

Local Leadership Outcome

Conceptual Model

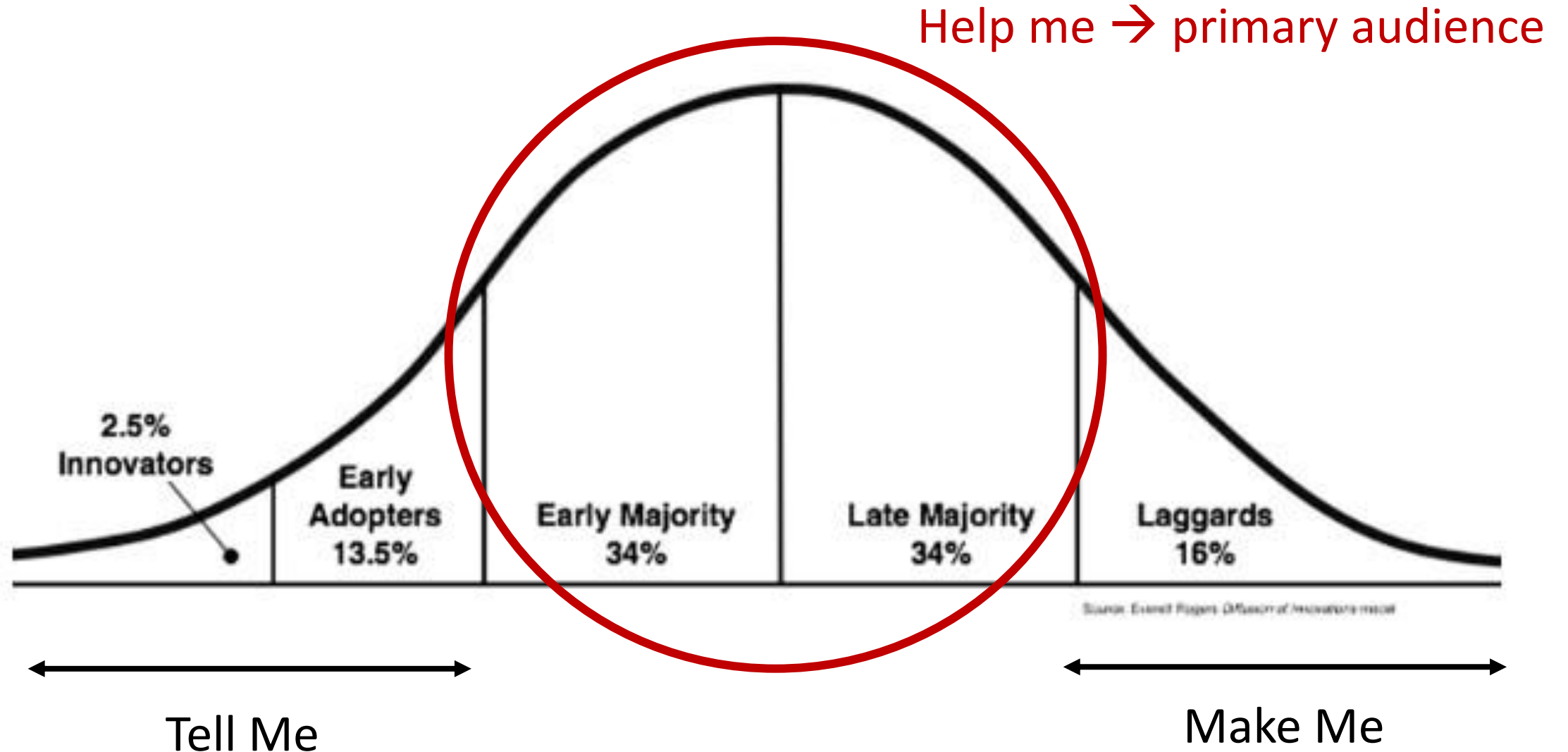
Local Leadership Outcome

Continually increase the ¹knowledge² and capacity of local officials on issues related to water resources and in the ³implementation of economic and policy incentives that will support local conservation actions.

