



# Inspire Local Stewardship with “Chesapeake Behavior Change”

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**OpinionWorks**

**Management Board Meeting**  
**May 12, 2022**

# 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 to achieve our shared goals. Building a larger, broader, and more diverse citizen stewardship is vital to achieving many of the Goals and Outcomes.



**GOAL:** Increase the number of trained and mobilized citizen stewards and local government officials 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.





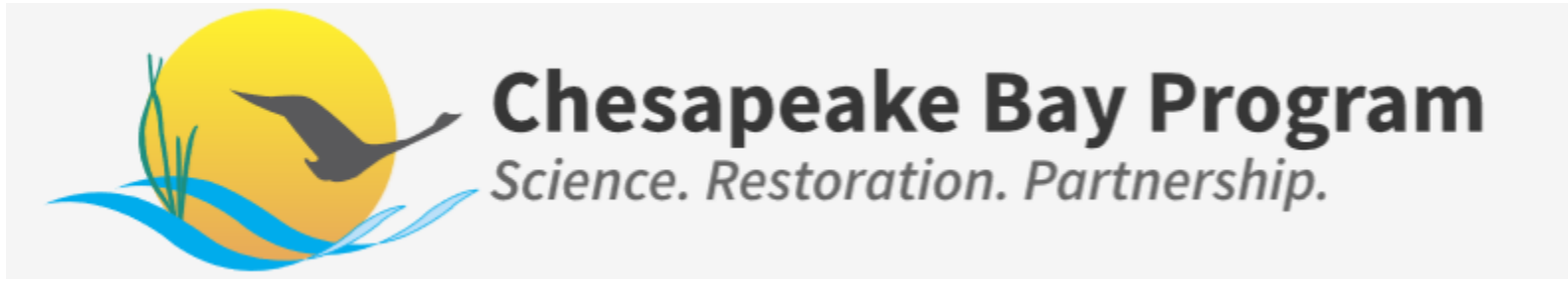
# Inspiring Action, Fostering Stewardship

