

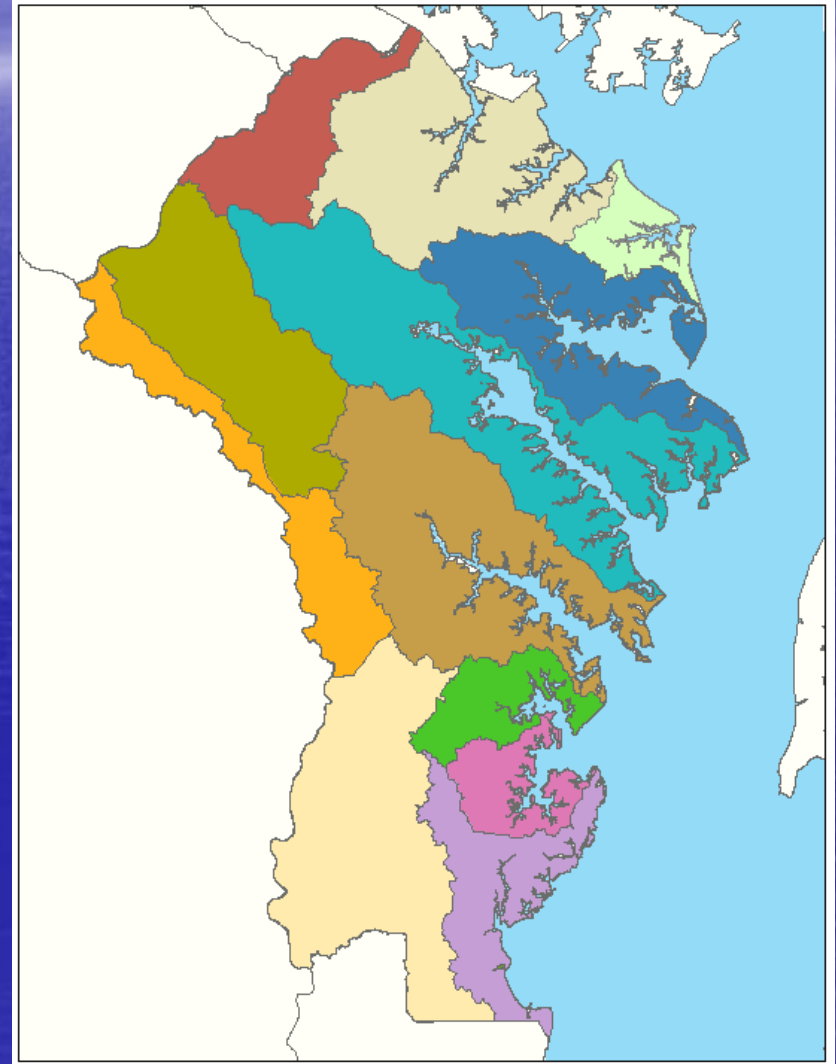


Behavior Change Triumphs and Challenges



Anne Arundel County Watershed Summary

- 12 watersheds
- 354 sub-watersheds
- 35 sub-watersheds with >30% impervious area
- 75 sub-watersheds with 20% - 30% impervious area



HOW: *Network Resources to Build Capacity and Provide Support*

- **Identify** citizens within communities who are capable of and willing to act as *Master Watershed Stewards*.
- **Educate** an army of *Master Watershed Stewards* on relevant Bay issues to engage, empower and coordinate communities to take action.
- **Support** *Master Watershed Stewards* with a consortium of support professionals and resources as they carry out education and restoration initiatives.

What do Master Watershed Stewards do?

Assess Their Neighborhood



What do Master Watershed Stewards do?

Educate and Engage their Community



Over 130 presentations and outreach events were held, reaching over 10,000 people

What do Master Watershed Stewards do?

