Approaches for Advancing Social Science within the Chesapeake Bay Program Partnership

Habitat GIT

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1. Define Social Science

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- Build collective knowledge of the various models and frameworks that are relevant to our goals and outcomes
- Develop an understanding of the benefits of social science
- Identify examples of programs that have been successful in incorporating social science and can serve as models

2. Incorporate Social Science Into Partnership Structure and Function

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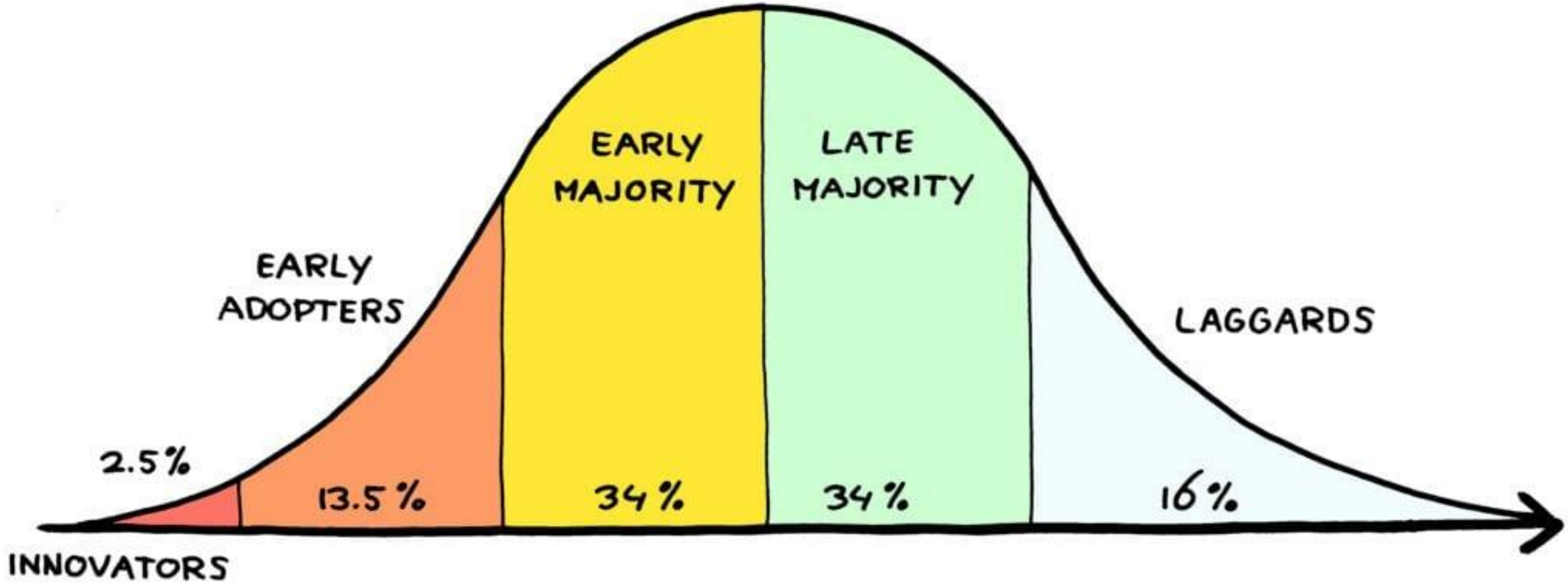
- Identify opportunities to infuse social science into our governance and decision making
- Increase the representation of social scientists in our partnership goal teams, workgroups and advisory committees

3. Integrate Social Science into Outcome Implementation

Diffusion of Innovation and Adoption



3. Integrate Social Science into Outcome Implementation

- Incorporate social science models and frameworks into our outcome implementation
- Identify research needs to advance social science
- Increase capacity to enable us to succeed

4. Build Social Science Capacity in the Watershed

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- Support development of social science networking and learning opportunities
- Share resources (stewardship behavior data)
- Assist partners that work on the ground with communities

5. Support Social Science Indicators

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- Stewardship Behavior Index
- Social Index - UMCES Chesapeake Bay Watershed Report Card
- New indicators with existing data
- New data collection opportunities

Thank you!

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1. Define Social Science
2. Incorporate Social Science into Partnership Structure and Function
3. Integrate Social Science into Outcome Implementation
4. Build Capacity for Social Science in the Watershed
5. Support Social Science Indicators