## 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?



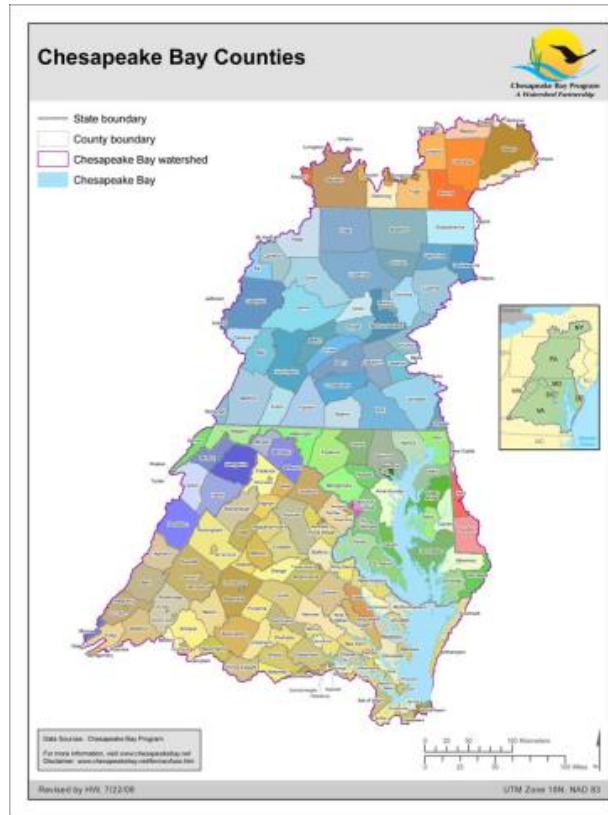
Photos Courtesy Chesapeake Bay Program

# Chesapeake Bay Stewardship Indicator



# Stewardship Indicator

## Sampling Methodology

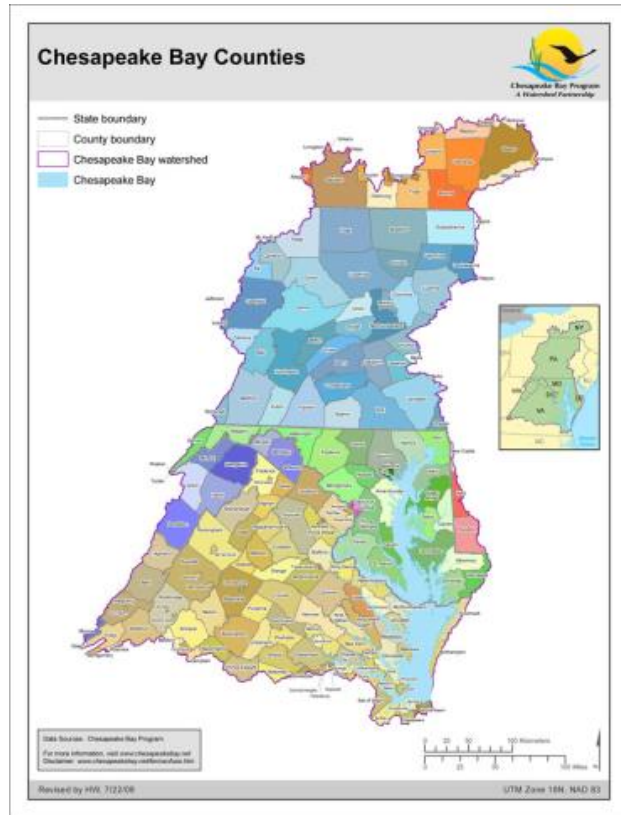


	2017 Baseline
	All states statistically significant N=5,212
MD	1,005 ( $\pm 3.1\%$ )
PA	1,003 ( $\pm 3.1\%$ )
VA	1,001 ( $\pm 3.1\%$ )
DC	801 ( $\pm 3.5\%$ )
WV	600 ( $\pm 4.0\%$ )
DE	402 ( $\pm 4.9\%$ )
NY	400 ( $\pm 4.9\%$ )

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

# Stewardship Indicator

## 2022 Tracking



**New Data Collection Wave in 2022**

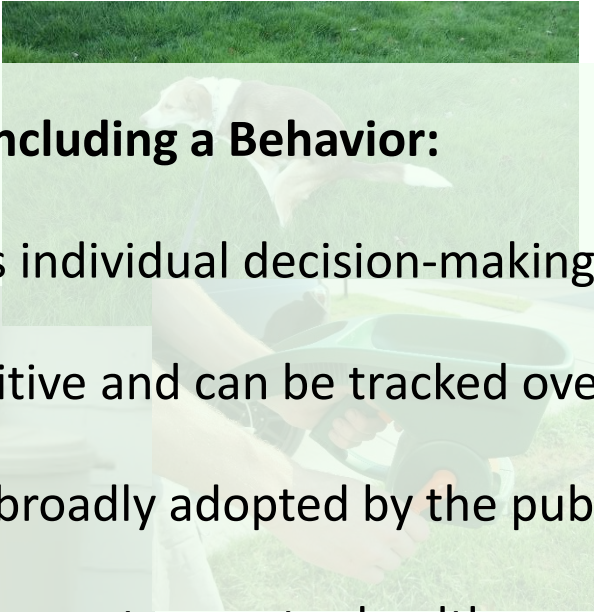
**Behavior & Likelihood Measures  
Updated**

**Key Attitudes Measured**


**Opportunity for Deep Local Sampling**

# 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 3.5% for Credit  
Transactions



# GREEK ISLAND

## Diner-Restaurant

GLUTEN FREE  
OPTIONS  
AVAILABLE  
\$2.50  
Upcharge Per Item

### Fruits and Juices Assorted Juices

ORANGE, PINEAPPLE, APPLE, CANTARREY,  
TOMATO, V6, GRAPEFRUIT

SMALL ... 2.95 LARGE ... 2.95  
NO REFILLS

FRUIT SALAD	5.95
MELON (In Season)	6.95
Apple Cider Vinegar	5.95
Apple Cider Vinegar	5.95
Apple Cider Vinegar	5.95
Apple Cider Vinegar	5.95
Apple Cider Vinegar	5.95
Apple Cider Vinegar	5.95
Apple Cider Vinegar	5.95
Apple Cider Vinegar	5.95

### Cereals

OATMEAL OR FARINA ..... 4.25  
COLD CEREAL with Milk ..... 7.25

#### ADD-ONS

RAISINS 1.00 Extra

BANANAS 1.50 Extra
FRESH STRAWBERRIES (In Season) 4.00 Extra
FRESH BLUEBERRIES (In Season) 4.00 Extra
REPOURED VANILLA ICE CREAM (In Season) 4.00 Extra

