



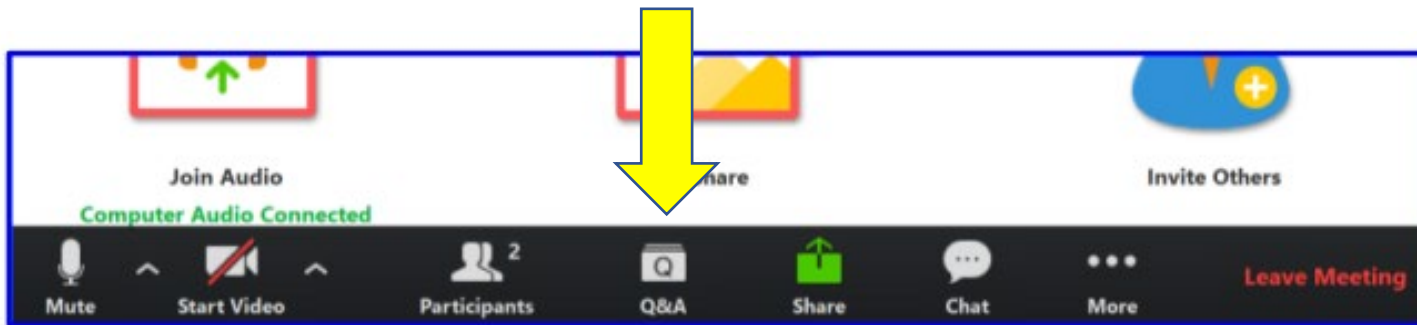
**Inspire Local  
Stewardship with  
“Chesapeake  
Behavior Change”**

**Chesapeake Bay  
Program  
Communications  
Office Webinar  
Series**

**April 2022**

# Reminders

If you would like to ask a question, please type it in the Q&A box located at the bottom of Zoom and it will be answered during the Q&A portion of the webinar. The chat function is disabled.



The webinar is being recorded and will be posted on the Chesapeake Bay Program's YouTube page within 48 hours:

<https://www.youtube.com/c/chesbayprogram>

All participants are muted.



Amy Handen  
Local Implementation  
Programs Coordinator  
EPA Chesapeake Bay Program



Steve Raabe  
Founder and President  
OpinionWorks, LLC

## Presenters

CHESAPEAKE



BEHAVIOR CHANGE





(Photo Credit: CBP)





(Photo Credit: CBP)





(Photo Credit: CBP)





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# VISION

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*The Chesapeake Bay Program partners envision an environmentally and economically sustainable Chesapeake Bay watershed with clean water, abundant life, conserved lands and access to the water, a vibrant cultural heritage and a diversity of engaged citizens and stakeholders.*



# GOALS & OUTCOMES

## STEWARDSHIP

The long-term success of the Chesapeake Bay restoration effort will depend on local leadership—and local action that depends primarily on a strong citizen stewardship. More than 600 local conservation and watershed organizations in our region are educating and empowering citizens to restore and protect their local streams and rivers. Tens of thousands of local citizen volunteers are working toward our shared goals. Building a larger, broader, and more diverse citizen stewardship is vital to achieving many of the Goals and Outcomes of the Partnership.



**GOAL:** Increase the number of citizen stewards and local government officials who are trained and carry out the conservation actions that achieve healthy local watersheds in the Chesapeake Bay.

Increase the number and diversity of trained and mobilized volunteers with the knowledge and skills needed to enhance the health of their local watersheds.

Citizen Stewardship Outcome



Increase the number and diversity of trained and mobilized volunteers with the knowledge and skills needed to enhance the health of their local watersheds.

Local Leadership Outcome



Continually increase the knowledge and capacity of local officials on issues related to water resources and in the implementation of economic and policy incentives that will support local conservation actions.

Diversity Outcome



Identify minority stakeholder groups that are not currently represented in the leadership, decision-making and implementation of conservation and restoration activities and create meaningful opportunities and programs to recruit and engage them in the Partnership's efforts.



# Stewardship Indicator - Survey Question Categories



**Current Adoption of 19 Behaviors**



**Willingness to Adopt in the Future**



**Volunteerism**



**Engagement and Attitudinal**

(Photo Credit: CBP)





