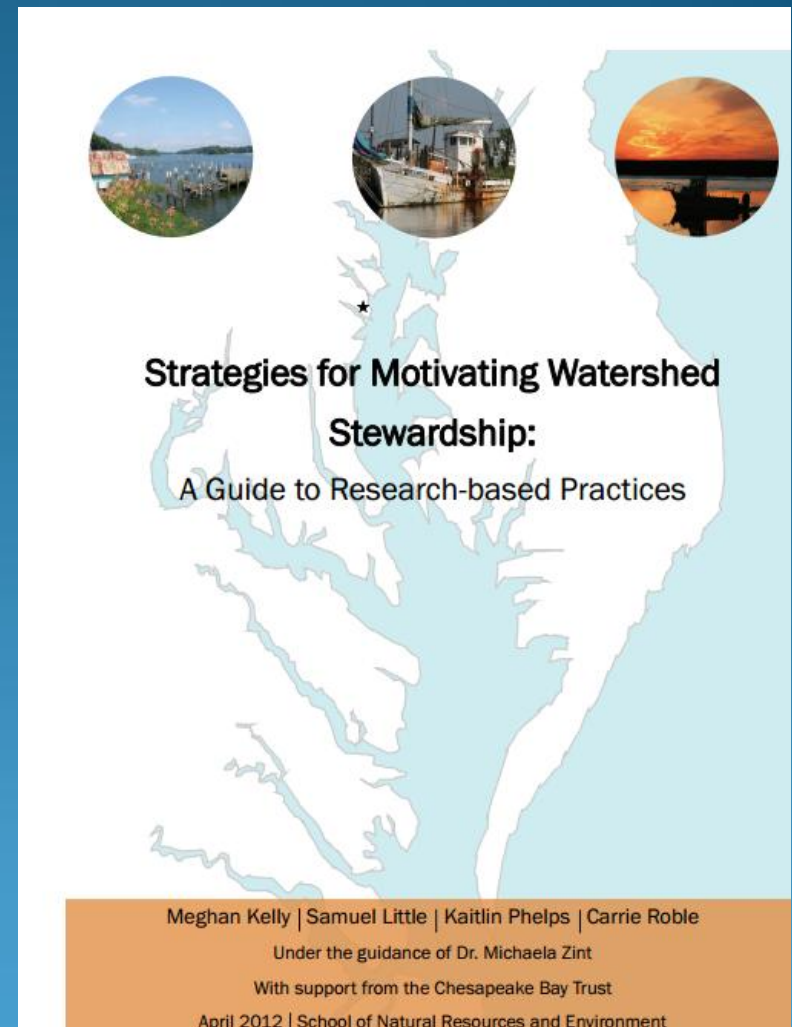


# Grantee Research Recommendations

- 97% want to motivate individuals to protect the Bay
- 62% have behavioral objectives
- 91% believe raising awareness will change behaviors