Coordinate Action

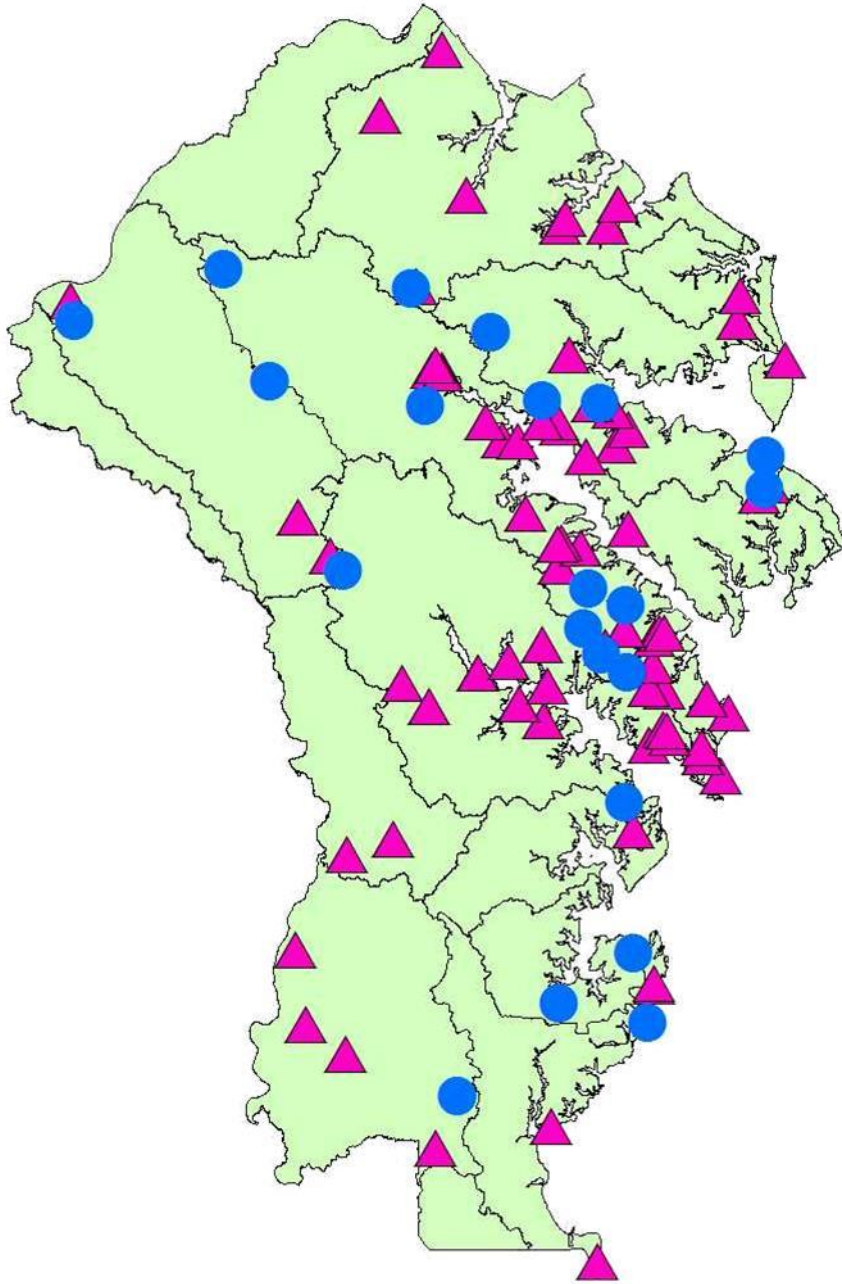
Reduce Pollutants

RainScape



Master Watershed Stewards: 2013 Accomplishments

- 400,000 sf restoration installed
- 5,000 native plants and trees planted
- 2,000 volunteers engaged
- 10,000 people reached with direct outreach and education
- Some behavior changes are very hard to measure.



WSA Behavior Change Successes

- Intensive Training
- Technical Assistance
- Networking and Support

Why do people change their behavior?

They learn something which changes their attitudes and beliefs.

What's in it for me? Economic Self Interest.

They feel their actions will have a real and positive effect on a greater good.

They perceive the benefits outweigh the barriers.

Giving people more information
does not always result in a
behavior change...

Community Based Social Marketing



DO YOU KNOW Why DOG Waste in Your BACKYARD is a PROBLEM ?

A single gram of dog waste can contain

23 MILLION BACTERIA

This is 10 times that of a cow! You can help by picking up your dog WASTE in YOUR BACKYARD 100 % of the time!



It's the American Way



Pet Waste is a leading cause of bacterial pollution in Anne Arundel County's neighborhood streams and rivers.

Scoop the poop, bag it and trash it

Clean backyards. Clean streams. Clean communities.

Provided courtesy of Annapolis County Public Works, Surface Water Management Division.

Scientific testing in your COMMUNITY has shown bacteria in Marley Creek is up to 80 times above the safe limit.

YOUR HEALTH—Leaving pet waste on the ground may pose a risk to children and adults who can be exposed to disease.