Behavior Change Theory

- **Knowledge** is important, but not enough on its own¹
- Attitudes/beliefs are important, but often not enough on their own²
- Behavior change is complicated and influenced by many variables including **capacity**³
- Specific audiences have a unique set of variables that influence **behavior**⁴
- **Takeaways:**
 - Audience research is essential to understand variables that influence **behaviors**⁵
 - Evidence-based strategies can be applied to foster **behavior change**⁵

Diffusion of Innovation Theory



Audience Research

- Identified a lack of 1) basic watershed **knowledge** and 2) technical **capacity** as major barriers¹
- Identified local official priorities of economic development, public health and safety, infrastructure maintenance and finance and education²
- Identified local officials from smaller communities and newly elected officials as lacking the most **knowledge** and **capacity**³

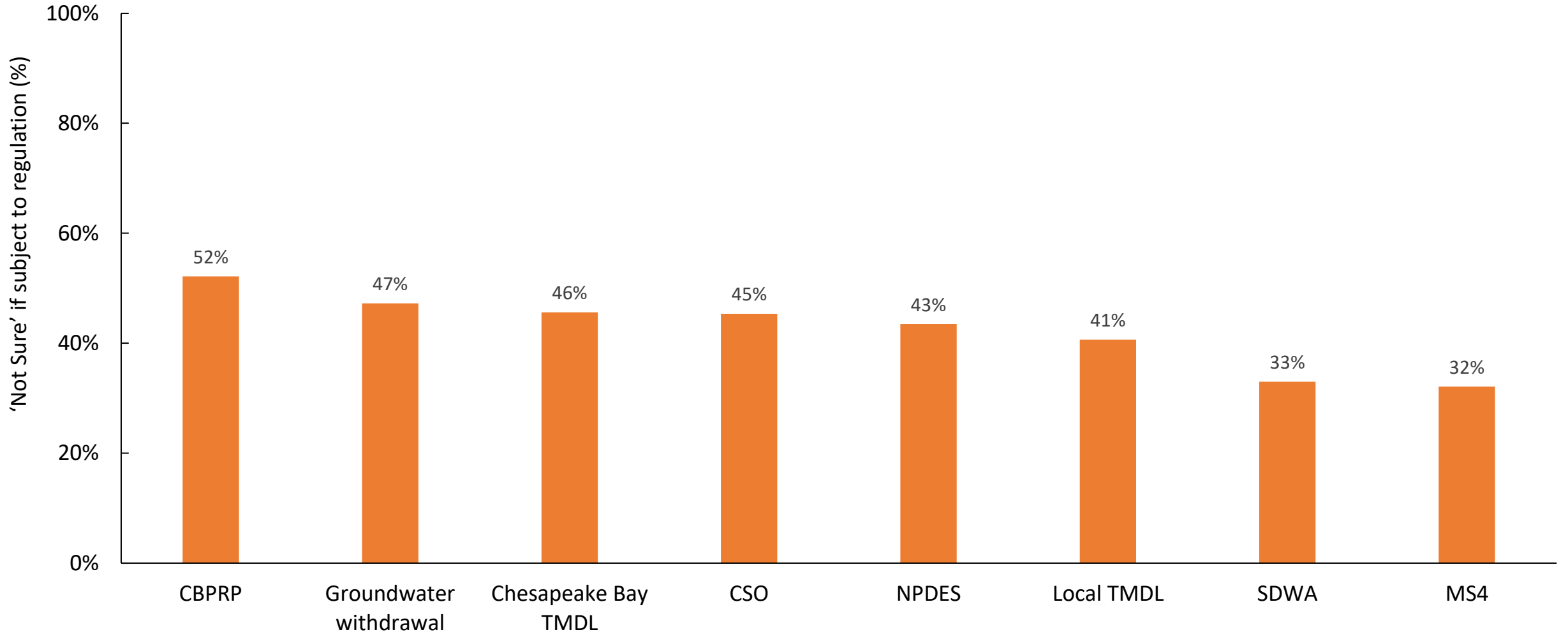
Evidence-based Behavior Change Strategies

- Message Framing¹ – tailoring information to an audience increases knowledge
- Trusted Sources² – hearing about a behavior from a creditable source
- Social Diffusion³ – hearing a peer tell you about a behavior
- Social Norms⁴ – seeing others engage in a behavior
- Dialogue⁵ – open and honest conversation can increase knowledge

