



## USDA-CSREES 2006 National Water Quality Conference

### Addressing Water Quality Issues In Hood Canal, WA Using Social Marketing Approaches

To reduce anthropogenic nutrient loading to Hood Canal, Washington State University Extension implemented two social marketing based campaigns to educate and instill behavior changes among watershed residents. Beginning in late spring of 2005, the "Hood Canal Watershed Pledge Program" targeted all watershed residents and the "Shore Stewards" specifically targeted shoreline homeowners.

Each of the programs developed and distributed through making personal contacts, a booklet about Hood Canal. The booklets highlighted the natural history and interesting features of Hood Canal as well as water quality issues, and helped residents identify and commit to taking actions to help maintain Hood Canal's health. As the booklets were distributed and participants committed to specific actions, the Hood Canal Watershed Pledge participants were provided a beautiful recycled glass suncatcher with a custom Hood Canal design, and the shoreline homeowners were provided a 12" round metal "Shore Steward" sign for outside of their home. Contact information was collected for all participants in order to update them with current water quality news and information, as well as for program evaluation purposes.

The social marketing elements and strategies of these programs include:

- Identification of target audiences and issues
- Development of desired behavior objectives
- Development of products to promote program objectives
- Making personal contacts and obtaining commitments
- Measurement of program outcomes; changes in behavior and intent, changes in beliefs, awareness

We anticipate reaching 1700 residents during the 2005 summer outreach season through these programs. During fall 2005, telephone surveys of representative samples of program participants will be conducted to measure the effectiveness of these programs in encouraging behavior changes. This presentation will provide an overview of the programs, the outcomes and conclusions derived from the analysis of the information obtained, as well as future program directions.

Author: Pat Pearson

Coauthor(s): Robert Simmons, Cammy Mills, Emily Piper