

Social Science and the Chesapeake Bay Program Partnership

Amy Handen, EPA



Our Chesapeake Bay



18 million people















Roving Ranger

U.S. GOVERNMENT
I414509
WASHINGTON, D.C. 20540



2 0 1 4

“We commit to exploring using social science to better understand and measure how human behavior can drive natural resource use, management and decision-making.”

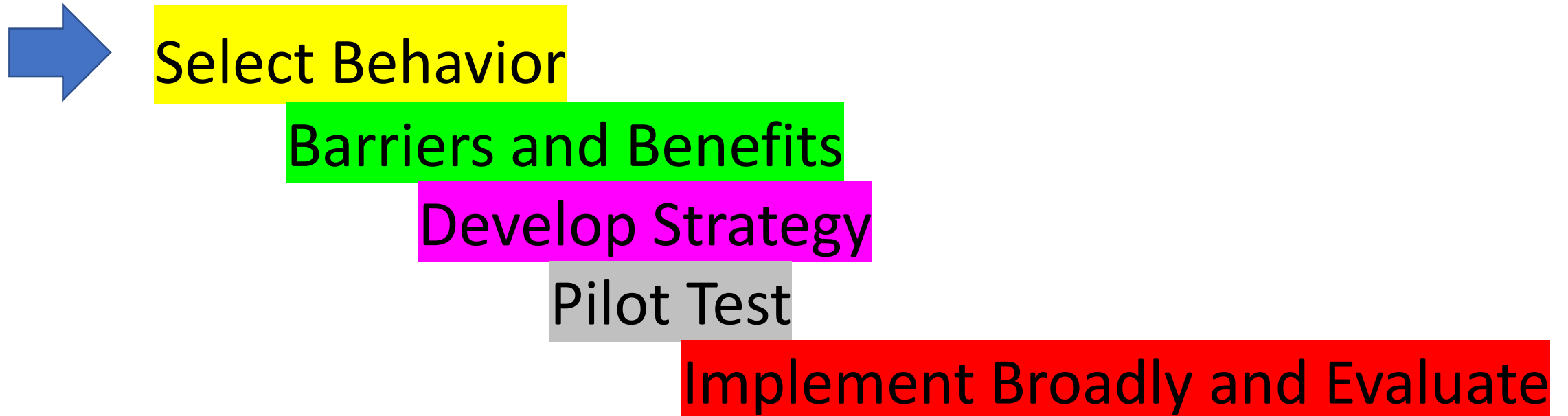
2014 Watershed Agreement

Social Science Accomplishments

Stewardship Behavior Change Assessment



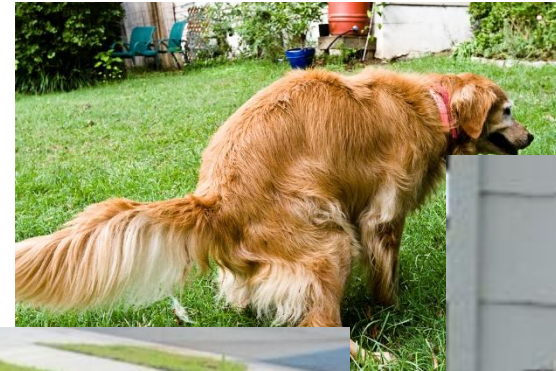
Community Based Social Marketing



McKenzie-Mohr, D. (1999, 2011)

