



# 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?



# 18 Million Individual Decision Makers

## **Big Impact**

**on the water and watershed.**

**Perceptions**

**Intentions**

**Biases**

**Distractions**

**Drive countless impactful individual decisions.**



# AFFIRMATION

As Chesapeake Bay Program Partners, we recognize the need to accelerate implementation of actions necessary to achieve the Goals and Outcomes outlined herein and realize our shared Vision of a healthy and vibrant Chesapeake Bay watershed.

As Chesapeake Bay Program Partners, we acknowledge that this Agreement is voluntary and the availability of appropriated funds. This Agreement is not a contract or an assistance agreement. We also understand that this Agreement does not pre-empt, supersede or override any other law or regulation applicable to each signatory.

We, the undersigned members of the Chesapeake Executive Council, re-affirm our commitment to support the Goals of this Agreement and to work cooperatively in its implementation. We agree to work both independently and collaboratively toward the Goals and Outcomes of this Agreement and to implement specific Management Strategies to achieve them. Every citizen of this great watershed is invited to join the Partnership, uniting as a region and embracing the actions that will lead to success.

Date: June 16, 2016

For the Chesapeake Bay Commission



*Ronald E. Miller*

For the State of Delaware



*Jeff Mahaffey*

For the District of Columbia



*Vernant S. Gray*

For the State of Maryland



*Anthony S. Hall*

For the Commonwealth of Pennsylvania



*Tom Corbett*

For the State of New York



*Andrew Cuomo*

For the Commonwealth of Virginia



*Lee R. Hefner*

For the State of West Virginia



*Earl Ray Tomblin*

For the United States of America  
on behalf of the Federal Government and the  
Federal Leadership Committee for the Chesapeake Bay:  
U.S. Environmental Protection Agency  
U.S. Department of Agriculture  
U.S. Department of Commerce  
U.S. Department of Defense  
U.S. Department of Homeland Security  
U.S. Department of the Interior  
U.S. Department of Transportation



*John F. Kennedy*



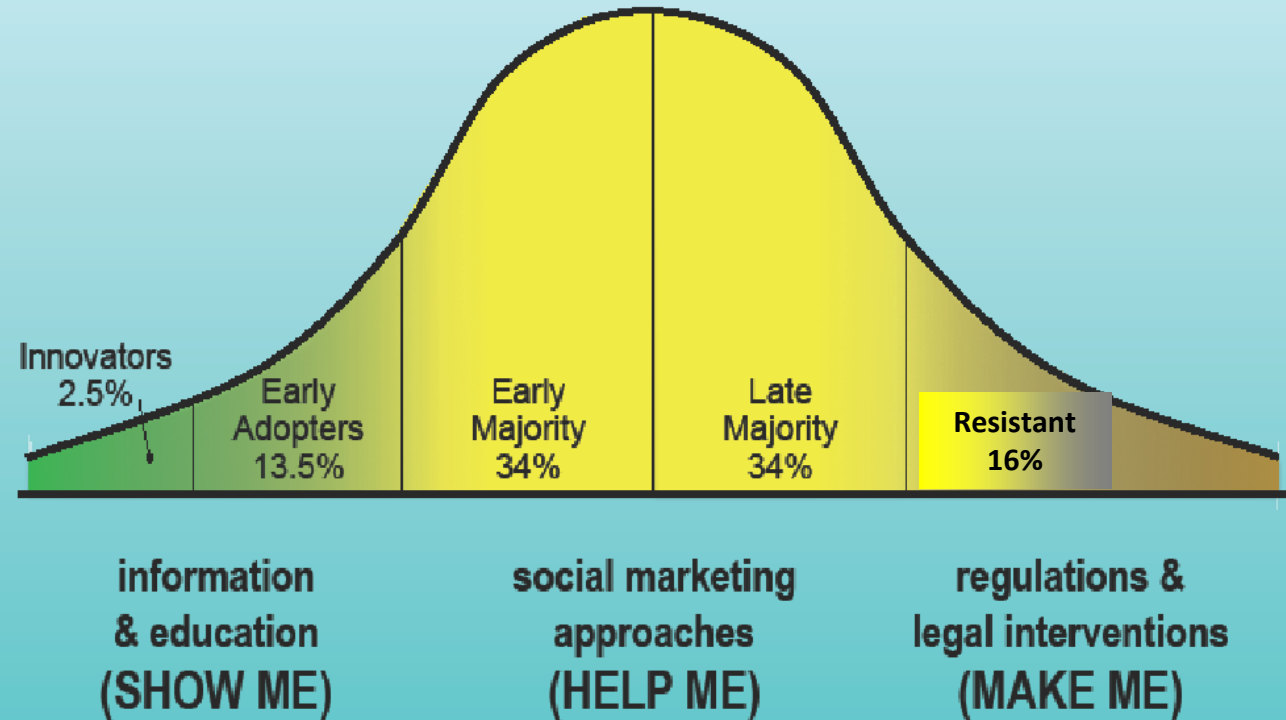
Chesapeake Bay Program  
Science. Restoration. Partnership.

