



2009 CSREES National Water Conference; St. Louis, MO

Changing Public Behavior: 2008 National Facilitation Activities

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Abstract:

Not sure if 'social marketing' is the right direction for your water outreach strategy? The USDA/CSREES National Facilitation Project, Changing Public Behavior - Increasing Citizen Involvement Using Target Audience Information, helps water resource professionals apply education and social science research in new and creative ways to encourage the public to adopt environmentally-friendly habits.

This poster will describe project resources, success stories, and results from our 2008 activities. Resources include step-by-step training for using audience information to improve your outreach and a searchable database for audience-specific research. Stop by to pick up a 'Tips for Changing Behavior about Natural Resources' handout and to discuss both in-person and Web-based training opportunities.

The Changing Public Behavior Project is part of the National Extension Water Outreach Education website: <http://wateroutreach.uwex.edu/>

Impact Statement:

Short term

- 1) Compile participant responses related to the value of specific workshop techniques and resources, as well as to their perceived increases in skills and confidence in using them.
- 2) Workshop participants receive grounding in how to find and apply social assessment tools, and where to find the resources to develop those skills.
- 3) Participants develop an outreach plan for increasing citizen involvement in an environmental situation on which they are working.

Medium term

- 1) Based on participant feedback, UW ERC revises specific workshop presentations, activities, and resources.
- 2) Participants have increased confidence and skills for applying their model in a local situation.

Long term

In a 6 month follow up study, future workshop participants indicate:
Trainees have successfully applied the CPB plan in a local situation.

Category: Human Dimensions

Type of Presentation: Oral Presentation