



Chesapeake Bay Program
Science. Restoration. Partnership.

SAV Workgroup

Update on Behavior Change Pilot

June 5, 2024

Steve Raabe
President, OpinionWorks LLC

steve@opinionworks.com



OpinionWorks Credentials

The Baltimore Sun

- Elections and issues polling since 2007

Chesapeake Bay Program, EPA

- Development of a Baywide indicator of stewardship behavior

The Recycling Partnership

- Creation of national Recycling Confidence Index

New York State Office of Parks

- Recreational demand survey

Mid-Atlantic Regional Council on the Ocean

- Behavior change related to marine debris

Campaign for Tobacco-Free Kids

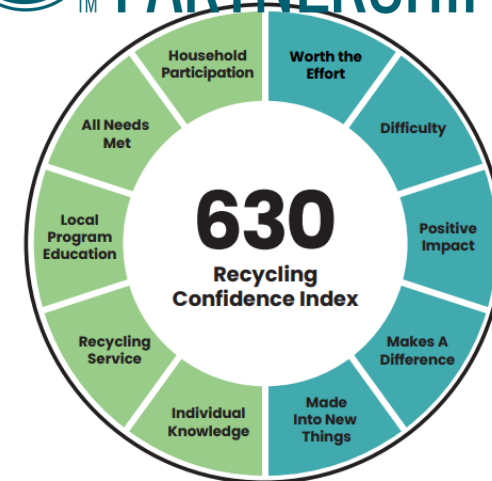
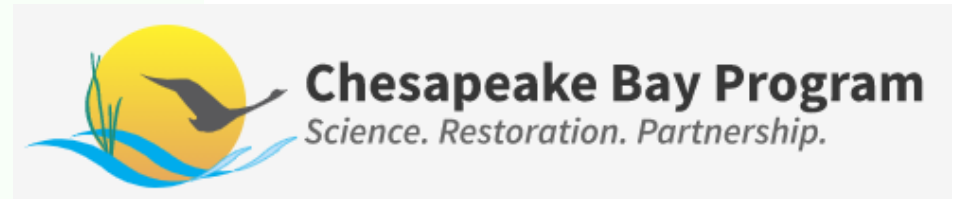
- Public attitudes about banning flavored tobacco products