## Stewardship Outcome

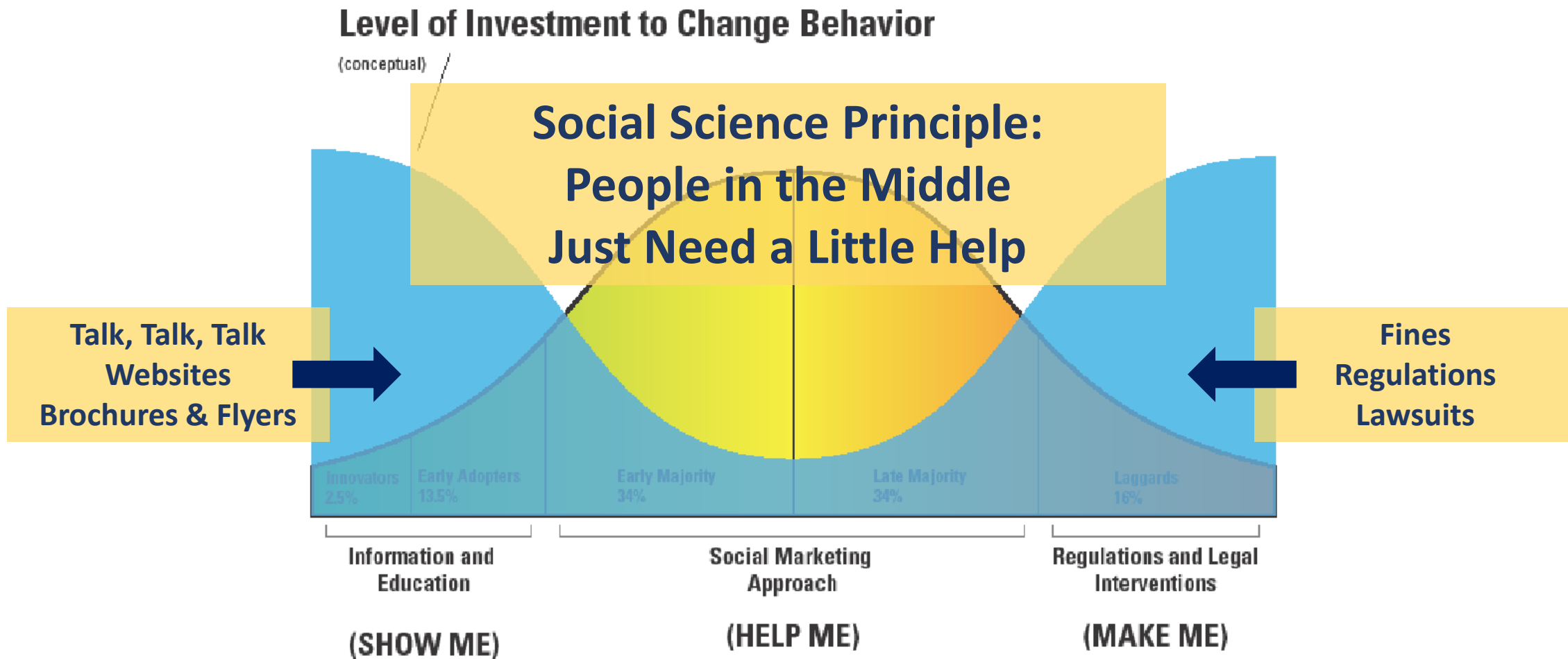
Increase the number and diversity of trained and mobilized citizen volunteers with the knowledge and skills needed to enhance the health of their local watersheds.