YOUR WATER—Pet waste carries disease causing organisms such as giardia and salmonella, which can make water unsafe for drinking or swimming

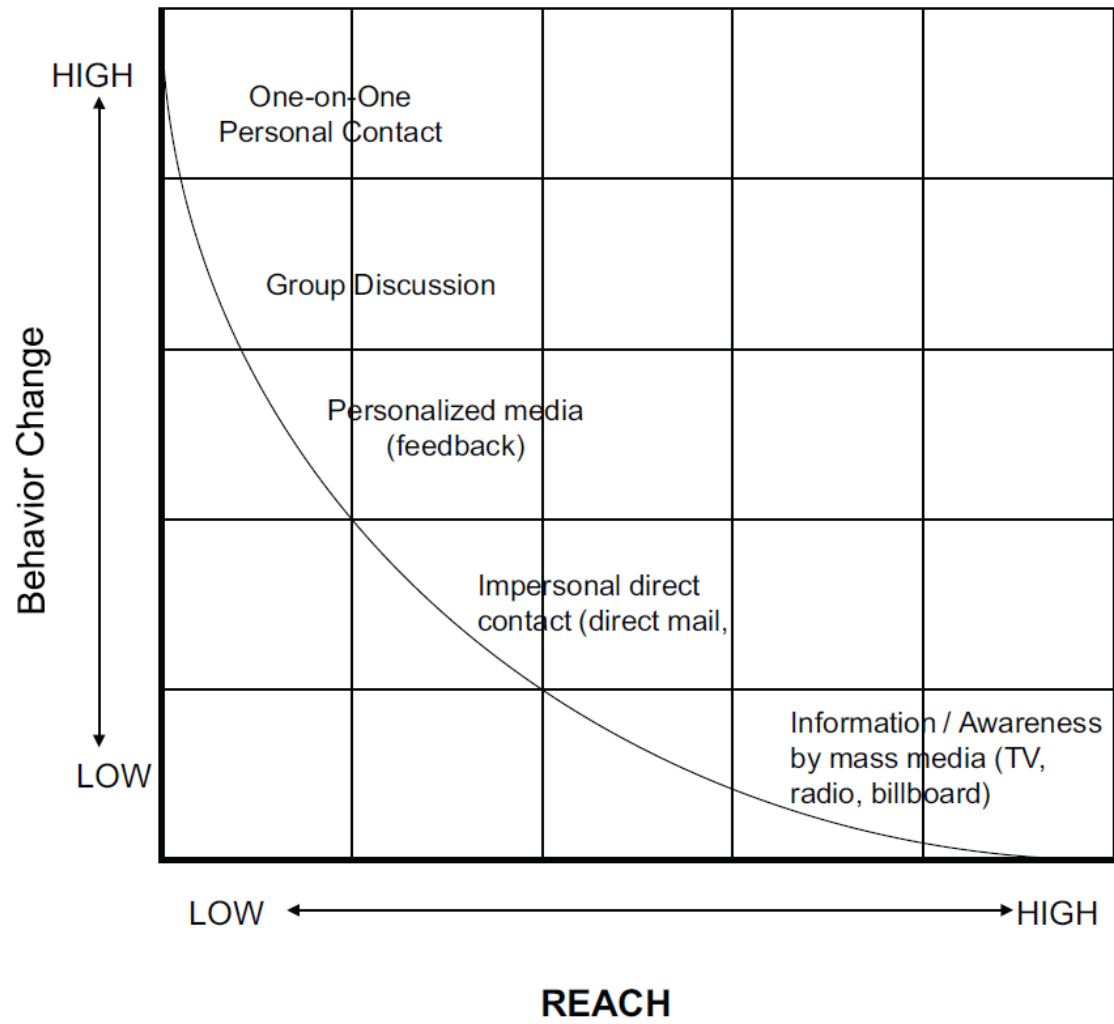
YOUR BACKYARD— Dog waste and other pollutants left in your BACKYARD, go straight into Marley Creek when rain falls.

Level of Investment to Change Behavior

(conceptual)



Adapted from Everett Rogers, Jay Kassirer, Mike Rothschild, Dave Ward, Kristen Cooley



Source: Schultz, P.W. May 2010. Social Marketing: A Community-Based Approach. Presentation prepared for the USEPA, RCC Web Academy. May 20, 2010.

WSA Lessons Learned

- Focus on ONE behavior
- Identify the right audience and learn all you can about them – resist the urge to advocate.
- Technical assistance is a MUST
- 1 on 1 conversations are extremely effective
- Focus on the “Help Me”s
- It takes a long time and many contacts to change behavior.