### Bagel Bin

1. BAGEL ALL THE WAY ..... 14.95  
Nova Scotia Lox on a Bagel, with Cream  
Cheese, Lettuce, Tomato & Baked Onions  
2. CREAM CHEESE on a TOASTED BAGEL ..... 4.50  
3. BUTTER on a TOASTED BAGEL ..... 2.50  
4. BAGEL LOX WITH ONION & CREAM CHEESE 14.95

SPECIAL BAGEL PLATTER FOR TWO 21.95  
Two Maple Nova Scotia Lox, Cream Cheese,  
Lettuce, Tomato & Baked Onions

# Too Many Choices Immobilize

### Eggs

ONE EGG ..... 1.95	OUR OWN CORNED BEEF HASH & TWO EGGS ..... 9.95
with BACON, HAM or SAUSAGE ..... 7.95	EGGS BENEDICT (3) ..... 12.95
TWO EGGS ..... 4.95	with Canadian Bacon and Hollandaise Sauce
with BACON, HAM or SAUSAGE ..... 2.95	or as an English Muffin
with Canadian Bacon ..... 9.25	EGGS BENEDICT FLORENTINE ..... 12.95
HAMBURGER and TWO EGGS ..... 18.95	with Fresh Spinach, served over Whole Wheat Toasted Frits (with CANADIAN BACON ... 12.95)
ROUMANIAN STEAK and EGGS ..... 24.95	

HARD BOILED EGG (1) 2.50 HARD BOILED EGGS (2) 4.95  
EGG WHITES 2.00 Extra

### 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 ..... 9.45	
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 ..... 9.95	
WESTERN OMELETTE ..... 10.95	
SPANISH OMELETTE ..... 9.95	
NOVA SCOTIA LOX, EGGS & ONION (Scrambled or Omelette) ..... 12.95	
FARMER'S OMELETTE ..... 11.95	
Mushroom, Bacon, Sausage and Cheese	
BROCCOLI OMELETTE ..... 9.95	
with American Cheese ..... 10.95	
POTATO, PEPPER and ONION OMELETTE ..... 10.95	
SPINACH and MUSHROOM EGGWHITE 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 GYEO HASH ..... 6.95
CORN, BEAN or BLUEBERRY MUFFIN ..... 2.95	SALSA ..... 7.50
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.

All Prices Are Cash Prices. Additional Credit Card Fees (3.5%) Will Apply

### Breakfast Sandwiches

Served on Roll, White, Rye or Wheat Bread  
Gluten Free Toast 2.50 Extra  
★ TWO EGGS ANY STYLE ..... 2.95  
★ BACON, HAM or SAUSAGE and EGGS ..... 4.95  
★ WESTERN ..... 5.95  
WITH CHEESE 1.00 Extra

### 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

PANCAKES (WITH SYRUP) ..... 10.00	EGG ..... 5.95
with BACON, HAM or SAUSAGE ..... 2.95	10.95
★ with TWO EGGS ..... 2.95	10.95
with CANADIAN BACON ..... 9.95	10.95
CHOCOLATE CHIP PANCAKES ..... 2.45	10.45
CHUNKY MONKEY PANCAKES with Chocolate Chips and Bananas ..... 2.95	10.95
ROLLED STRAWBERRY, CHERRY or BLUEBERRY PRESERVES ..... 10.95	
PANCAKES with FRESH STRAWBERRIES or BLUEBERRIES ..... 9.45	11.95
PANCAKES with TURKEY BACON or TURKEY SAUSAGE ..... 10.95	11.95
PANCAKES with WALNUTS & CRANBERRIES ..... 10.95	11.95

### 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

OUR FRENCH TOAST IS MADE WITH CHALLAH BREAD	
TWO SLICES ..... 7.95	
with BACON, HAM or SAUSAGE ..... 9.95	
★ with TWO EGGS ..... 9.95	
with CANADIAN BACON ..... 10.95	
with BLUEBERRIES, CHERRIES or STRAWBERRY PRESERVES ..... 9.95	
with FRESH BLUEBERRIES or STRAWBERRIES ..... 10.95	
STUFFED FRENCH TOAST ..... 10.95	
with Cream Cheese and choice of Strawberry, Blackberry or Cherry Preserves	
STUFFED FRENCH TOAST ..... 11.95	
with Cream Cheese and choice of Fresh Strawberry or Blackberries	
FRENCH TOAST STICKS ..... 9.95	
FRENCH TOAST with TURKEY BACON OR TURKEY SAUSAGE ..... 11.95	
FRENCH TOAST BITES topped with Barbecue, Bannazoo, & Whipped Cream ..... 14.95	