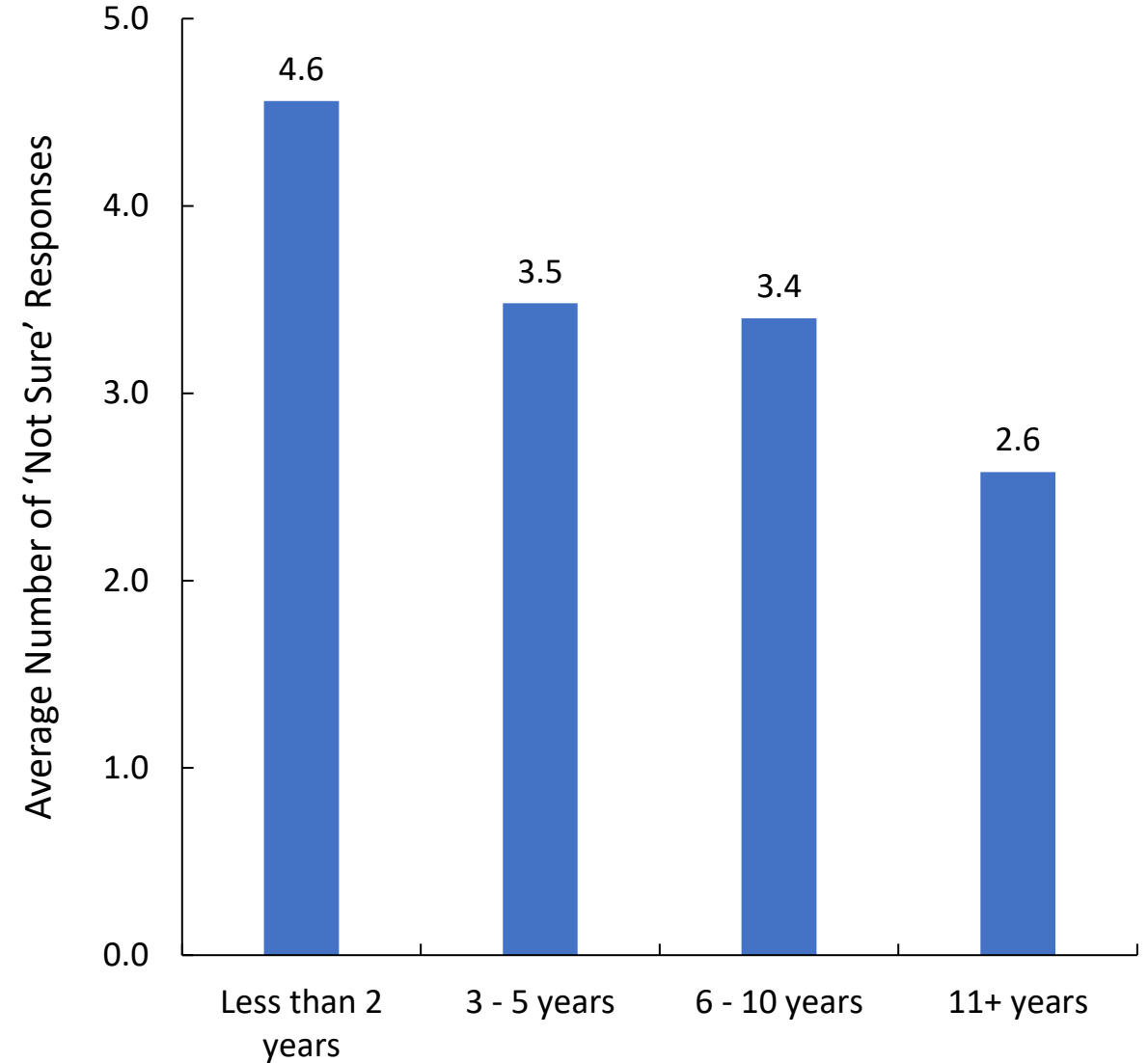
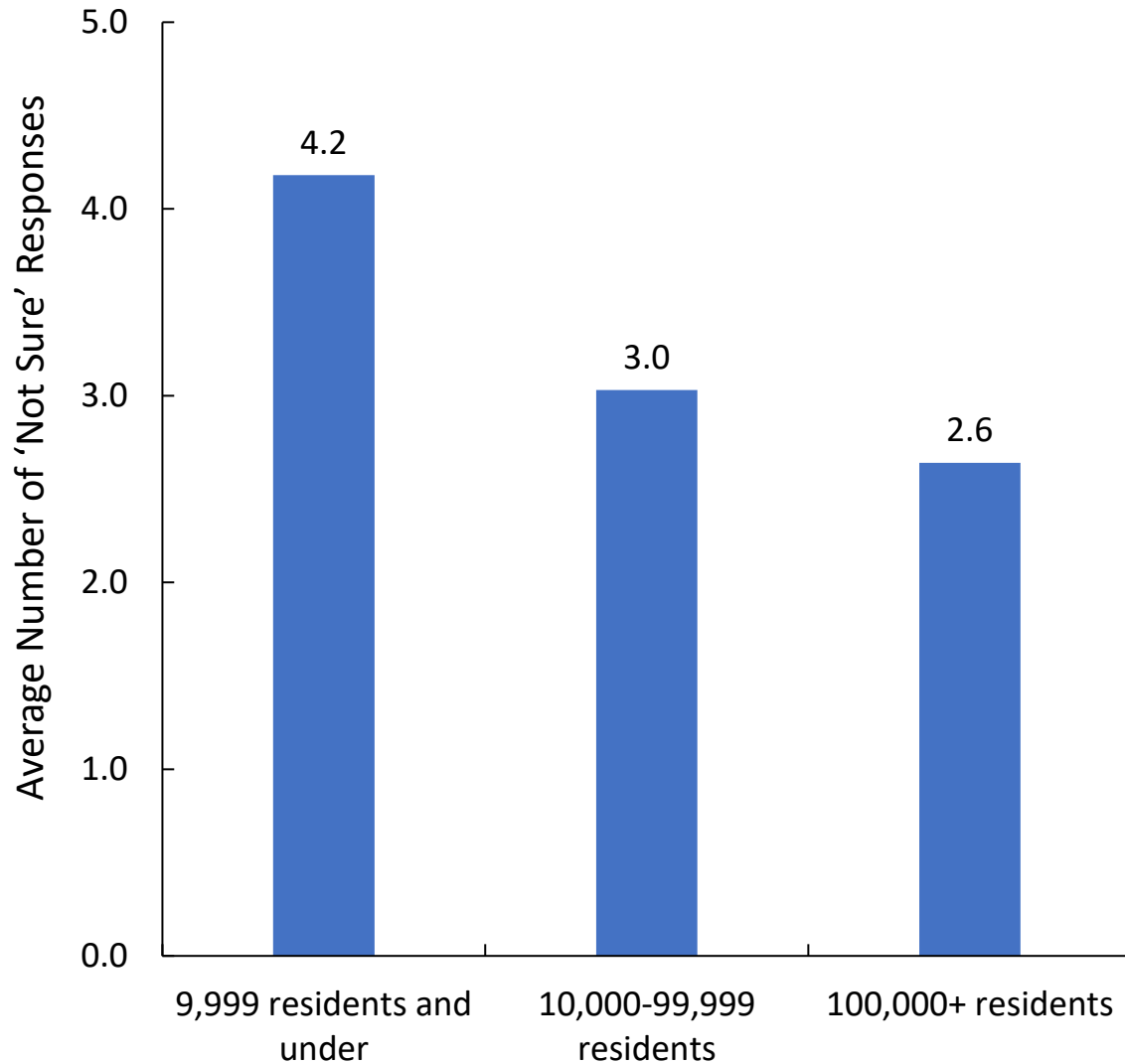
Logic Model

Inputs	Activities (<i>Management Action</i>)	Evidence based strategies	Outputs	Primary Outcome	Secondary Outcome
Staff time	Peer to Peer Learning Exchange Tours (MA 3.1)	Social Diffusion Dialogue	number of officials that attend training and education programs post-training program evaluation	Increased knowledge and capacity of local officials on issues related to water resources	Implementation of economic and policy incentives that support local conservation action
Travel Costs	Conference Panels (MA 2.2, 2.3, 2.4)	Social Diffusion Message Framing			
Contractual Costs	Magazine/Blog Articles (MA 2.2, 2.3, 2.4)	Social Norms Trusted Sources			
	Roundtable discussions (MA 2.2, 2.3, 2.4)	Dialogue Trusted Sources			
	Webinars (MA 2.2, 2.3, 2.4)	Trusted Sources Social Norms			
	A Local Government Guide to the Chesapeake Bay (MA 2.2)	Message Framing Social Norms			

Possible Indicator #1a: Knowledge of Regulations



Possible Indicator #1b: Knowledge of Regulations



Possible Indicator #2: Reported Actions