William Penn Foundation

- Assessing equitable access to the trails and parks in Greater Philadelphia

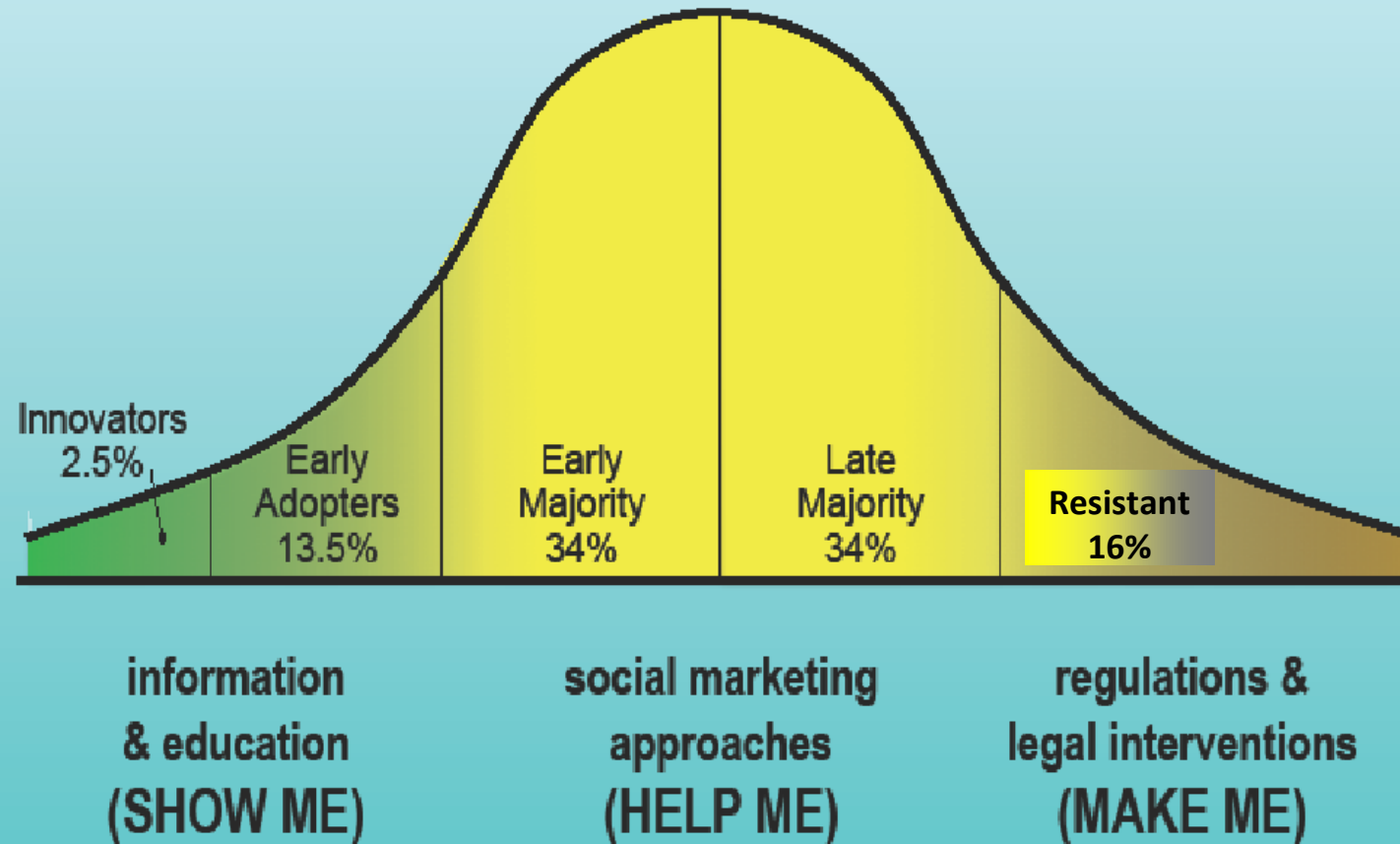
Gates Foundation

- National study among educators in underserved schools



Behavior Change: A Brisk Dip into the Social Science

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

Level of Investment to Change Behavior

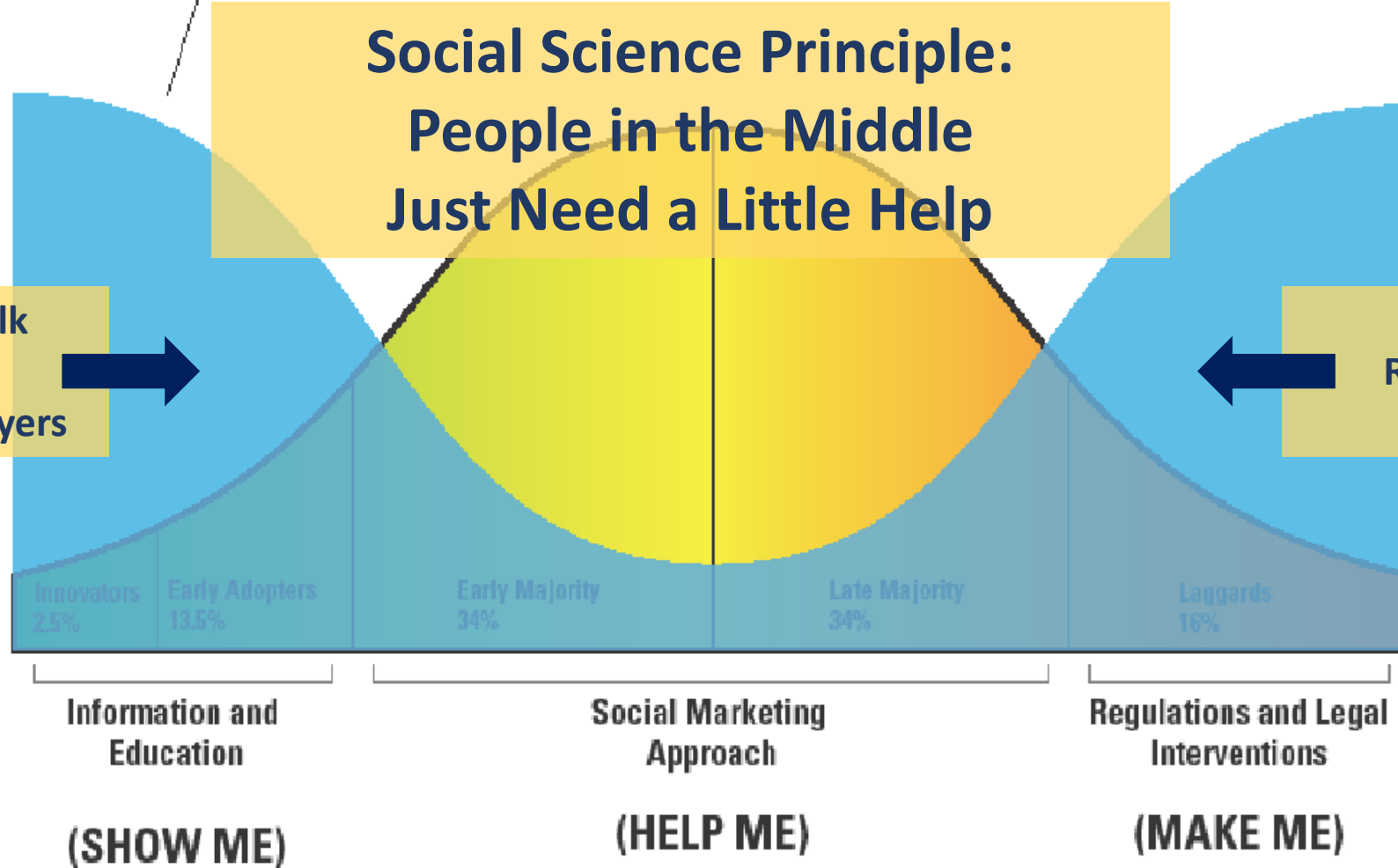
(conceptual)