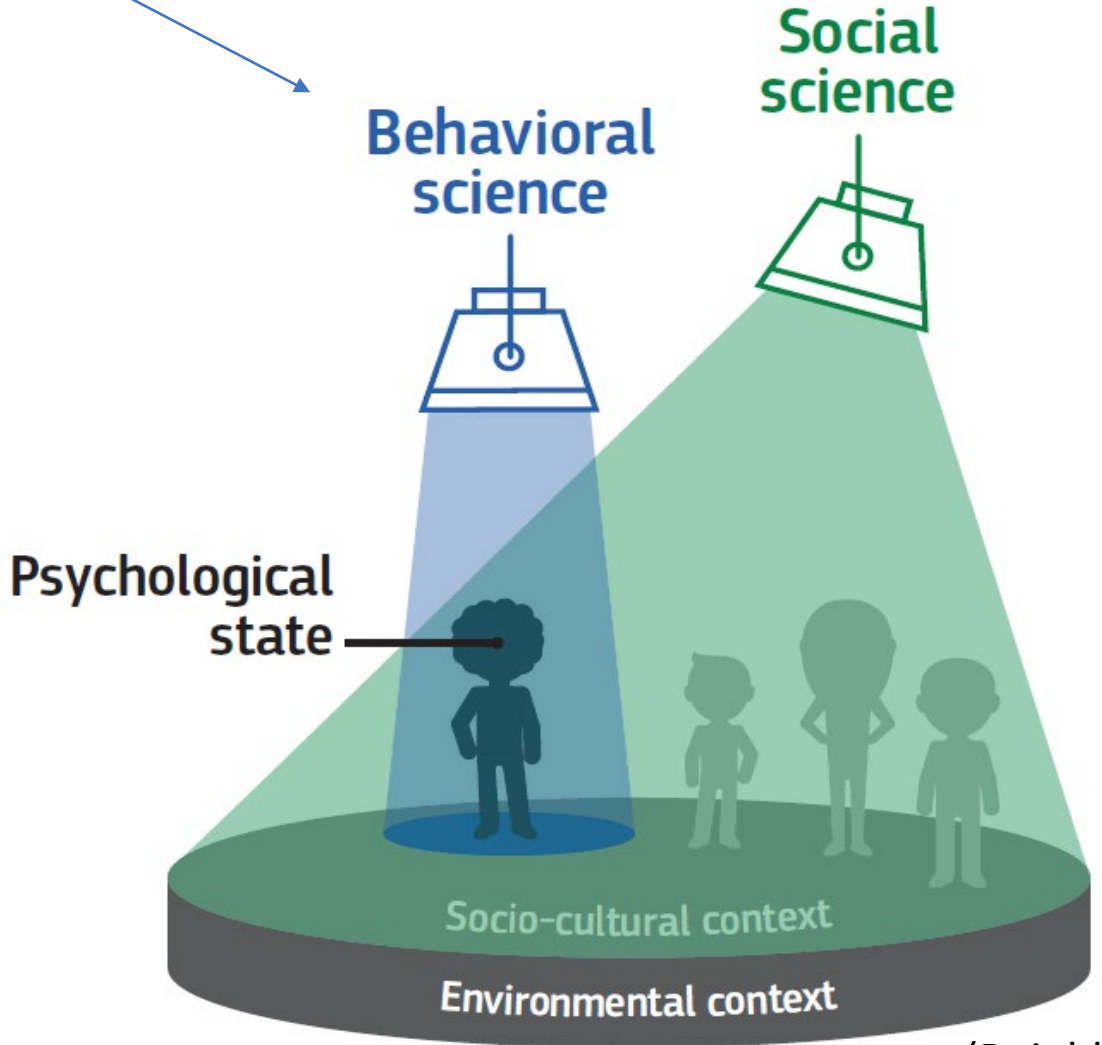
(Photo Credit: CBP)





Chesapeakebehaviorchange.org

Chesapeake Bay  
Program  
Partnership  
Broader Social  
Science Strategy



(Bujold et al, 2020)





**Inspiring Action,  
Fostering Stewardship**  
**A new tool for behavior change practitioners**  
**Sharing of resources and best practices**  
**Campaign planning template**  
**Case study database**

Thousands of Chesapeake Bay watershed residents were surveyed about their stewardship behaviors that impact the Bay's health.

[Learn about the survey](#)

**What Is Chesapeake Behavior Change?**





**Chesapeake Bay Program**  
*Science. Restoration. Partnership.*



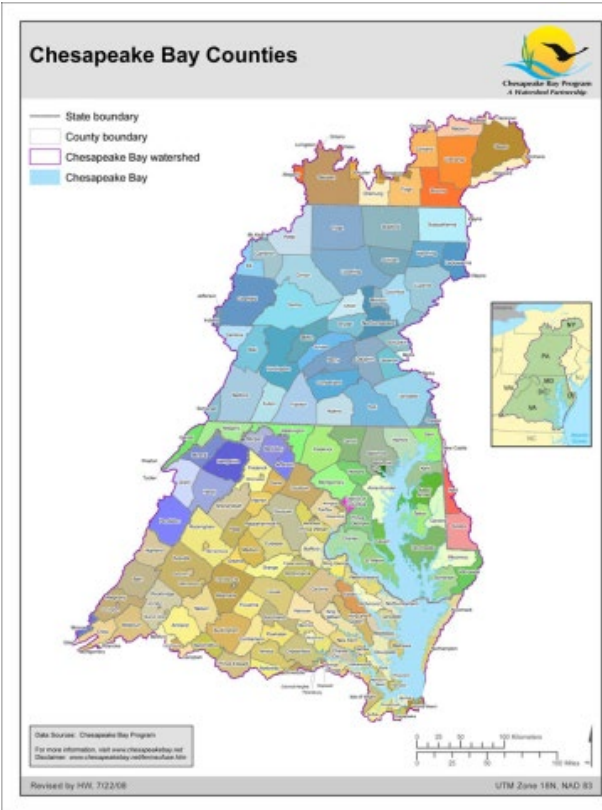
Photos Courtesy Chesapeake Bay Program

# **Chesapeake Bay** **Stewardship Indicator**



# Stewardship Indicator

## Sampling Methodology



	2017 Baseline
	All states statistically significant N=5,212
MD	1,005 (±3.1%)
PA	1,003 (±3.1%)
VA	1,001 (±3.1%)
DC	801 (±3.5%)
WV	600 (±4.0%)
DE	402 (±4.9%)
NY	400 (±4.9%)

Fielded March – May 2017  
 13-minute interview  
 Wireless and Landline  
 Spanish language interviewing

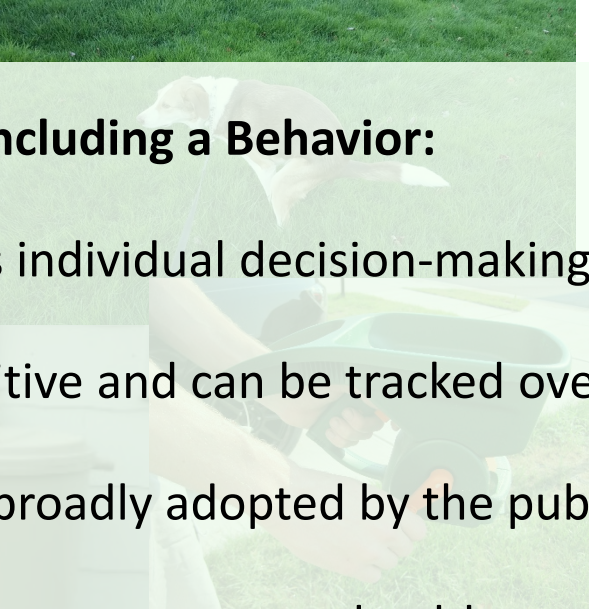






# 19 Measured Behaviors

- **Pet waste (2: on property/off property)**
- **Leaves/Lawn clippings (2)**
- **Litter (2: drop/pick-up)**
- **Fats, grease/Medicines down the drain (2)**
- **Fertilizer use/keep off hard surfaces (2)**
- **Pesticide/Herbicide use (2)**
- **Conservation landscaping**
- **Rain garden installation**
- **Septic system inspection/pump out**
- **Tree planting**
- **Downspouts redirected**
- **Rain barrel connected, emptied (2)**
- **Water conservation**