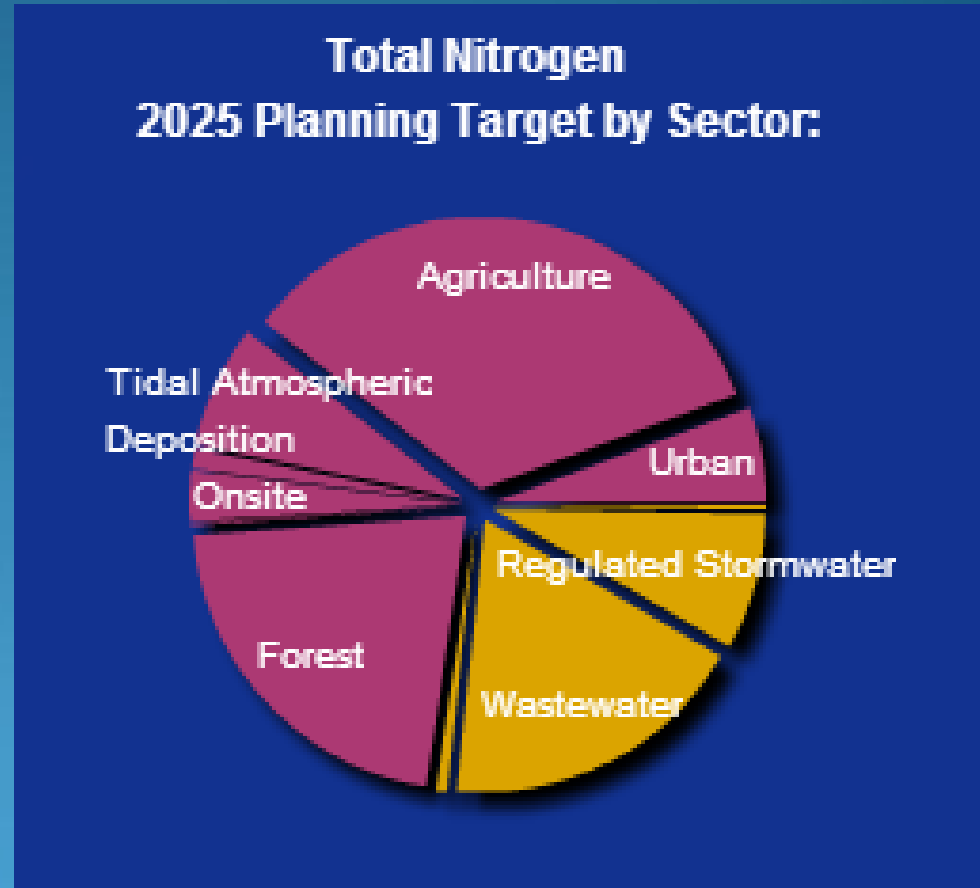
Chesapeake Bay Trust Should:

- A. Address behavior change misconceptions
- B. Offer opportunities to learn more
- C. Provide technical assistance
- D. Encourage collaboration



# Significant expansion of Stormwater Outreach Programs

- Regional, state and local clean water requirements
- MS4 Permits, local impairments (e.g. bacteria)
- Increased public engagement, NGO Partnerships and capacity building



