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Assessing Our Skills and Confidence in Changing Public Behavior

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Abstract:

This session will describe Extension educator readiness to implement behavior change techniques in their outreach programs based on pre- and post-workshop assessments for the Changing Public Behavior National Facilitation Project.

The Changing Public Behavior Project traveled from coast to coast this year to pilot workshops that are testing innovative techniques and resources for building educator skills. We created workshop activities and a related online Self-Study Module to help Extension natural resource professionals and educators increase their skills in using and collecting audience information for designing an outreach strategy.

Workshop participants completed pre- and post- workshop questionnaires assessing their levels of skills and confidence in using education techniques and social assessment tools when designing outreach efforts. Participants also evaluated workshop presentations and resources. Evaluation data has been used to fine-tune workshop materials and activities, as well as the online Self-Study Module, <http://wateroutreach.uwex.edu/SSModuleIntro.cfm>

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