## Criteria for Including a Behavior:

1. Involves individual decision-making
2. Is repetitive and can be tracked over time
3. Can be broadly adopted by the public
4. Has an impact on water health
5. Can engage the public



**ALL CASH PRICES**  
Add 2.5% for Credit Transactions



# GREEK ISLAND

## Diner-Restaurant

**GLUTEN FREE OPTIONS AVAILABLE**  
\$2.50 Upcharge Per Item

**Fruits and Juices**  
Assorted Juices  
ORANGE, PINEAPPLE, APPLE, CRANBERRY, TOMATO, V8, GRAPEFRUIT  
SMALL ... 2.95 LARGE ... 3.95

**Cereals**  
OATMEAL OR FARINA ..... 4.25  
COLD CEREAL with MILK ..... 7.25

**Bagel Bin**  
1. BAGEL ALL THE WAY ..... 14.95  
Nava Soufia Lox on a Bagel, with Cream Cheese, Lettuce, Tomato & Bermuda Onion  
2. CREAM CHEESE on a TOASTED BAGEL ..... 4.50  
3. BUTTER on TOASTED BAGEL ..... 2.50  
4. BAGEL LOX WITH ONION & CREAM CHEESE 14.95

**ADD-ONS**  
RAISINS 1.00 Extra  
BANANAS 1.50 Extra  
FRESH STRAWBERRIES (In Season) 4.00 Extra  
FRESH BLUEBERRIES (In Season) 4.00 Extra  
FRESH CHERRY (In Season) 4.00 Extra  
FRESH PINEAPPLE (In Season) 4.00 Extra  
SPECIAL BAGEL PLATTER FOR TWO 21.95  
Tuna, Egg Salad, Soufia Lox, Cream Cheese, Turkey Bacon or Turkey Sausage & Onions

# Too Many Choices Immobilize

**Eggs**  
ONE EGG ..... 5.95  
with BACON, HAM or SAUSAGE ..... 7.95  
TWO EGGS ..... 6.95  
with BACON, HAM or SAUSAGE ..... 8.95  
with Canadian Bacon ..... 9.25  
HAMBURGER and TWO EGGS ..... 18.95  
ROMANIAN STEAK and EGGS ..... 24.95  
HARD BOILED EGG (1) 1.50 HARD BOILED EGGS (2) 4.95  
EGG WHITES 2.00 Extra

**Breakfast Sandwiches**  
OUR OWN CORNED BEEF HASH & TWO EGGS ..... 9.95  
EGGS BENEDICT (1) ..... 12.95  
with Canadian Bacon and Hollandaise Sauce  
or an English Muffin  
EGGS BENEDICT FLORENTINE ..... 12.95  
with Fresh Spinach, served over Whole Wheat Toasted Pita (with CANADIAN BACON ... 12.95)

**Pancakes** Whole Wheat 2.00 Extra + Gluten Free 2.50 Extra  
PANCAKES DELUXE ... 12.95  
with \* Two Eggs, Bacon, Ham & Sausage  
HUNGRY MAN ... 14.95  
with \* Two Eggs, Bacon, Ham, Sausage & Home Fries

**Omelettes**  
All Omelettes are made with 2 Fresh Eggs + Served with Home Fries or French Fries & Toast with butter + Gluten Free Bread 2.50  
MUSHROOM OMELETTE ..... 9.95  
with American Cheese ..... 10.95  
PEPPER and ONION OMELETTE ..... 9.95  
SWISS CHEESE OMELETTE ..... 9.25  
FETA CHEESE OMELETTE ..... 9.95  
SPINACH and FETA CHEESE OMELETTE ..... 9.95  
FETA CHEESE and TOMATO OMELETTE ..... 9.95  
GREEK ISLAND OMELETTE ..... 10.95  
Spinach, Feta Cheese & Tomatoes  
BACON, HAM or SAUSAGE OMELETTE ..... 9.95  
with American Cheese ..... 10.95  
AMERICAN CHEESE OMELETTE ..... 8.95  
WESTERN OMELETTE ..... 10.95  
SPANISH OMELETTE ..... 9.95  
NOVA SCOTIA LOX, EGGS & ONION (Scrambled or Omelette) ..... 12.95  
FARMER'S OMELETTE ..... 11.95  
Mushrooms, Bacon, Sausage and Cheese  
BROCCOLI OMELETTE ..... 9.95  
with American Cheese ..... 10.95  
POTATO, PEPPER and ONION OMELETTE ..... 10.95  
SPINACH and MUSHROOM EGG/WHITE OMELETTE ..... 11.95  
MEAT LOVERS OMELETTE ..... 12.95  
Bacon, Ham and Sausage and Cheese

ANY OMELETTE CAN BE SERVED IN A WRAP 1.50 Extra  
\*ADDITIONAL EGG 1.50 Extra (FRESH EGG WHITES ONLY 2.00 Extra)  
ENGLISH MUFFIN OR BAGEL .75 Extra SIDE OF CREAM CHEESE 1.50 Extra  
GLUTEN FREE FRENCH FRIES 2.00 GLUTEN FREE TOAST 2.00  
ADDITIONAL ITEMS IN OMELETTE:  
EXTRA CHEESE OR VEGETABLE 1.25 Extra BACON, HAM OR SAUSAGE 2.00 Extra  
TURKEY BACON OR TURKEY SAUSAGE 2.00 Extra

**Breakfast Sides**  
BUTTERED TOAST ..... 2.50 CANADIAN BACON ..... 5.50  
GLUTEN FREE TOAST ..... 4.50 TURKEY BACON or TURKEY SAUSAGE ..... 5.95  
BUTTERED ROLL ..... 2.50 HOME MADE CORNED BEEF HASH ..... 6.95  
ENGLISH MUFFIN ..... 2.50 HOME MADE GYRO HASH ..... 6.95  
CORN, BEAN or BLUEBERRY MUFFIN ..... 2.95 SALSA ..... 1.50  
BACON, HAM or SAUSAGE ..... 4.95

\* This item is cooked to order. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.

