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**Water Outreach: Changing Public Behavior – Increasing Citizen Involvement  
Through Use of Target Audience Information**

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**Abstract Text:**

A new USDA Cooperative Extension project, Changing Public Behavior, focuses on preparing water resource professionals to apply education and social science research in new and creative ways to encourage the public to adopt environmentally friendly habits. If the goals of outreach are to 1) effectively change public behavior in ways conducive to the better management of water resources, and 2) provide communities with the skills required to manage water resources themselves for the long term and/or know where and how to seek help in doing so -- then it follows that outreach educators need to develop a familiarity with the individuals and communities with which they work. In this session we will introduce project resources and invite discussion for how to most effectively collect and apply information about audiences when developing an outreach or education initiative.