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## **Minnesota's Experience in Testing Social Indicators to Measure Behavior Change**

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### **Abstract:**

Minnesota participates in the USEPA Region 5 effort to develop a social indicators framework to evaluate changes in human behavior related to water quality. Minnesota's abundant water resources are managed by approximately two hundred local government units, which implement a variety of water quality projects. Most projects have target audiences under 500 people. We present our experiences working with local partners in Duluth and with other rural and urban projects.

### **Impact Statement:**

Testing the social indicators framework has yielded valuable lessons about adapting evaluation methods to diverse local conditions. We find that the scale of the evaluation framework must be appropriate to the scale of the project. We have also learned the value of close collaboration with local partners who are intended to use the evaluation framework.

Category: Human Dimensions

Type of Presentation: Oral Presentation