**French Toast** Whole Wheat 2.00 Extra + Gluten Free 2.50 Extra  
FRENCH TOAST DELUXE ... 12.95  
with \*Two Eggs, Bacon, Ham AND Sausage  
Stuffed with Cream Cheese and Fruit Preserves 16.95  
Stuffed with Cream Cheese and Fresh Fruit 17.95  
HUNGRY MAN ... 14.95  
with \* Two Eggs, Bacon, Ham, Sausage & Home Fries

**Belgian Waffles**  
WAFFLE DELUXE ... 12.95  
with \* Two Eggs, Bacon, Ham and Sausage  
HUNGRY MAN ... 14.95  
with \* Two Eggs, Bacon, Ham, Sausage & Home Fries  
GOLDEN BROWN BELGIAN WAFFLE, CRISP & DELICIOUS  
WAFFLE with BUTTER and SYRUP ..... 7.95  
with BACON or HAM or SAUSAGE ..... 9.95  
with TURKEY BACON or TURKEY SAUSAGE ..... 10.95  
with CANADIAN BACON ..... 10.95  
\* with TWO EGGS ..... 9.95  
with Choice of STRAWBERRY, CHERRY or BLUEBERRY PRESERVES ..... 10.95  
with FRESH STRAWBERRIES or BLUEBERRIES ..... 11.95  
with ICE CREAM (2 SCOOP) ...

**Triple Deckers**  
Served with Dressing, French Fries, Cole Slaw and Pickle  
Gluten Free Fries 2.50 Extra  
YOUR CHOICE 12.95  
PLEASE ORDER BY NUMBER  
#1 HOMEMADE SLICED ROASTED TURKEY Bacon, Lettuce & Tomato  
#2 ROAST BEEF, Swiss Cheese, Lettuce & Tomato  
#3 VIRGINIA HAM, Swiss Cheese, Lettuce & Tomato  
#4 CHICKEN BREAST, Bacon Lettuce & Tomato  
#5 TUNA or CHICKEN SALAD CLUB Bacon, Lettuce & Tomato

**Greek Island Sandwich Specialties**  
WRAPPED in a Pita Bread with Onions, Shredded Lettuce, Tomato and Tzatziki Sauce (Extra TZATZIKI SAUCE 1.50)  
Gluten Free Fries 2.50 Extra  
TUNA SALAD SANDWICH ..... 7.95  
EGG SALAD SANDWICH ..... 7.95  
CHICKEN SALAD SANDWICH ..... 7.95  
GRILLED AMERICAN CHEESE SANDWICH ..... 5.95  
With BACON ..... 6.95  
With TOMATO ..... 6.50  
BACON, LETTUCE and TOMATO SANDWICH ..... 7.95  
HAM and SWISS CHEESE SANDWICH ..... 7.95  
\* ROAST BEEF SANDWICH ..... 10.95  
HOMEMADE ROASTED TURKEY SANDWICH ..... 8.95  
PASTRAMI SANDWICH ..... 10.95  
CORNED BEEF SANDWICH ..... 10.95  
FRIED FILET ON A ROLL ..... 11.95  
with Tartar Sauce  
CHOICE OF CHEESE 1.00 EXTRA  
ADD FRENCH FRIES 2.00 (Gluten Free 2.50 Extra)

**Salad Platters**  
YOUR CHOICE 12.95  
ALL SALADS ARE HOME MADE  
Platters include Lettuce, Tomato, Pickle, Potato Salad & Cole Slaw  
TUNA SALAD  
EGG SALAD  
CHICKEN SALAD  
Pita Melts  
All Served with French Fries  
Gluten Free Fries 2.50 Extra + Gluten Free Pita 2.50 Extra  
PLEASE ORDER BY NUMBER  
YOUR CHOICE 12.95  
#1 SAUTEED BROCCOLI and MUSHROOMS, Topped with Melted Swiss  
#2 MELTED MOZZARELLA CHEESE, TOMATO and ROASTED PEPPERS, Topped with Pesto  
#3 SAUTEED SPINACH and ONIONS, Topped with Melted Pota Cheese  
#4 TUNA FISH Topped with Melted American Cheese  
#5 GRILLED CHICKEN, BBQ SAUCE Topped with Melted Cheddar Cheese  
#6 TURKEY BACON Topped with Melted American Cheese  
#7 CHICKEN CAESAR SALAD  
#8 GRILLED CHICKEN, with Sautéed Peppers and Onions, Topped with Swiss Cheese  
#9 PHILLY CHEESE STEAK with Sautéed Onions, Topped with Melted Cheddar & American Cheese  
#10 GRILLED AMERICAN CHEESE with Bacon and Tomato