**Social Science Principle:
People in the Middle
Just Need a Little Help**

Talk, Talk, Talk
Websites
Brochures & Flyers



Fines
Regulations
Lawsuits



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

RECYCLE THESE

USE THIS IN-HOME BIN TO TRANSFER
RECYCLABLES LOOSE INTO YOUR CART

PAPER



Flatten cardboard and remove
plastic packing material

GLASS BOTTLES AND JARS



Any color. Reattach lid.

METAL CANS



Metal lids OK.

CARTONS



No egg or ice cream cartons.
Remove caps and straws.

PLASTIC BOTTLES, JUGS & TUBS



Reattach lid.
Yogurt and fruit cups OK.

NO BATTERIES
PLASTIC BAGS
CLOTHING



Thank you for recycling!
**Recycling is collected
every other week.**
(same day as trash collection)



Questions? or to check your schedule, visit
cincinnati-recycles.org or call (513) 352-3200



Community Based Social Marketing (CBSM)





Ideas for remembering loved ones and other members of your community.

A **candlelight vigil** is dignified, respectful, and offers a way to unite a community around a common cause, while doing justice to, and beautifully celebrating the life of the person or people who have passed. It can be a healing event; an opportunity for the community to come together and mourn as one.

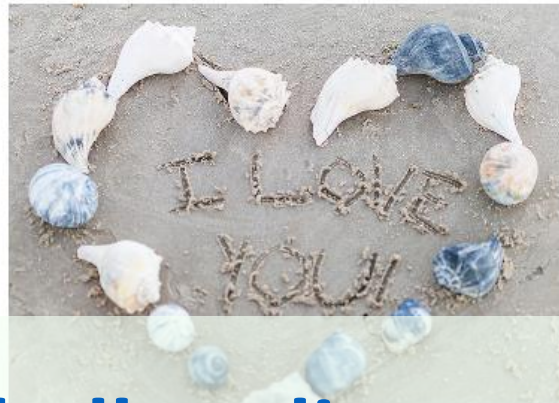
Click here for guidance in planning a



Install a bird bath or bench at a park near your loved ones home—something that people will enjoy for years to come. Credit: [Virginia CZM](#)



Create a wildlife garden with native plants that will attract butterflies and birds. Remember a life by supporting life. Credit: Jan Newton



Visit a place special to your loved one and build a natural memorial. On the beach, use shells to form a circle or heart (as a group, give each person a shell), and write a message in the sand. Use twigs,



Recycle balloons as a memorial. Blow up balloons and spools. Credit: [VA CZM](#), [NOAA MDP](#), [CVW](#)

<https://www.preventballoonlitter.org/togetherremember>

Inspiring Action, Fostering Stewardship

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

[Learn about the survey](#)

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

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.