## Diffusion Approaches: Education, Marketing, and Law



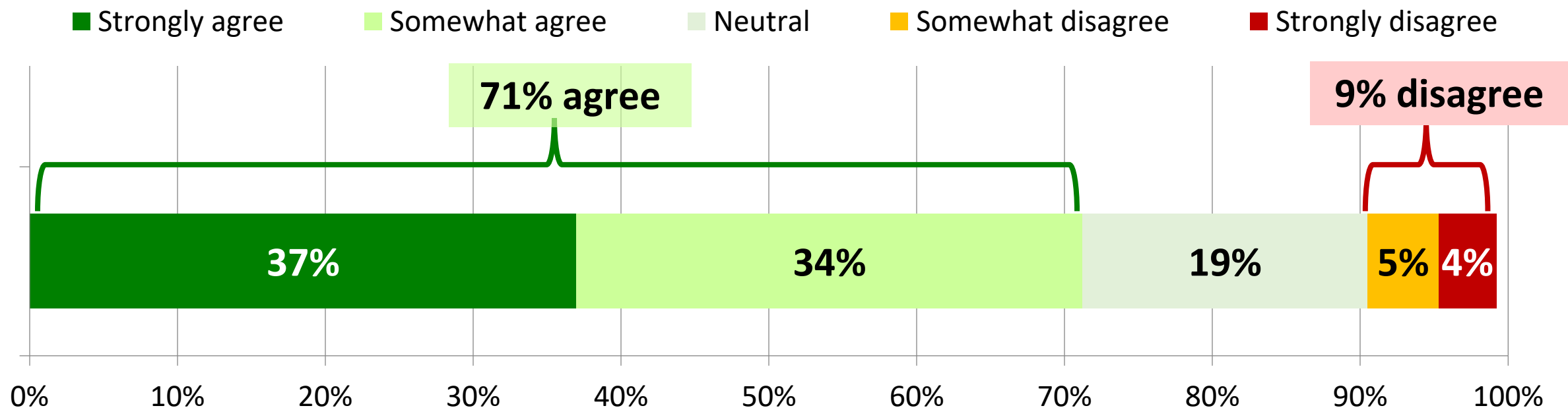
Credit: Nancy R. Lee, University of Washington & Puget Sound Partnership  
Adapted from **Everett Rogers**, Jay Kassirer, Mike Rothschild, Dave Ward, Kristen Cooley



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

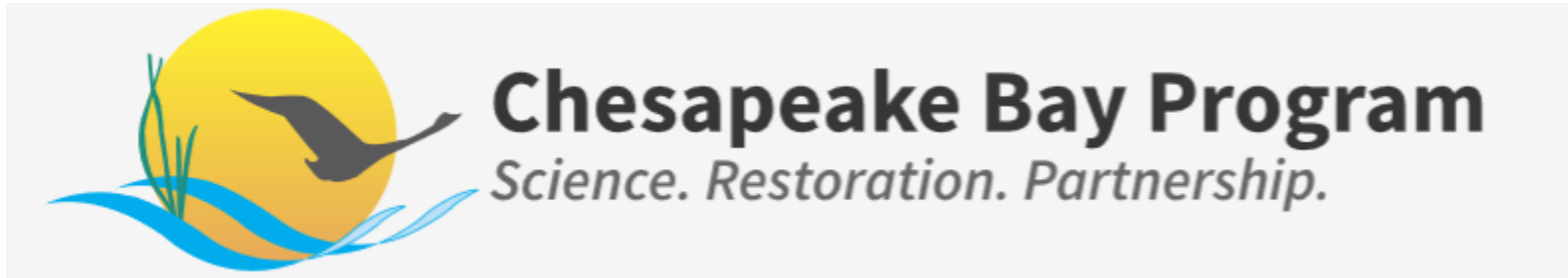
# I want to do more to help make local creeks, rivers, and lakes healthier.