**Salads**  
GREEK SALAD ..... 8.95 14.95  
TOSSED SALAD ..... 7.45 12.95  
CAESAR SALAD ..... 6.95 14.95  
SPINACH SALAD HARD BOILED EGG, BACON & MUSHROOMS ..... 11.95 15.95  
CHEF'S SALAD ..... 12.95 17.95  
Tossed Salad Topped with Turkey, Roast Beef, Ham, Swiss Cheese, French Cheese, Hard Boiled Egg, Garnish & choice of Dressing  
COBB SALAD ..... 11.95 14.95  
Lettuce, Tomatoes, Onions, Swiss Cheese, American Cheese, Sliced Egg, Bacon and Sliced Turkey  
SALAD ADDITIONS  
GRILLED CHICKEN ..... 6.50 7.95  
GYRO SLICES ..... 6.50 7.95  
GRILLED CHICKEN ..... 6.50 7.95  
PORK or CHICKEN SOUVLAKI ..... 6.50 7.95  
\* FILET MIGNON ..... MARKET VALUE  
SHRIMP ..... MARKET VALUE  
SALMON ..... MARKET VALUE  
BUFFALO CHICKEN GRILLED or FRIED ..... 7.50 9.95  
MIXED GREENS with WALNUTS, CRANBERRIES & GORGONZOLA CHEESE  
Served with a Light Raspberry Vinaigrette  
SMALL ... 11.95 LARGE ... 12.95

**Wraps**  
All Served with French Fries  
Gluten Free Fries 2.50 Extra  
YOUR CHOICE 14.95  
BUFFALO CHICKEN WRAP Fried or Grilled with Lettuce and Tomatoes  
GREEK SALAD WRAP with CHICKEN OR GYRO  
CAESAR SALAD WRAP with CHICKEN  
TUNA OR CHICKEN SALAD with Lettuce and Tomato  
#1 GRILLED CHICKEN WRAP with Lettuce and Tomato  
#2 GRILLED CHICKEN WRAP with Roasted Pepper, Lettuce & Tomato VEGETABLE WRAP with Sautéed Broccoli, Tomatoes, Onions and Mushrooms  
#3 GRILLED CHICKEN WRAP with Buffalo Chicken with Lettuce & Tomato  
\* PHILLY CHEESE STEAK WRAP with American Cheese & Fried Onions  
CHICKEN FAJITA WRAP Falafel and Hummus WRAP with Lettuce and Tomato

\*\*Market Value Prices Could Fluctuate\*\*

**8oz. Jumbo Burgers**  
DELUXE: Served with French Fries, Onion Rings, Lettuce, Tomato and Cole Slaw  
REGULAR DELUXE  
\* BEEF BURGER ..... 8.95 11.95  
\* CHEESEBURGER ..... 9.95 12.95  
with American Cheese  
\* BACON BURGER ..... 10.95 12.95  
\* BACON CHEESEBURGER ..... 11.95 14.95  
with American Cheese  
\* PIZZA BURGER ..... 8.95 11.95  
GRILLED CHICKEN ..... 9.95 12.95  
with MELTED AMERICAN ..... 10.95 12.95  
Substituted Salad 2.00 Extra  
Substituted Onion Ring 2.00 Extra  
Substituted Waffle Fries 2.00 Extra  
Substituted Sweet Potato Fries 2.00 Extra  
Turkey Sausage or Turkey Bacon 2.00 Extra  
Sautéed Mushrooms and Onions 2.00 Extra  
CHEESE: Swiss, Mozzarella, Pepper Jack or Cheddar Cheese 1.00 Extra

**Low Cholesterol, Low Fat & Delicious**  
GREEK STYLE BURGER (TURKEY OR BEEF) Served on Pita, with Feta Cheese, Lettuce, Tomato and Onions  
REGULAR ... 10.95 DELUXE ... 12.95

**Salads**  
GREEK SALAD ..... 8.95 14.95  
TOSSED SALAD ..... 7.45 12.95  
CAESAR SALAD ..... 6.95 14.95  
SPINACH SALAD HARD BOILED EGG, BACON & MUSHROOMS ..... 11.95 15.95  
CHEF'S SALAD ..... 12.95 17.95  
Tossed Salad Topped with Turkey, Roast Beef, Ham, Swiss Cheese, French Cheese, Hard Boiled Egg, Garnish & choice of Dressing  
COBB SALAD ..... 11.95 14.95  
Lettuce, Tomatoes, Onions, Swiss Cheese, American Cheese, Sliced Egg, Bacon and Sliced Turkey  
SALAD ADDITIONS  
GRILLED CHICKEN ..... 6.50 7.95  
GYRO SLICES ..... 6.50 7.95  
GRILLED CHICKEN ..... 6.50 7.95  
PORK or CHICKEN SOUVLAKI ..... 6.50 7.95  
\* FILET MIGNON ..... MARKET VALUE  
SHRIMP ..... MARKET VALUE  
SALMON ..... MARKET VALUE  
BUFFALO CHICKEN GRILLED or FRIED ..... 7.50 9.95  
MIXED GREENS with WALNUTS, CRANBERRIES & GORGONZOLA CHEESE  
Served with a Light Raspberry Vinaigrette  
SMALL ... 11.95 LARGE ... 12.95

**Sides**  
FRIED ONION RINGS ..... 4.95 6.25  
FRENCH FRIES ..... 2.95 5.95  
with MELTED AMERICAN CHEESE ..... 4.95 6.95  
with SWISS or MOZZARELLA ..... 5.95 7.95  
GLUTEN FREE FRENCH FRIES ..... 5.95 7.95  
WAFFLE FRIES ..... 4.95 7.95  
with AMERICAN CHEESE ..... 5.95 8.95  
SWEET POTATO FRIES ..... 4.95 7.95  
HOMIE FRIES ..... 4.50  
MASHED POTATOES ..... 2.50  
BAKED POTATO ..... 4.00  
STUFFED BAKED POTATO CHEESE, BROCCOLI & BACON ..... 5.95  
LETTUCE WEDGE ..... 4.95  
VEGETABLE OIL JOUR ..... 2.95 4.95  
SAUTEED SPINACH ..... 2.95 5.95  
COLE SLAW ..... 2.25 4.25  
GRAVY ..... 1.75 2.50  
RICE PILAF ..... 4.00  
PITA BREAD ..... 2.00  
YOGURT SAUCE ..... 1.50  
SOUR CREAM ..... 1.50  
GRILLED CHICKEN ..... 7.50 10.95  
GYRO SLICES ..... 7.50 10.95  
CHICKEN GYRO SLICES ..... 7.50 10.95  
PORK or CHICKEN SOUVLAKI ..... 7.95 10.95  
FILET MIGNON ..... 12.95 17.95  
BUFFALO CHICKEN GRILLED or FRIED ..... 7.95 12.95

**Homemade Taco Bowl**  
TACO SALAD MADE with:  
Chopped Beef 14.95  
Chicken 14.95  
Beef & Chicken 15.95  
\* Steak 12.95  
\* This item is cooked to order. Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.