### 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	
with BUTTER and SYRUP .....	7.95
BACON or HAM or SAUSAGE .....	9.95
TURKEY BACON or TURKEY SAUSAGE .....	11.95
CANADIAN BACON .....	10.95
TWO EGGS .....	9.95
Choice of STRAWBERRY, CHERRY or BLUEBERRY PRESERVES .....	10.95
FRESH STRAWBERRIES or BLUEBERRIES .....	11.95
with ICE CREAM (2 SCOP) ...	

### Sandwiches

All Sandwiches Served on White, Rye, Whole Wheat  
or Roll with Lettuce, Pickle and Cole Slaw  
Gluten Free Bread 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 ..... 6.95
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
CORNERED 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)

### Greek Island Sandwich Specialties

WRAPPED in a Pita Bread with Onions,  
Shredded Lettuce, Tomato and Yogurt Sauce  
(Extra TZATZIKI SAUCE 1.50)  
Gluten Free Fries 2.50 Extra

CHICKEN SOUVLAKI (Marinated) ..... 9.95	REGULAR ..... 12.95
PORK SOUVLAKI (Marinated) ..... 9.95	PIZZA ..... 12.95
★ FILET MIGNON SOUVLAKI (Marinated) ..... MP	MP
GYROS ..... 9.95	12.95
CHICKEN GYRO ..... 9.95	12.95
FALAFEL ..... 9.95	12.95
Vegetarian Special served with Tahini Sauce	
GREEK PIZZA ..... 10.95	
Chopped Spinach and Pita topped with Melted Mozzarella Cheese & Marinara Sauce	
FRIED EGGPLANT with FRIED ONIONS	
on a PITA with MOZZARELLA ..... 12.95	

### 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

### 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 Pita
#3 SAUTEED SPINACH and ONIONS, Topped with Melted Pita 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 with CHICKEN
#8 GRILLED CHICKEN, with Sautéed Peppers and Onions, Topped with Swiss Cheese
★ #9 PHILLY CHEESE STEAK with Sautéed Onions, Topped with Melted Cheddar or American Cheese
#10 GRILLED AMERICAN CHEESE with Bacon and Tomato

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



### 8oz. Jumbo Burgers

DELUXE: Served with French Fries,  
Onion Rings, Lettuce, Tomato and Cole Slaw

★ BEEF BURGER ..... 8.95	REGULAR ..... 11.95
★ CHEESEBURGER ..... 9.95	DELUXE ..... 12.95
★ BACON BURGER ..... 10.95	12.95
★ BACON CHEESEBURGER ..... 11.95	14.95
★ PIZZA BURGER ..... 2.95	11.95
GRILLED CHICKEN ..... 9.95	12.95
with MELTED AMERICAN ..... 10.95	12.95

Substitute Salad 2.00 Extra  
Substitute Onion Rings 2.00 Extra  
Substitute Waffle Fries 2.00 Extra  
Substitute Sweet Potato Fries 2.00 Extra  
Turkey Sausage or Turkey Bacon 2.00 Extra  
Sautéed Mushrooms and Onions 2.00 Extra  
CHEESES: Swiss, Mozzarella, Pepper Jack  
or Cheddar Cheese 1.00 Extra

★ GREEK STYLE BURGER (TURKEY OR BEEF)  
Served on Pita, with Pita Cheese,  
Lettuce, Tomato and Onions  
REGULAR ... 10.95 DELUXE ... 12.95

### Low Cholesterol, Low Fat & Delicious

TURKEY BURGER ..... 2.95	REGULAR ..... 11.95
with AMERICAN CHEESE ..... 9.95	12.95
TURKEY BACON BURGER ..... 10.95	12.95
with AMERICAN CHEESE ..... 11.95	14.95
VEGETARIAN BURGER ..... 2.95	11.95

Sautéed Mushrooms and Onions 2.00 Extra  
Bacon 2.00 Extra Fried Onions 1.50 Extra  
CHEESES: Swiss, Mozzarella  
Pepper Jack or Cheddar Cheese 1.00 Extra

