



**Session 6B**

**Behavior Change I: Reducing Pollution**

**Thursday, January 9, 2014**

**Outcomes:**

- Participants will be able to describe the basic parts of a Community Behavior Change Strategy.
- Participants will be able to describe trends in public attitudes toward stormwater and sustainability in the Chesapeake Region.
- Stewards will be able to describe how to measure the effects of their Community Behavior Change Strategy.
- Stewards will identify the specific behavior and target audience for their Community Based Social Marketing Capstone Project and will create a plan for capturing baseline data.

**Agenda**

**Welcome and Introductions**

Suzanne Etgen

**Behavior Change 101**

Steve Raabe

**Step 1: Identify your Behavior and your Audience**

Suzanne Etgen

**Break**

**Group Work - Identifying Behaviors and Audiences**

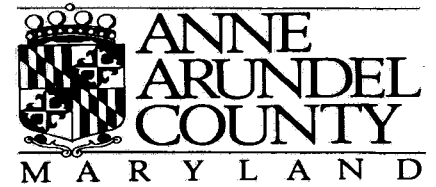
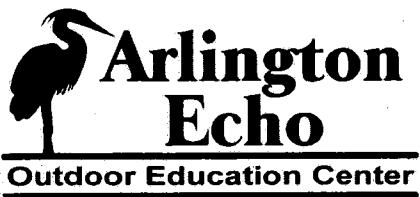
Jackie Takacs, Krisztian Varsa,  
Steve Raabe and Suzanne Etgen

**Introduction to the Survey Methodology**

Steve Raabe and Suzanne Etgen

**Homework:**

1. Complete Baseline and Barrier/ Benefits and Motivators Survey in your Capstone Community and enter your results into the SurveyMonkeylink sent to you by Chase. Enter all results into Survey Monkey NO LATER THAN January 23<sup>rd</sup>.
2. Explore other social marketing campaigns in your focus area using the internet links on the resource sheet.



**Watershed Stewards Academy  
Session 6b: Behavior Change I  
Speaker Contact List**

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## Green School Best Management Practices/Behavior Change Cheat Sheet

Hello Green school committee members,

At our last meeting, you were asked to approach one group and discuss the green school application and ask for their help. We want each group to commit to 1 behavior change. This is what you will be doing with your group.

### Step 1: Identify a Behavior and Define your Audience.

(The behavior should be one of the following single, non-divisible behaviors that directly result in pollution reduction.) The audience must be engaged in the polluting behavior you want to change. Students, staff, community, family...

#### 1) Cup Waste

- a) Use a coffee mug.
- b) Borrow a mug. Clean and return it.
- c) Carry a refillable water bottle.

#### 2) Paper Waste

- a) Turn in assignments electronically.

*Yerman* 3) Remove and properly dispose of organic matter and trash from hard surfaces and storm drains near the school.

- a) Educate community about pollution in storm drains.

*me* 4) Pick up litter from streams and dispose of it properly.

- 5) Turn off lights when not in use.
- 6) Turn off computers at the end of the day.
- 7) Grow indoor plants and distribute to each classroom.
- 8) No waste lunches.

*Huggins* ~~a) Composting worm bin.~~ 9) School Flag Program (education)  
*Lawson*

### Step 2: Measure the Baseline of the Behavior.

This is a quantitative measurement and is done by interviewing your target audience. Are they or are they not doing the behavior?

## Community Outreach/ Behavior Change Cheat Sheet

Your Capstone Project will include 1 behavior change program *per group*. This program includes the 5 steps as listed below. Below are some highlights of the 5 step process.

**Step 1: Identify a Behavior** (the behavior should be one of the following single, non-divisible behaviors that directly results in pollution reduction) **and Define your Audience** (This audience could be your neighborhood, or a subset of people in your community and should be about 75-100 people. Be as specific as possible when defining your audience. Your group should collect a minimum of 50 surveys during Step 2 and 5. *The audience must be engaged in the polluting behavior you want to change.* Your program should be geared specifically to that audience).

1. Pet Waste
  - a. Pick up - and dispose of - pet waste while your pet is on a leash
  - b. or while your pet is *not* on a leash
2. Remove and properly dispose of organic matter and trash from hard surfaces and storm drain inlets near your house.
3. Fertilize in fall if at all.
4. Purchase a CLEAN lawn care regime from your lawn care company.
5. Adjust the thermostat up by 3 degrees in the summer.
6. Use re-usable shopping bags at the grocery store.
7. Refrain from Littering

### Step 2: Measure the Baseline of the Behavior

This is a quantitative measurement and is done, in most cases, by interviewing each household in your target audience using the survey developed by Steve Raabe. *It important that the survey be followed verbatim for accurate data collection.* For some larger neighborhoods, it is possible to interview every 3<sup>rd</sup> or 5<sup>th</sup> house, rather than every single household, and/or take the surveys via phone. It is also feasible to distribute the survey electronically or on paper. ***Please contact us if you plan to do this, as the materials developed are intended to be used as a face to face interview.***

When doing the interviews, you will record the results of each interview on a single data collection sheet. Once you have collected all or most of your responses, you will enter the results of each interview on a Survey Monkey site made especially for your community. Chase will send a survey monkey link to you for your project.

• charging 5¢ a cup

• voluntary?

• Link action directly to a problem

Problem → Solution

air  
water  
pollution

School Cups  
(BO Mr Pitt)

Reusable mugs & bottles

School paper

→

electronic submissions

BO bacteria → pick up poop

BO trash → pick up litter

BO erosion → planting

School stormwater → clean drains  
(BO)

Energy → turn off lights  
computers

Drains to the harbor. (not Bay)

Ban styrofoam

Show me → help me — make me.

96 Students

growing indoor plants  
composting lunches

nextdoor.com