*Level of Agreement*



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



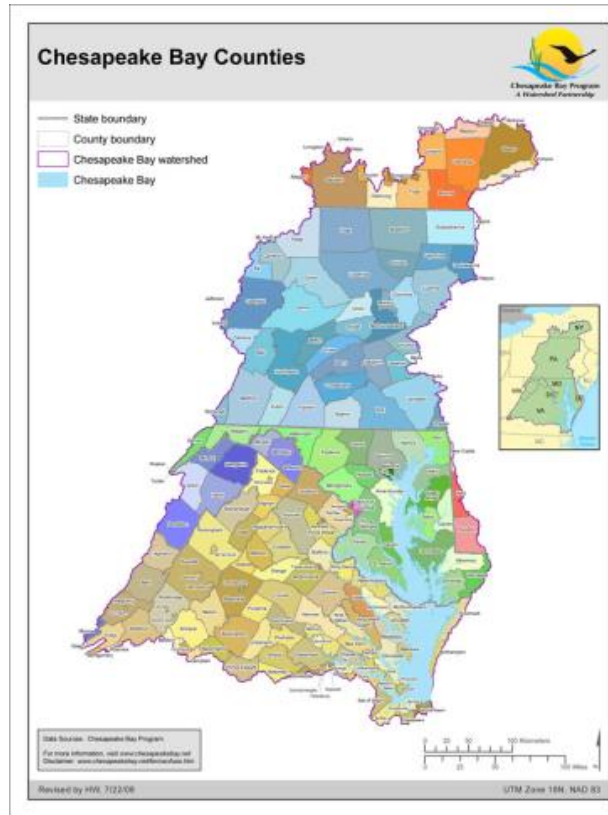


Photos Courtesy Chesapeake Bay Program

# Chesapeake Bay Stewardship Indicator

# Stewardship Indicator

## Sampling Methodology



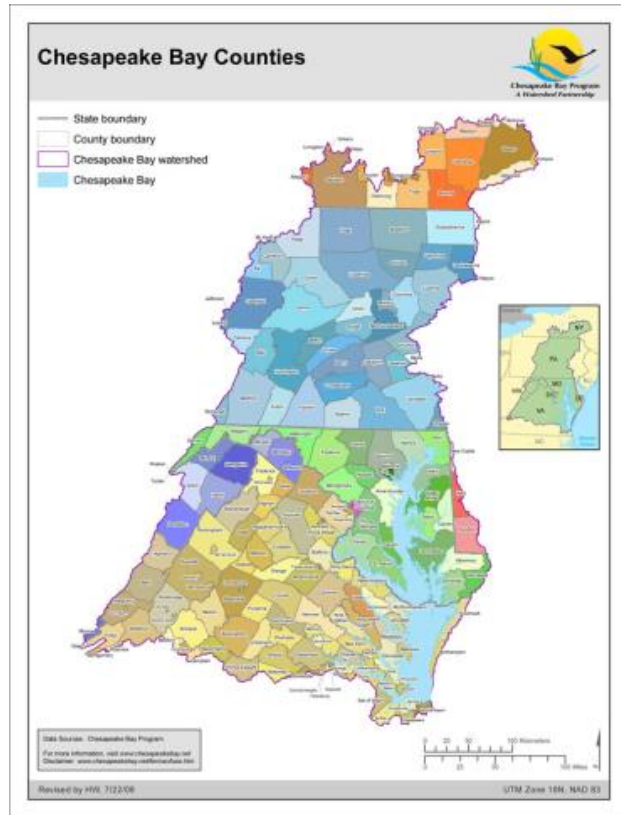
	2017 Baseline
	All states statistically significant N=5,212
MD	1,005 ( $\pm 3.1\%$ )
PA	1,003 ( $\pm 3.1\%$ )
VA	1,001 ( $\pm 3.1\%$ )
DC	801 ( $\pm 3.5\%$ )
WV	600 ( $\pm 4.0\%$ )
DE	402 ( $\pm 4.9\%$ )
NY	400 ( $\pm 4.9\%$ )