Preserving and Restoring Underwater Grasses



Photo: © Jay Fleming

Project Objectives

- Move beyond good research and conceptual plans to successful field rollout of behavior change plans.
- Focus the pilot on measurement so we know what worked.
- Provide learnings for practitioners, organizations, funders so behavior change can be replicated widely.



Photo: © Jay Fleming



**Zack Kelleher, Riverkeeper
SAV Expert**

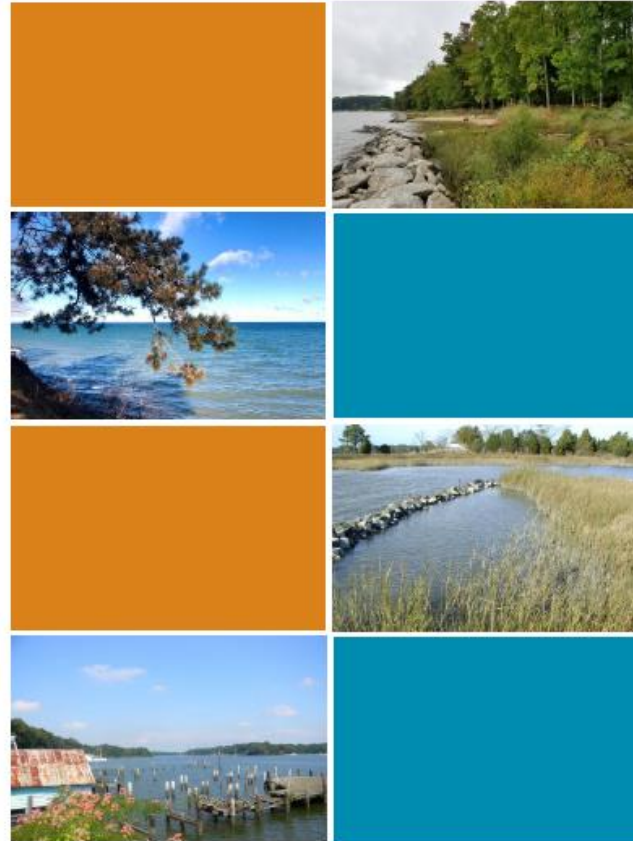
**Audiences:
Waterfront Residents
Boaters (often Non-Residents)**

Submerged Aquatic Vegetation: Behavior Change Research and Program Implementation Recommendations Chesapeake Bay Program



3630 Ocean Ranch Boulevard
Oceanside, CA 92056
40 Exchange Place, Suite 1403
New York, NY 10005

Submitted: April 9, 2021



Audiences:

Waterfront residents in selected communities along the Sassafras

Boaters at marinas on the Sassafras, including those who are not local residents

Strategies:

- Localized messaging: ShoreRivers landing page: URL + QR code (Need to pinpoint what we ask them to do there)
- Adjust messaging: Change from don't remove to protect/preserve/restore
- Measurement: pre and post with audience + impact on grassbeds
- Social diffusion and/or social norming within a waterfront community

Tools:

- Door-knocking/commitment card (maybe need to add accountability/follow-up)
- Lawn signs/Sticker
- Poster – for marina and boat launches
- Video of local narrator practicing good behavior
- Consider: Add a native seed bed to commitment card (restoration guide available)
- Sticker/flag for boat

Messaging:

- Leading message: Protect and restore underwater grasses
- Sub-messages:
 - Combine with fishing/crabbing message
 - Against the law to remove
 - Preserving the Bay for future recreation
 - Pulling up grasses increases turbidity (not just in the short term)



Chesapeake Bay Program
Science. Restoration. Partnership.

Thank you!

Steve Raabe
President, OpinionWorks LLC

steve@opinionworks.com