### Salads

GREEK SALAD ..... 2.95	SMALL ..... 14.95
TOSSED SALAD ..... 2.45	LARGE ..... 14.95
CAESAR SALAD ..... 2.95	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, American Cheese, Hard Boiled Egg, Carrots & 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
GYRO SLICES 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	8.95

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 GYEO
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
CHICKEN FINGER WRAP with Lettuce & Tomato
★ PHILLY CHEESE STEAK WRAP Beef with American Cheese & Fried Onions
CHICKEN FAJITA WRAP FALAFEL AND HUMMUS WRAP with Lettuce and Tomato

### Panini Sandwichs

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
PHILLY CHEESE STEAK
★ #6 with Cheddar Cheese & Sautéed Onions
#7 BLT - Bacon, Lettuce and Tomato
#8 REUBEN
#9 BEEF & LAMB GYEO OR CHICKEN GYEO
#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 (16.95)
#17 FRIED FILET with Tartar Sauce
HOMEMADE BAKED 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 CHEESE with Bacon, Sausage or Ham
★ #26 TEX MEX Roast Beef with BBQ Sauce, and Pepper Jack Cheese

CHEESE 1.50 Extra  
Extra DRESSING 1.50 Extra

### 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	4.50
MAINED POTATOES ..... 2.50	4.50
BAKED POTATO ..... 4.00	4.00
STUFFED BAKED POTATO CHEESE, BROCCOLI & BACON ..... 5.95	
LETTUCE WEDGE ..... 4.95	
VEGETABLE OIL HOUR ..... 2.95	4.95
SAUTEED SPINACH ..... 2.95	5.95
COLE SLAW ..... 2.25	4.25
GRAVY ..... 1.75	2.50
BICE PILAF ..... 4.00	
PITA BREAD ..... 2.00	
YOGURT SAUCE ..... 1.50	
SOUP CREAM ..... 1.50	
GRILLED CHICKEN ..... 7.50	10.95
GYRO SLICES ..... 7.50	10.95
CHICKEN GYEO 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 meat, poultry, seafood, shellfish or  
eggs may increase your risk of foodborne illness,  
especially if you have certain medical conditions.

