



USDA-CSREES 2007 National Water Quality Conference

Changing Public Behavior with Help from Target Audience Research

When planning a community involvement initiative, the planning group starts with a rough idea of what to do and how to do it. Once you have the beginning of a plan, the next step is to familiarize yourself with the "community of interest" and identify one or more target audiences. Who, specifically, can be part of making your goal happen? A focus on a target audience is essential to success, according to research evaluating effectiveness of outreach programs and campaigns. This session will engage participants in considering what target audience details are significant for their community initiative and where to use this information in planning. Resources for the session feature findings from the Water Outreach meta-analysis of 96 research studies about 14 audiences of interest to water-related initiatives, as well as findings from the 2004 Best Education Practice Symposium. Participants will be able to access these resources and other outreach, planning, and facilitation tools after the conference through the Water Outreach website, <http://wateroutreach.uwex.edu/>

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