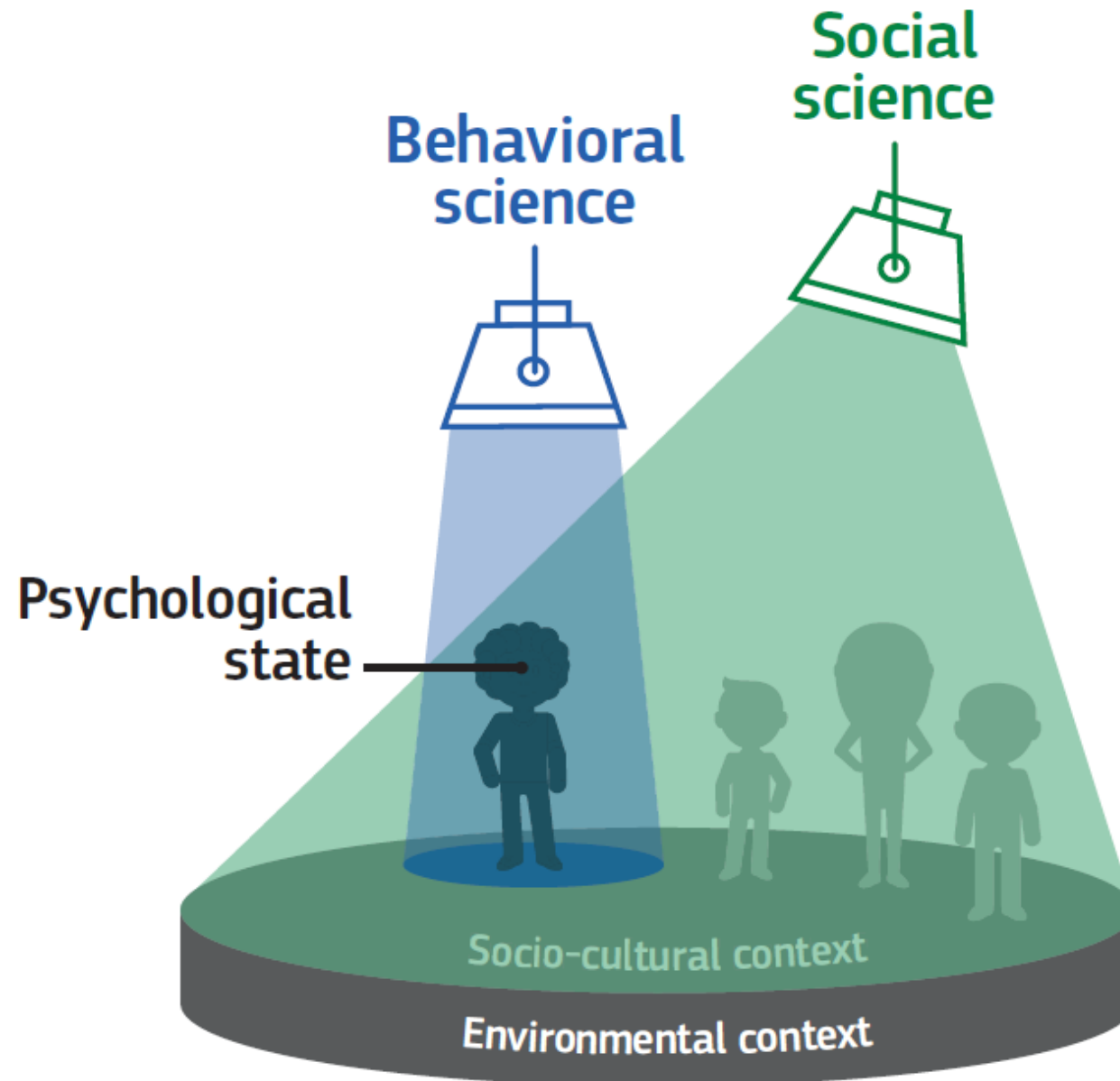




Social Science Assessment for Advancing Chesapeake Bay Program Partnership Goals

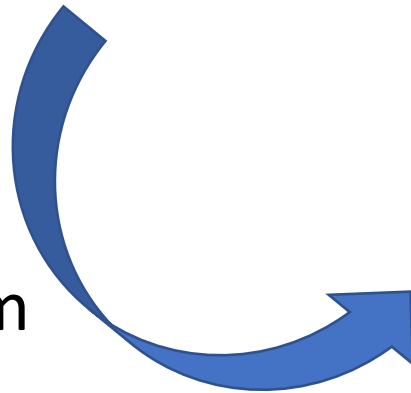
**Kacey Wetzel, CBT
Lisa Wainger, UMCES
Dan Read, UMCES**



Social Science Assessment for Advancing Chesapeake Bay Program Partnership Goals



Inform



CBP Social Science Strategy



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

Assessment Goals

Evaluate current use of and attitudes towards social science application in CBP

Increase understanding of relevant theories of behavior change and ability to use them skillfully

Advance a dialogue about strategies to enhance social science capacity

Methods

Literature review & synthesis
(Including reports for CBP-like institutions)

Review reports and other
information produced by the
partnership

Questionnaire and interviews

Products

User-
friendly
summary

Accessible evidence – Useful theories,
diagnostic tools, and best practices

Illustrative examples

Full
report

Evidence for selected behavioral
interventions

Enhancing the social science
community of practice
& using knowledge co-production

Timeline



| | |
|----------|--|
| Develop | Develop methodology – Summer 2021 |
| Collect | Collect data – Fall 2021 |
| Assess | Assess results – Winter 2022 |
| Draft | Draft recommendations – Spring 2022 |
| Finalize | Finalize recommendations – Spring 2022 |