Image courtesy Greekislanddiner.com



# 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

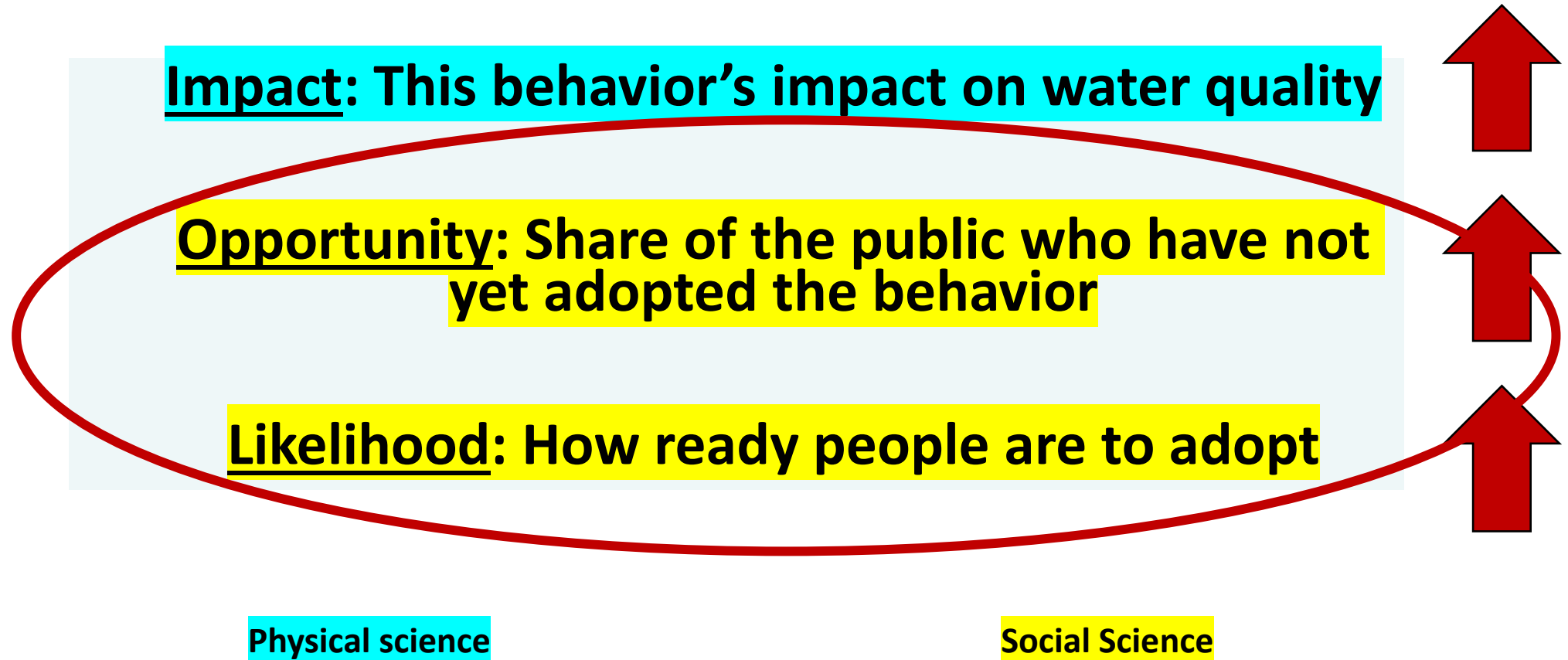
Measure and Evaluate Behavior Change



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.