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

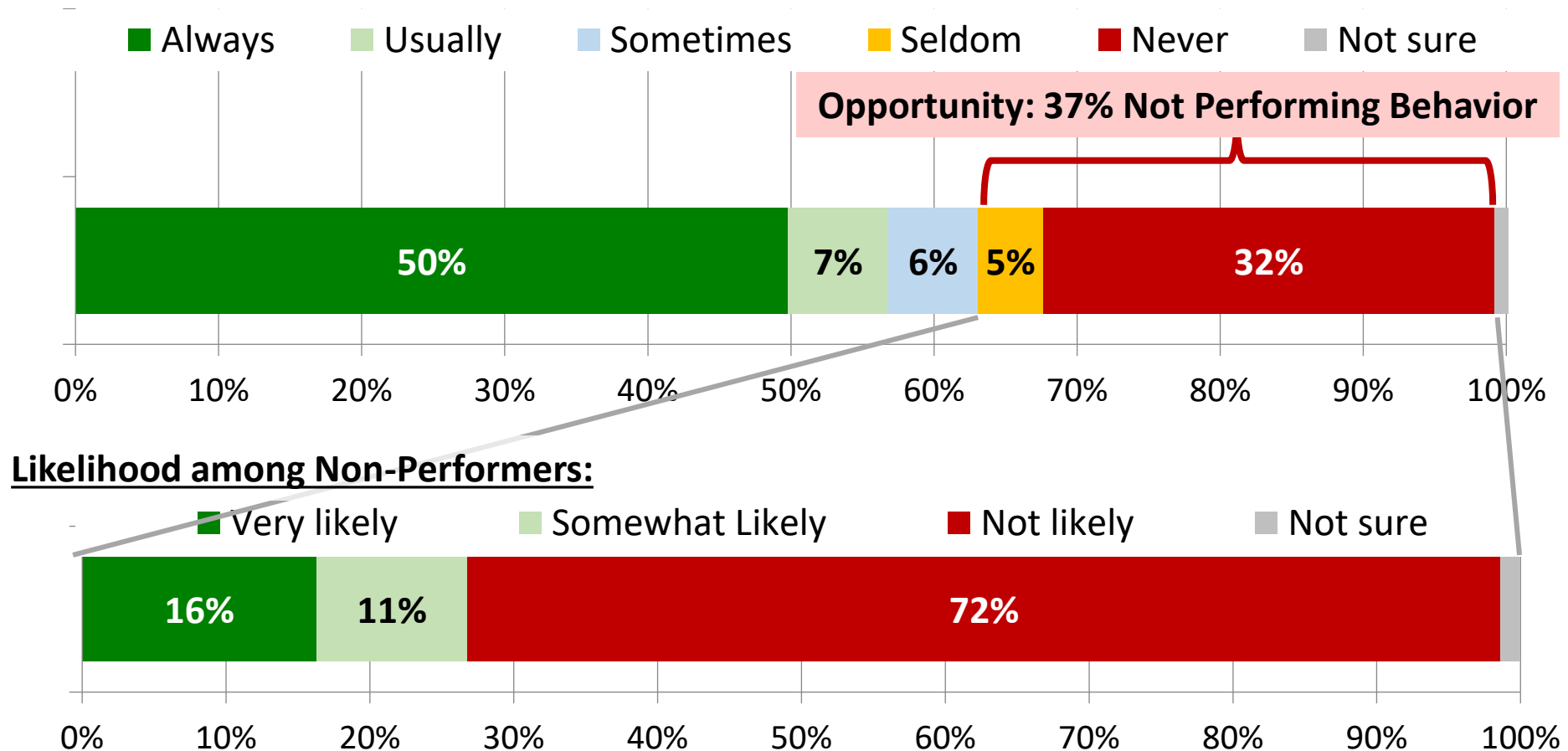
- Pet waste (2: on property/off property)
- Leaves/Lawn clippings (2)
- Litter (2: drop/pick-up)
- Fats, grease/Medicines down the drain (2)
- Fertilizer use/keep off hard surfaces (2)
- Pesticide/Herbicide use (2)
- Conservation landscaping
- Rain garden installation
- Septic system inspection/pump 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



# Picking up Dog Waste



(Asked of those with a dog):

“For the next few things, please tell me if you never, seldom, sometimes, frequently, or very frequently do it....Pick up your dog’s waste and dispose of it in the trash....”

(If seldom or never): “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?  
...Pick up your dog’s waste and dispose of it in the trash while you are...on your own property/off your property.”

**Stewardship Indicator Survey**

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



# 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/>

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