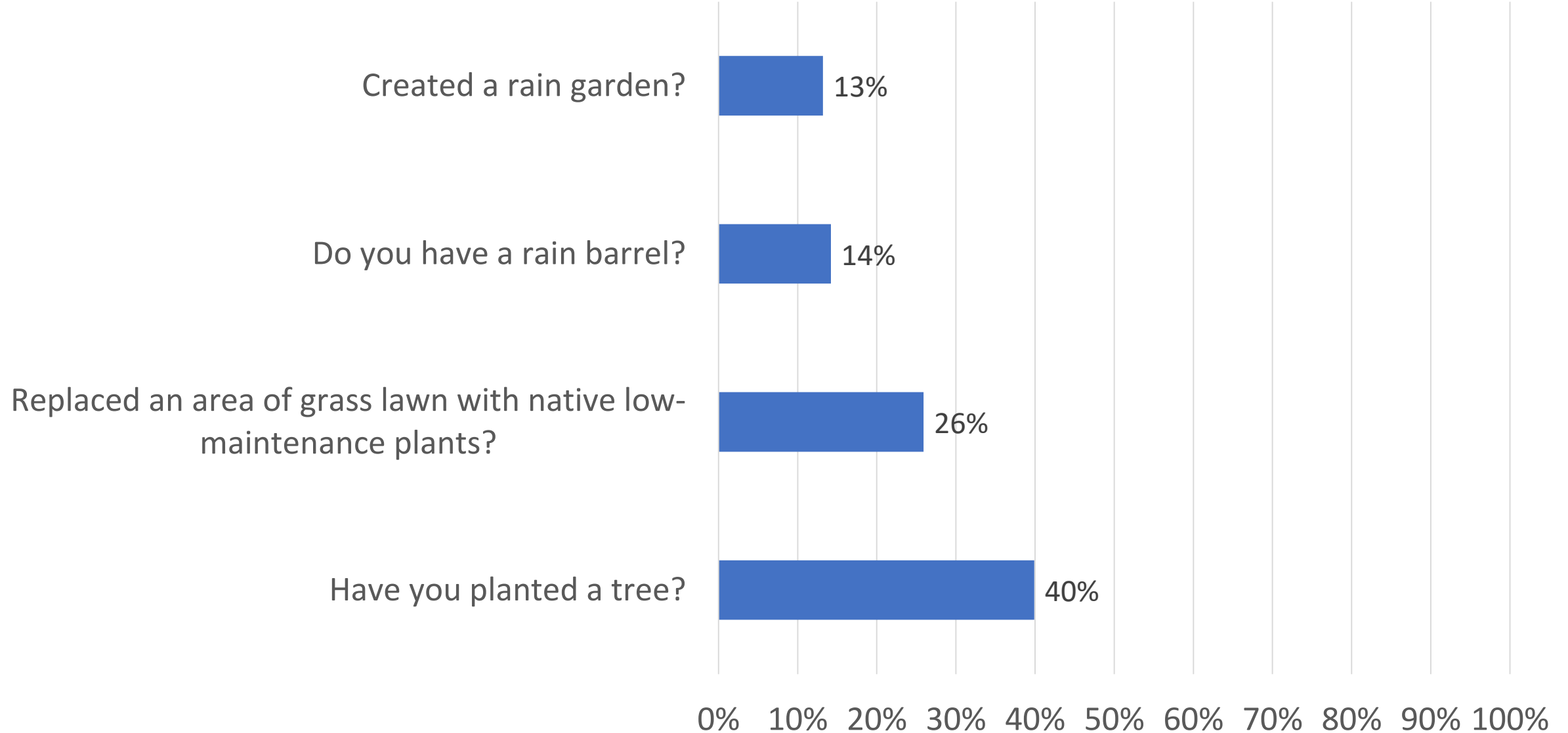
Stewardship Behavior Change Assessment

- Pet waste
- Leaves/Lawn clippings
- Litter
- Fats, grease/Medicines down the drain
- Fertilizer use/keep off hard surfaces
- Pesticide/Herbicide use
- Conservation landscaping
- Rain garden installation
- Septic system
- Tree planting
- Downspout redirect
- Rain barrel/Connected



