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## **Using Social Indicators for NPS Planning and Evaluation**

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### **Abstract Text:**

Getting people to change behaviors that impact water quality is crucial to the long-term success of our nation's efforts to reduce nonpoint source (NPS) pollution. NPS projects can help bring about these changes by delivering appropriate combinations of technical, financial, and educational assistance to people making land management decisions. Social indicators provide information about the social context, capacity, awareness, attitudes, and behaviors of individuals, households, organizations, and communities. This interactive workshop will provide an overview of social indicators for NPS projects and describe how indicators are being used for planning and evaluation. Workshop participants will have the opportunity to determine how social indicators might be applied to their own NPS projects.