**Panini Sandwiches**  
All Served with French Fries  
Gluten Free Fries 2.50 Extra  
PLEASE ORDER BY NUMBER  
YOUR CHOICE 14.95  
CHOICE OF GRILLED OR FRIED CHICKEN  
#1 TOMATO & MOZZARELLA  
#2 CHICKEN CUTLET (Grilled or Fried) with Bacon, Cheese, Lettuce & Tomato  
#3 CHICKEN CUTLET (Grilled or Fried) with Roasted Peppers & Mozzarella Cheese  
#4 CHICKEN CUTLET (Grilled or Fried) with Sautéed Tomatoes & Pesto  
\* #5 ROAST BEEF with Sautéed Onions & Mozzarella Cheese  
\* #6 PHILLY CHEESE STEAK with Cheddar Cheese & Sautéed Onions  
#7 BLT - Bacon, Lettuce and Tomato  
#8 REUBEN  
#9 BEEF & LAMB GYRO OR CHICKEN GYRO  
#10 PASTRAMI with Fresh Mozzarella  
#11 CHICKEN PARMESAN  
#12 SHRIMP PARMESAN (16.95)  
#13 EGGPLANT PARMESAN  
#14 MEATBALL PARMESAN  
#15 FRIED EGGPLANT with Roasted Red Peppers and Fresh Mozzarella  
#16 GRILLED SHRIMP ON GARLIC PANINI (14.95)  
#17 FRIED FILET with Tartar Sauce  
#18 HOMEMADE SLICED TURKEY with Fresh Mozzarella, Artichokes, Red Peppers & Thousand Island Dressing  
#19 CHICKEN CORDON BLEU Grilled Chicken with Smoked Ham and Swiss Cheese  
\* #20 WESTERN OMELETTE PANINI Ham, Peppers, Onions  
#21 BUFFALO CHICKEN Grilled or Fried with Blue Cheese, Lettuce and Tomato  
#22 CHICKEN FINGERS with Cheddar Cheese, Bacon & BBQ Sauce  
#23 FALAFEL AND HUMMUS with Roasted Peppers  
#24 CHICKEN FAJITA with Sautéed Peppers and Onions  
#25 GRILLED CHICKEN with Bacon, Sausage or Ham  
\* #26 TEX MEX Roast Beef with BBQ Sauce, and Pepper Jack Cheese

ALL PRICES ARE CASH PRICES. ADDITIONAL CREDIT CARD FEES (3.5%) WILL APPLY



# A Step-by-Step Guide to Planning & Implementing a Behavior Change Campaign

## Step 1

Identify a Single, End-State Behavior You Want to Change

## Step 2

Identify your Priority Audience and Measure the Behavior Baseline

## Step 3

Identify Barriers and Benefits

## Step 4

Develop Your Campaign (Strategies and Tools)

## Step 5

Implement Your Behavior Change Campaign

## Step 6

Measure and Evaluate Behavior Change



Chesapeake Behavior Change was developed in coordination with the Chesapeake Bay Program's Stewardship Workgroup. The goal of the Stewardship Workgroup is to grow the number of residents and organizations taking action from the ground up to encourage positive actions that protect and restore the health of the Chesapeake Bay.





# Choose the Right ONE Behavior to Influence

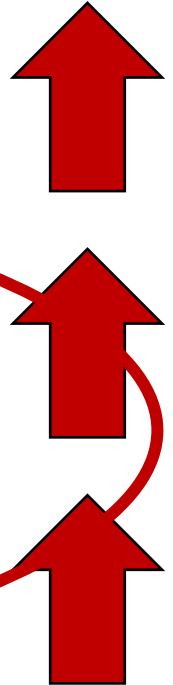
**Impact**: This behavior's impact on water quality

