Embracing Social Science within the Chesapeake Bay Program Partnership

STAR Meeting
June 24, 2021
Amy Handen, EPA

Photo: CBP

"The **conservation social sciences** are a rigorous set of disciplines, theories and methods for systematically understanding and characterizing the human dimensions to facilitate evidence-based conservation."

(Bennett and Roth, 2018)

Prospect Theory

People will be more likely to take a risk if they are told their action will avoid a loss than if they are told it will achieve a gain.

(Stern, 2018)

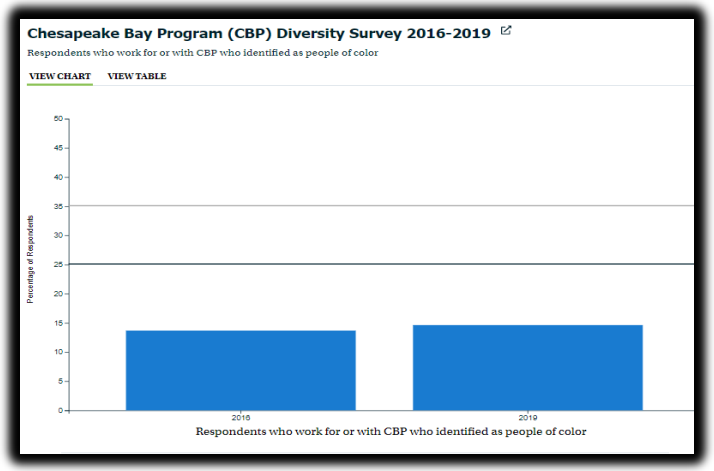
Understand social, economic and cultural contexts to enhance outcomes of conservation

Improve governance, organizational effectiveness, collaboration and decision making

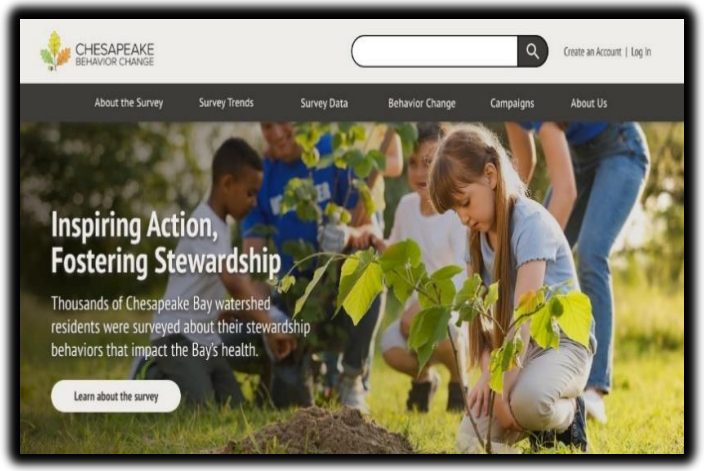
Understand local context to shape approaches to restoration and protection

Examples of the Partnership Applying Social Science

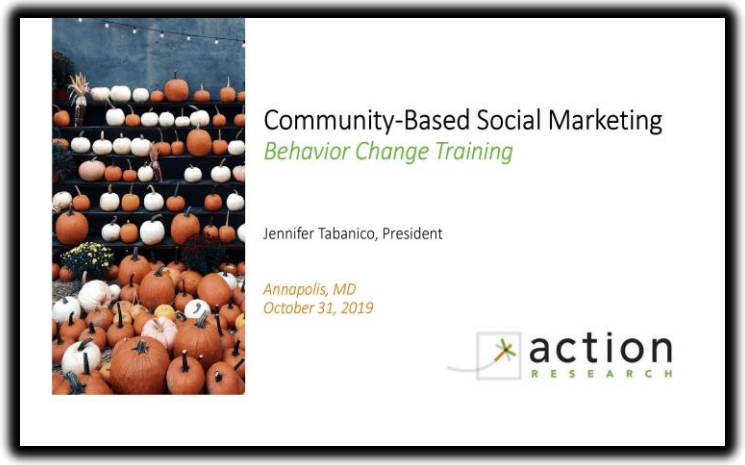
STAC Workshops



Diversity Indicator



ChesapeakeBehaviorChange.Org



Behavior Change Training

EPA Social Science Coordinator

UMCES Report Card

Approaches to Integrating Social Science in Complex Estuarine Systems

A Social Science Strategy for the Sacramento-San Joaquin Delta

Delta Social Science Task Force
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March 2020

UCDAVIS Coastal and Marine Sciences Institute

Delta Stewardship Council

DRAFT Social Science Strategy Components

Define social science as it pertains to our work within the partnership

Incorporate social science theory and practice into the partnership structure and function

Integrate social science into outcome implementation

Build capacity for social science integration into the watershed

Support/fund social science indicators

Today!

- Value of social science research in guiding our work
- Examples of partnership efforts that have applied community based social marketing and what have they learned
- GIT funded project to inform our future social science efforts
- Share ideas on how we can advance social science within our respective groups

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Photo: CBP

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- Stern, Marc. (2018). Social Science Theory for Environmental Sustainability A Practical Guide.
- U.S. EPA, 2012. An Optimization Approach to Evaluate the Role of Ecosystem Services in Chesapeake Bay Restoration Strategies. U.S. EPA/600/R-11/001