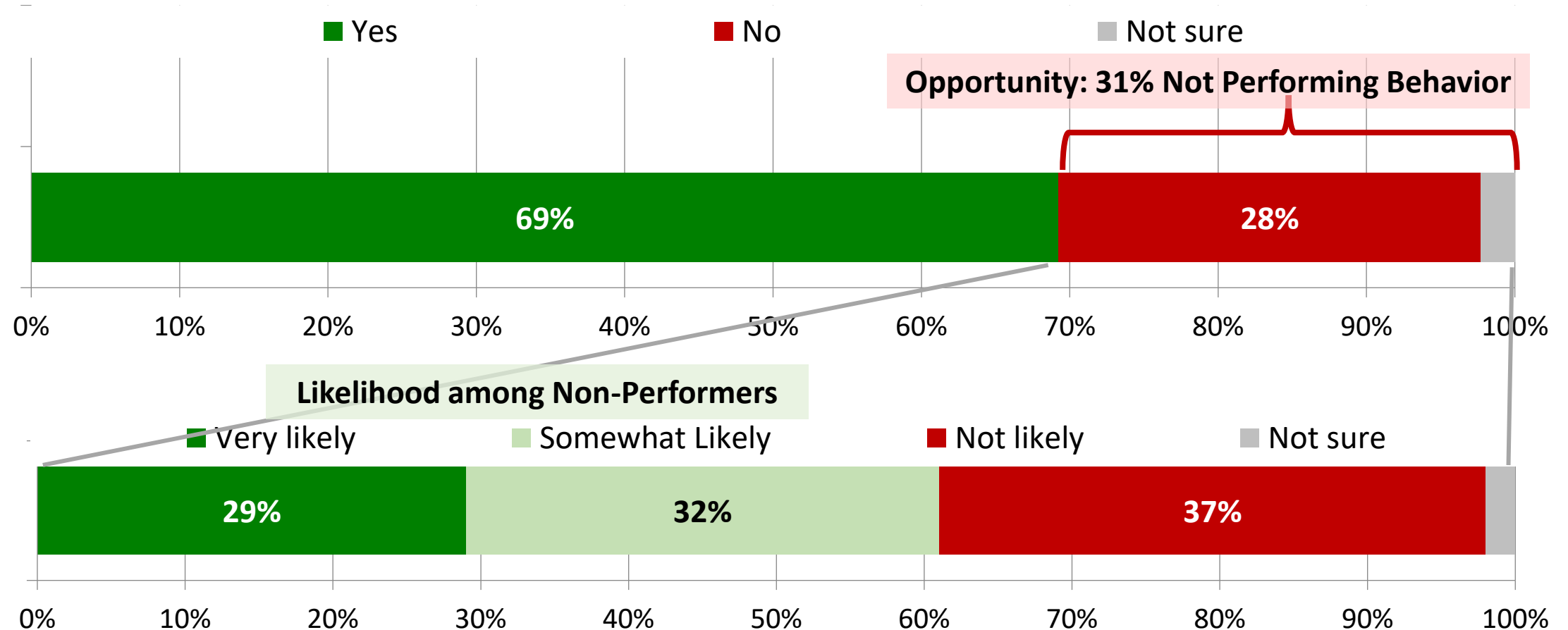


# Choose the Right ONE Behavior to Influence





# 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?”

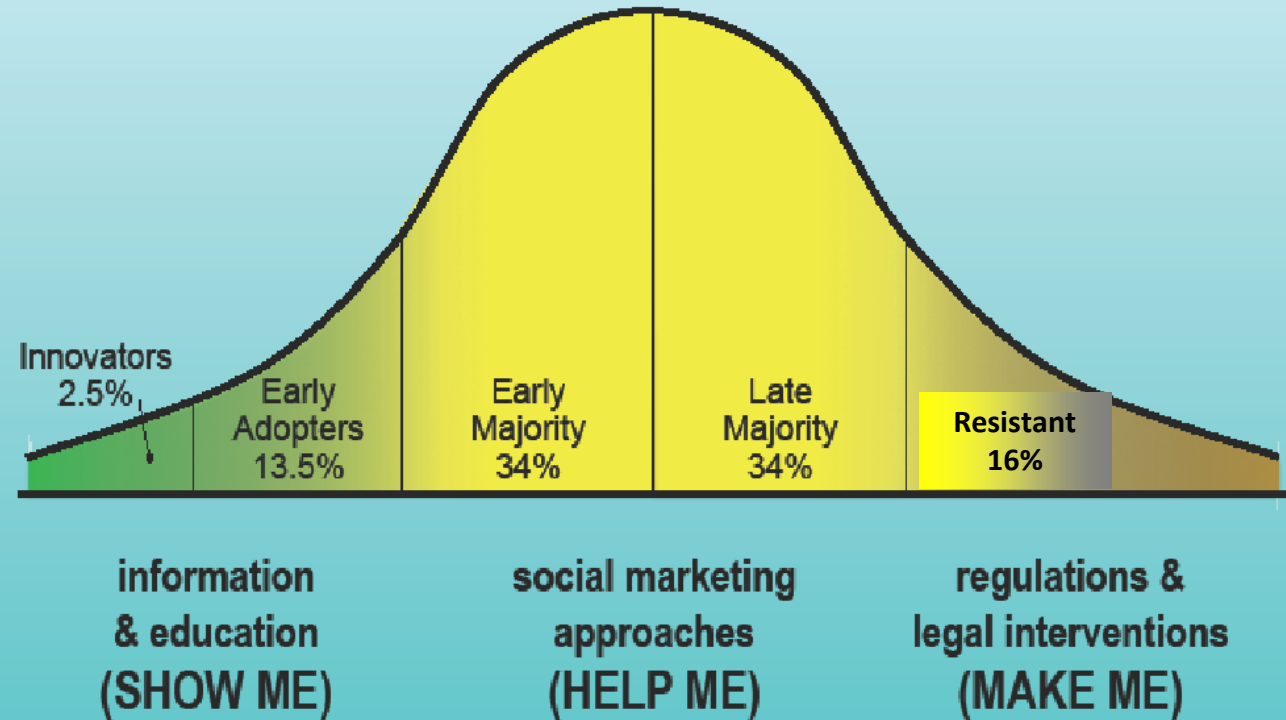
(If no or not sure): “Looking forward over the next year or so, how likely are you to do each of these things using the scale very likely, somewhat likely, or not likely?”

...Empty your rain barrel between rainstorms..”