**Opportunity**: Share of the public who have not yet adopted the behavior

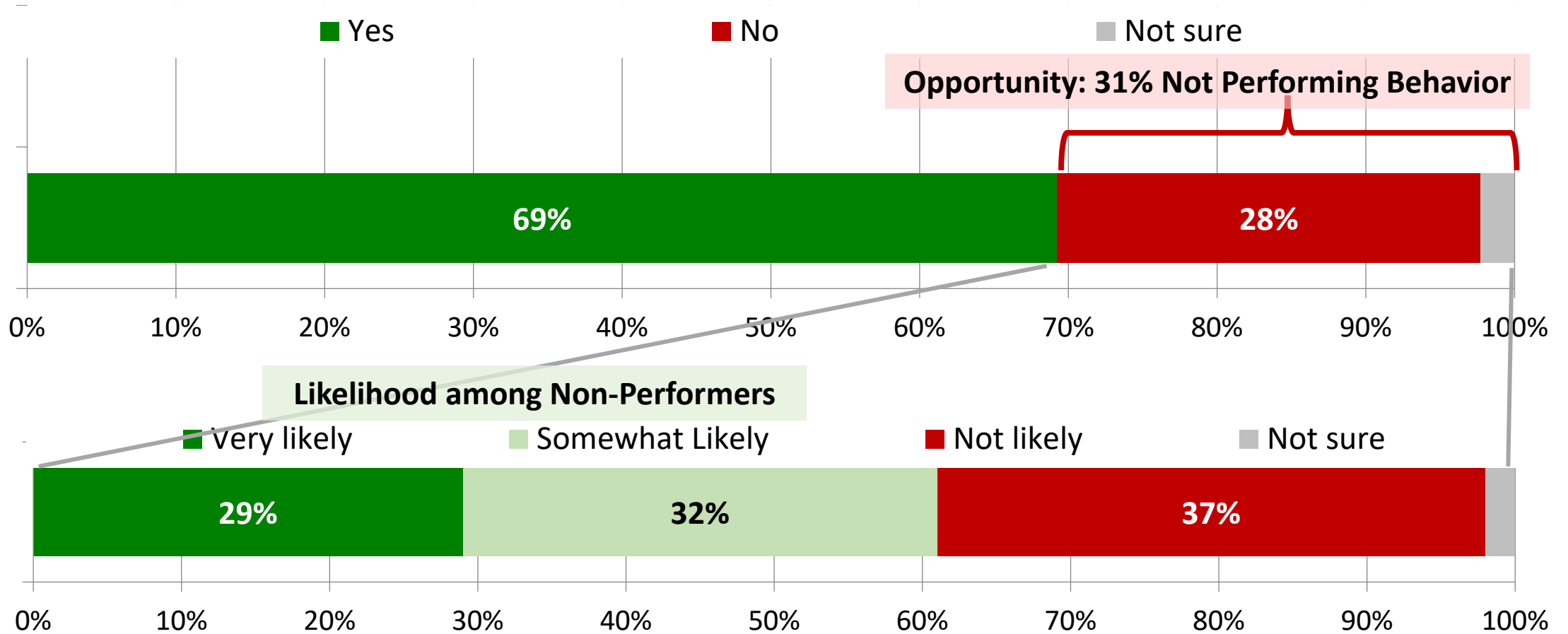
**Likelihood**: How ready people are to adopt

Physical science

Social Science



# Rain Barrel is Connected and Emptied Between Rainstorms



(Asked of those with a rain barrel):

“Is your rain barrel connected to a downspout and being emptied between rain storms?”

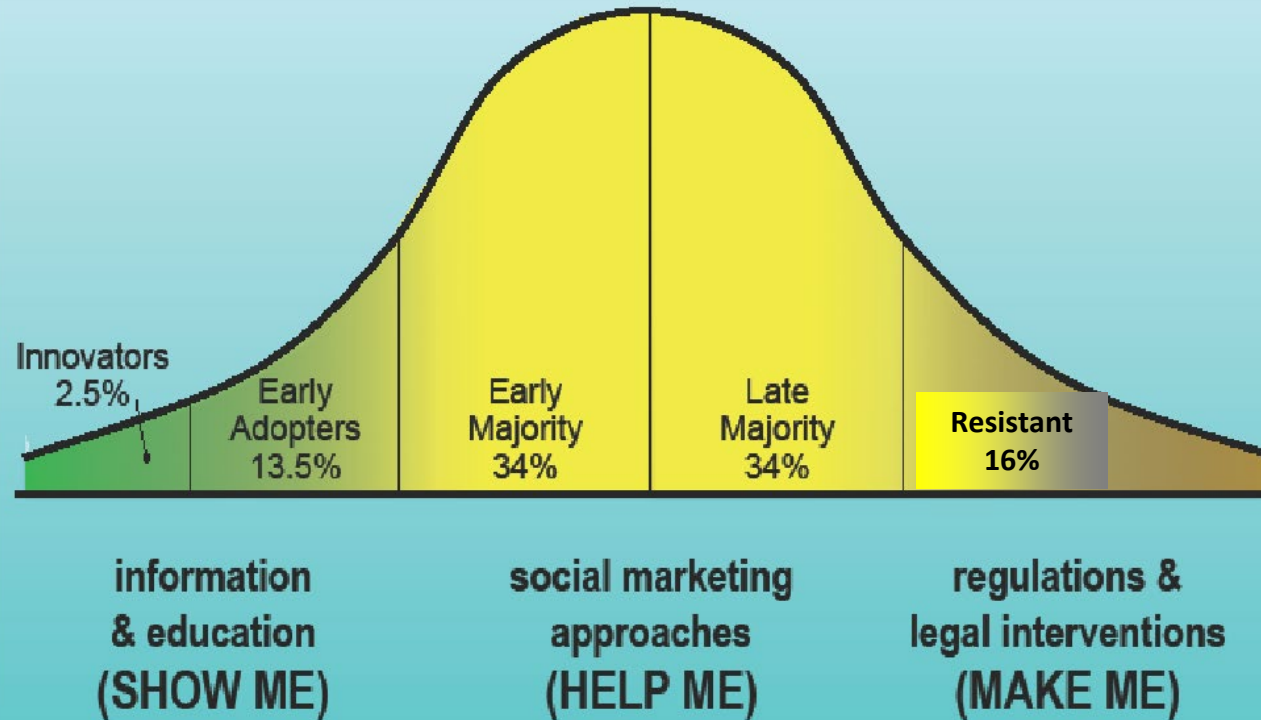
(If no or not sure): “Looking forward over the next year or so, how likely are you to do each of these things using the scale very likely, somewhat likely, or not likely?  
...Empty your rain barrel between rainstorms..”

**Stewardship Indicator Survey**

(N=5,212 Chesapeake Bay Watershed residents, 2017)