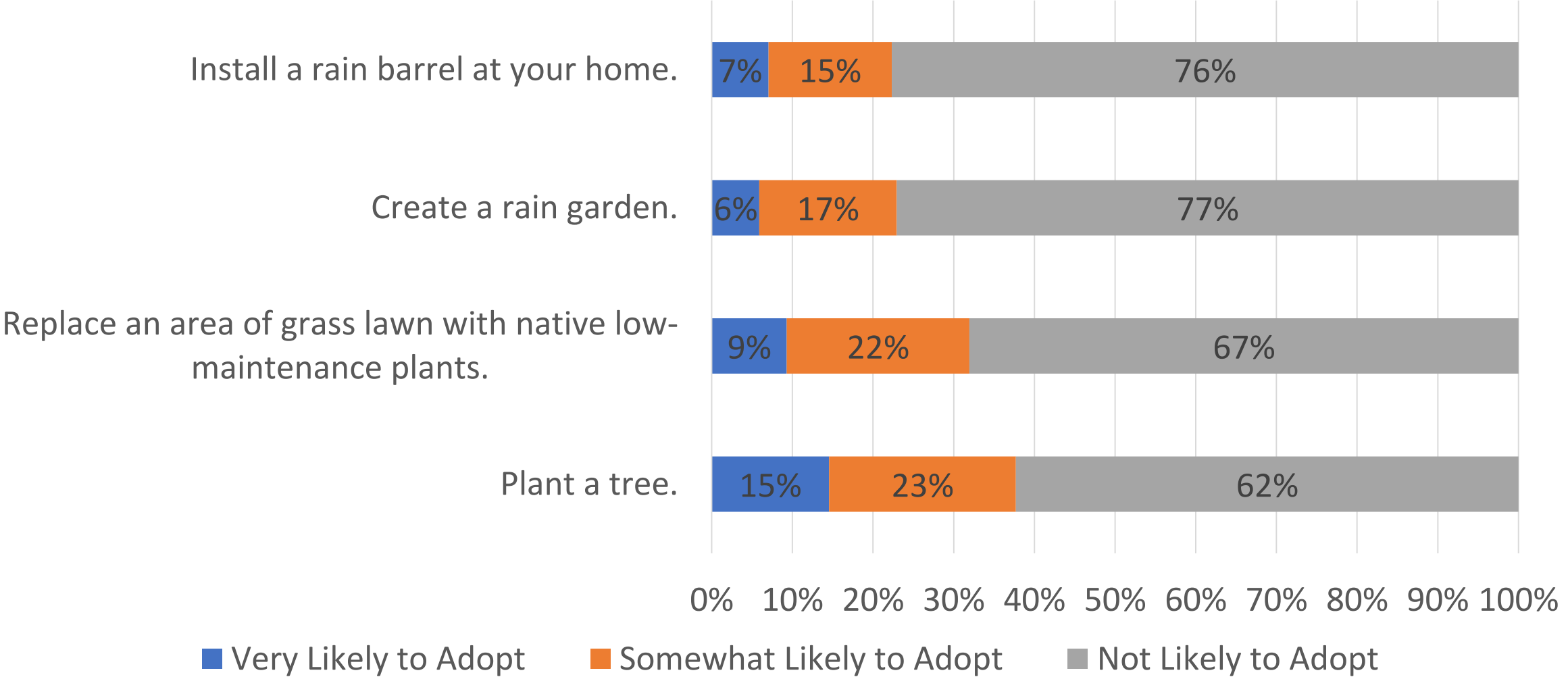
Stewardship Behavior Change Assessment

Habitat Supporting Behaviors - Current Adoption



Stewardship Behavior Change Assessment

Habitat Supporting Behaviors – Likelihood to Adopt in the Future



Logo

Create an Account | Log In

Search



About the Survey

Explore the Data

Data Trends

Behavior Change

Campaigns

About Us

Choose a Target Location

Explore Map



Explore States and Regions

Delaware



Maryland



New York



Pennsylvania



Virginia



Washington, DC



West Virginia



Filter by Demographic

Age

Education

Children in the Household

Home Ownership

Housing Type

Community Type

Family Involved in Agriculture

Religious Affiliation

Race or Ethnicity

Income

Home > Explore the Data

Explore the Data

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem

SURVEY

Strength of Data ⓘ

99

Download Methodology

Current Sample

5,212
PARTICIPANTS

Download This Data

Bay-wide Sample

5,212
PARTICIPANTS

Download All Data

CURRENT LOCATION

Chesapeake Bay Watershed

The Chesapeake Bay Watershed consists of... Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

View Demographics

BEHAVIORS

All Behaviors

Explainer text here... Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

Select Behavior Type:

All

Sort by:

Combined Score



YARD

Replaced an area of grass lawn with native low-maintenance plants.

HIGH

89

View Behavior Data



YARD

Created a rain garden, or an area specifically designed to capture and

HIGH

89

View Behavior Data



SEPTIC

Had your septic system inspected or pumped out.

HIGH

89

View Behavior Data



YARD

Planted a tree.

HIGH

89

View Behavior Data



Community-Based Social Marketing *Behavior Change Training*

Jennifer Tabanico, President

*Annapolis, MD
October 31, 2019*



SAV GIT Funded Project



Wetlands GIT Funded Project



Social Science Next Steps

Social Science Strategy Themes

1. Model social science within the partnership
2. Function as a catalyst for social science frameworks
3. Building capacity for social science integration

Thank you!

Handen.Amy@epa.gov