**Stewardship Indicator Survey**

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

## Diffusion Approaches: Education, Marketing, and Law



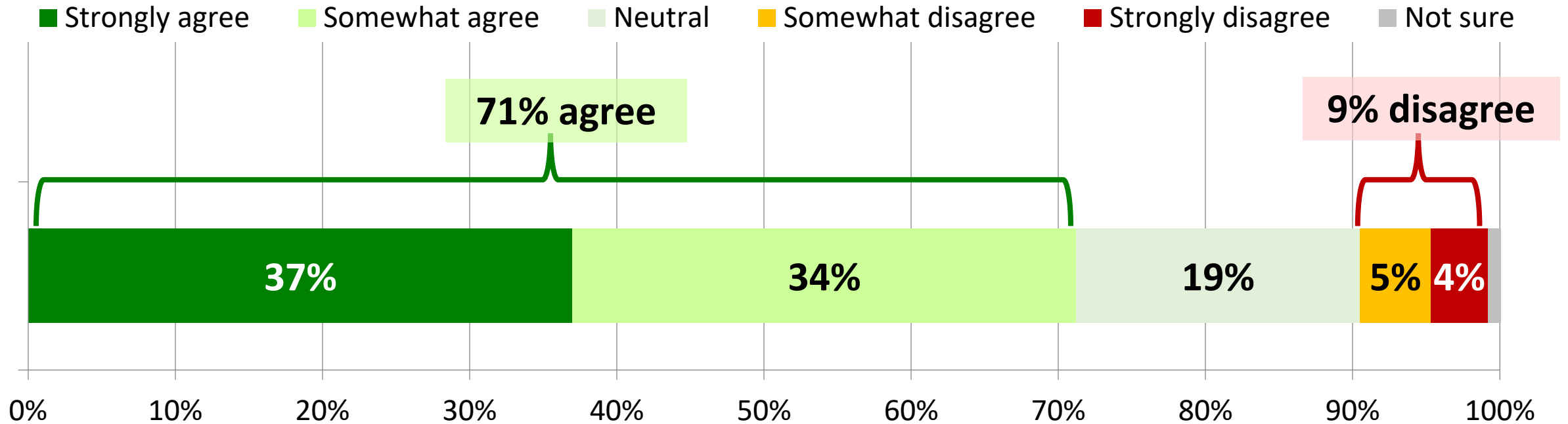
Credit: **Nancy R. Lee**, University of Washington & Puget Sound Partnership  
Adapted from **Everett Rogers**, Jay Kassirer, Mike Rothschild, Dave Ward, Kristen Cooley



# A Public That Wants to be Engaged

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

*Level of Agreement*

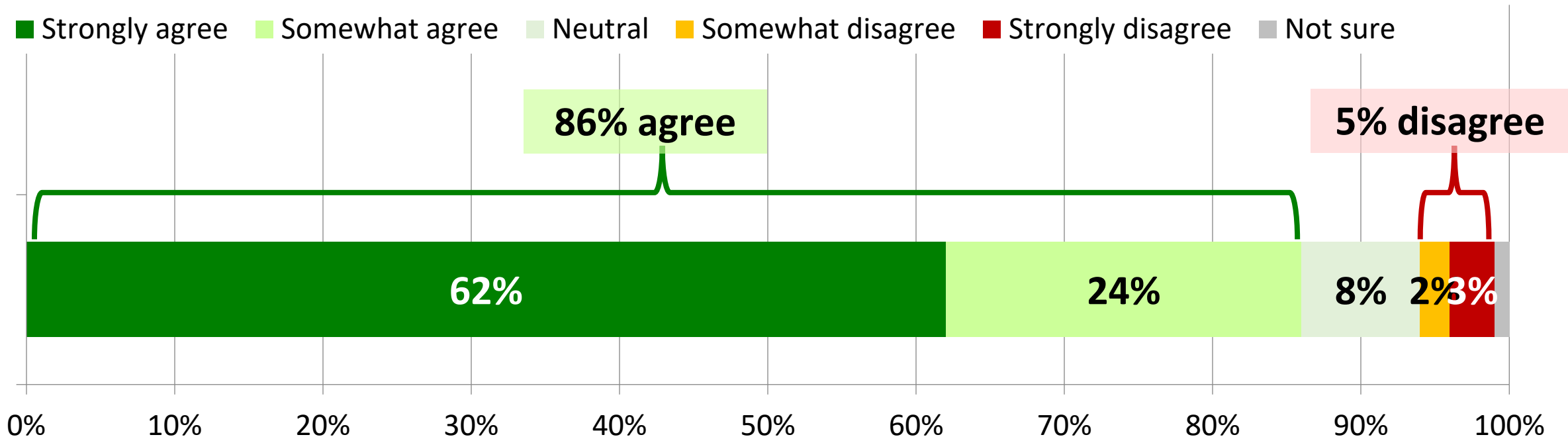


**Stewardship Indicator Survey**  
(N=5,212 Chesapeake Bay Watershed residents, 2017)

# 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/>