# Diffusion Approaches: Education, Marketing, and Law



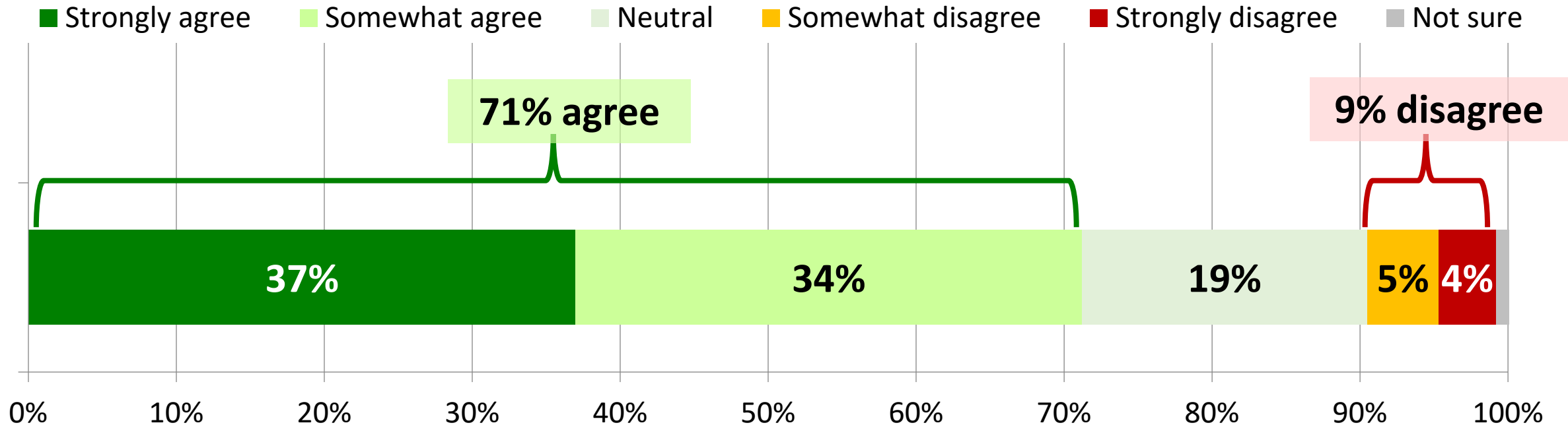
Graphic based on Everett Rogers, Diffusion of Innovations and Jay Kassirer, Confessions of an Environmental Social Marketer

Credit: Nancy R. Lee, University of Washington & Puget Sound Partnership  
Adapted from Everett Rogers, Jay Kassirer, Mike Rothschild, Dave Ward, Kristen Cooley

# A Public That Wants to be Engaged

## I want to do more to help make local creeks, rivers, and lakes healthier.

*Level of Agreement*



**Stewardship Indicator Survey**

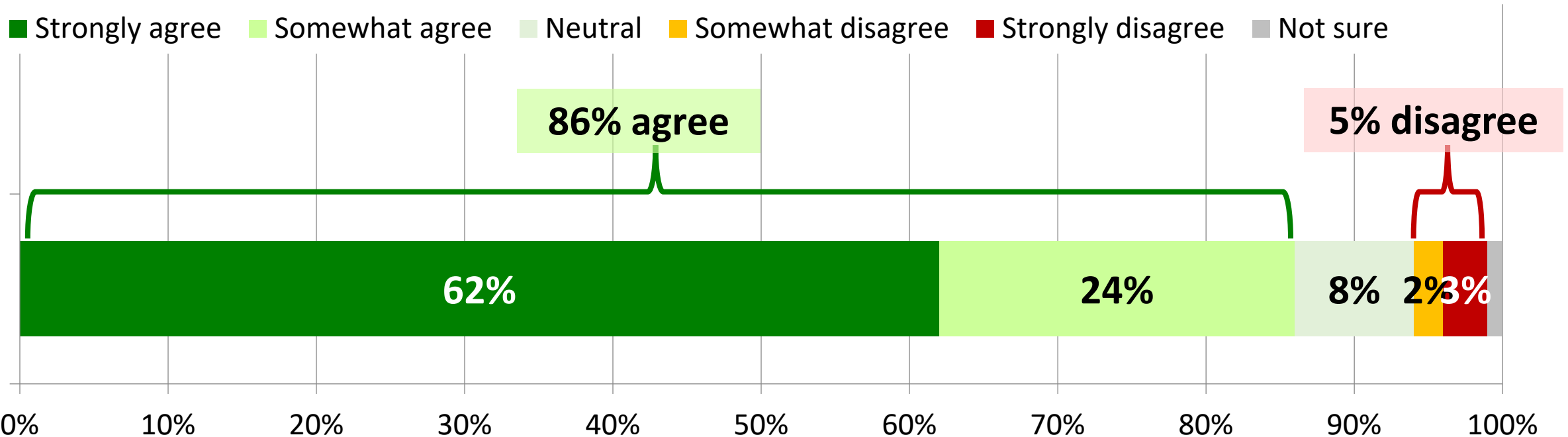
(N=5,212 Chesapeake Bay Watershed residents, 2017)



# Optimistic about Solutions

## If people work together, water pollution around here can be fixed.

*Level of Agreement*



**Stewardship Indicator Survey**

(N=5,212 Chesapeake Bay Watershed residents, 2017)

**<https://www.chesapeakebehaviorchange.org/>**



Questions?

Amy Handen

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Steve Raabe

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# Resources

- Chesapeake Behavior Change: [www.chesapeakebehaviorchange.org](http://www.chesapeakebehaviorchange.org)
- Stewardship Outcome: [www.chesapeakeprogress.com/engaged-communities/citizen-stewardship](http://www.chesapeakeprogress.com/engaged-communities/citizen-stewardship)
- Chesapeake Bay Program: [www.chesapeakebay.net](http://www.chesapeakebay.net)
- OpinionWorks: [Home \(opinionworks.com\)](http://opinionworks.com)
- SMNA: [SMANA – Social Marketing Association of North America](http://www.smna.org)
- Nancy lee: [Social Marketing Services, Inc.](http://www.socialmarketing.com)
- Doug McKenzie Mohr: <http://CBSM.com>
- CBEAR: [Center for Behavioral and Experimental Agri-Environmental Research \(centerbear.org\)](http://centerbear.org)
- Rare: [Homepage – Rare](http://www.rare.org)
- Webinar Series: Behavior Change: [https://www.youtube.com/watch?v=McwWDxLiCu0&list=PLRa28NrZJAF431p2\\_OZ8Tv8Kxg-cPqR-R](https://www.youtube.com/watch?v=McwWDxLiCu0&list=PLRa28NrZJAF431p2_OZ8Tv8Kxg-cPqR-R)