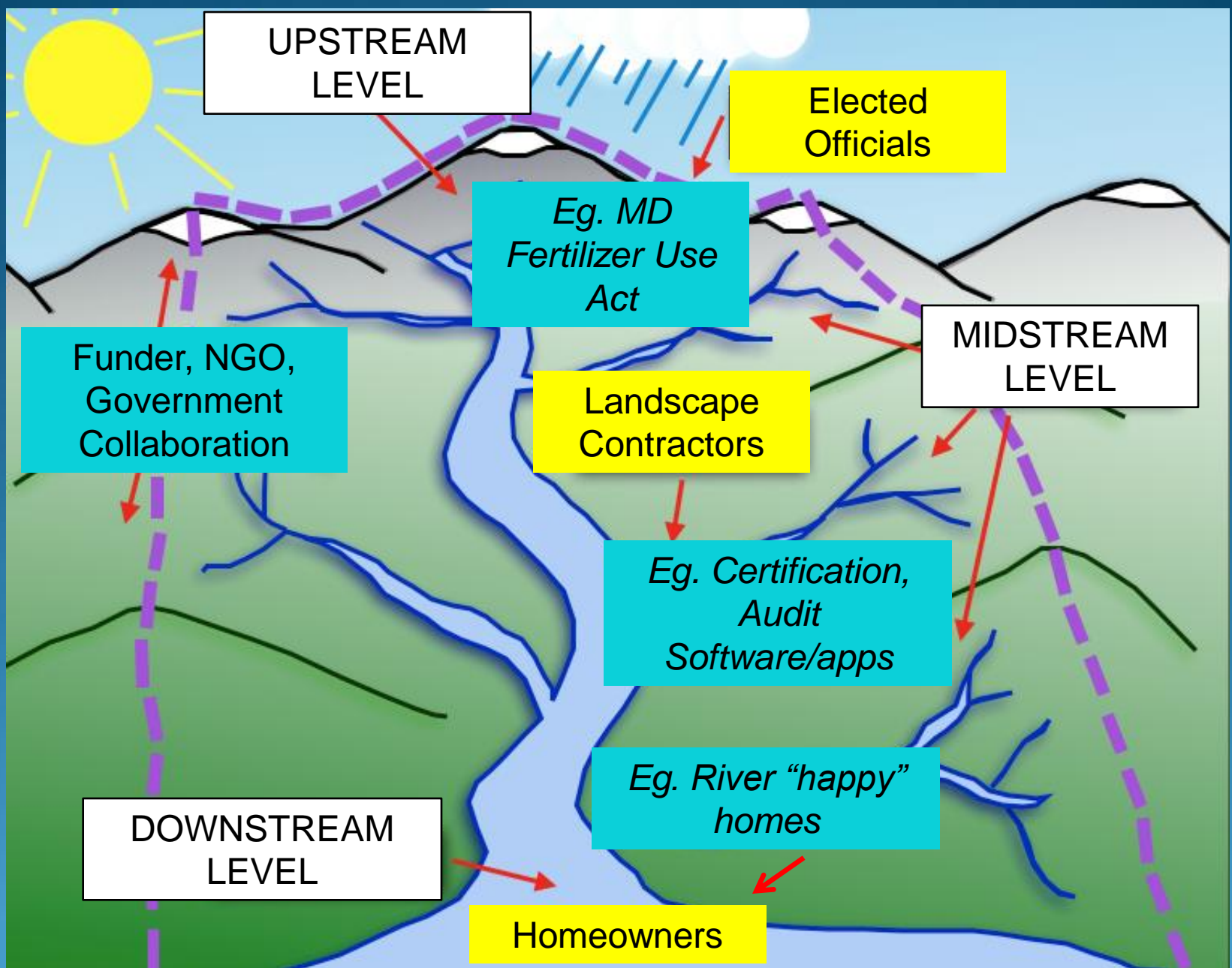
# Community Based Social Marketing

...the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify or abandon a behavior for the benefit of the target audience or society as a whole” (Kotler et al. 2002, Weinreich 1999).

# CBSM Process

- Select “a” BMP/behavior
- Know your Audience!
  - Targeting the audience – be specific!
  - Formative research – do your homework.....
  - Identify barriers and benefits associated with BMP
- Marketing BMP
  - Strategies (incentives, placement, products, messaging, etc)
  - Pilot test, adjust, then implement
- Measuring success: Evaluation





We must work DOWNSTREAM, MIDSTREAM and UPSTREAM to address this WICKED problem

# April 2014 Residential Stormwater Forum Purpose

1. 40 Participants – NGO, local Gov't, State and Federal, SM Consultants
2. Promote use of best practices, tools and technical assistance
3. Spark more intentional coordination among local partners
4. **Generate recommendations** for CBT, NFWF, CBFN to help increase scale and impact of these programs



# Recommendations

- Don't re-invent the wheel
- Facilitate Partnerships and Collaboration
- Increase public investment in CBSM modeled programs
- Streamline Audience Research
- Focus on the preparing the market - the Mid Stream Audience
- Increase CBSM Technical Assistance

# Current Activities

- **Don't re-invent the wheel**
  - EPA \$\$ to develop crowd sourced database to promote shared research, results and materials
- **Partnerships and Collaboration**
  - Support systematic coordination between NGO's and local governments through grant programs
- **Increase public investment in CBSM**
  - Document the case for more public investment in Stormwater /water quality outreach using social marketing best practices – **STAC Proceedings?**

# Current Activities

- **Streamline Audience Research**
  - UMCES Behavior Survey Tool – [baysurvey.org](http://baysurvey.org)
  - Development of Stewardship Indicator
- **Focus on the preparing the market – The Mid Stream Audience**
  - contractor training/certification, audit software, design templates, etc
- **Rapid assessment of existing programs**
  - CBT has a draft, would like to revise, promote
- **Increase CBSM Tech. Assistance**
  - CBSM Training at Watershed Forum, other venues
  - Nancy Lee Trained 20 TA Providers
  - Increase CBSM focus of NFWF TA Providers

# Developing a Stewardship Indicator

**Citizen Stewardship Outcome:** Increase the number and diversity of trained and mobilized citizen volunteers with the knowledge and skills needed to enhance the health of their local watersheds.



Sound Behavior Index

**Stewardship Goal  
Implementation Team  
(GIT 5)**

- \$70K
- CBT leading collaborative development
- STAC involvement needed