

From Science to Action: Educating for Behaviour Change

Conservation Action Marketing Program Newsletter
The Living by Water Project March 2008

The challenge

How many of us are putting resources into education and outreach – but are not sure if we are reaching anybody or **really** making a difference?

“It’s often easier to work with fish and streams than it is to work with people so as to prevent them from causing the need to restore the stream in the first place.”

Otto Langer

In 2008 we have run out of time to practice. We need to “get it right” the first time. Just look at the titles of some recent publications that are talk about our environmental emergency: *Climate Code Red; Plan B3.0 - Rescuing a Planet Under Stress and a Civilization in Trouble; Field Notes from a Catastrophe; Creation - An appeal to save life on earth.*

Many of these authors talk about the need to change human behaviour, and the behaviour of our institutions. We are in an urgent situation.

From Science to Action: Educating for Behaviour Change

A program to help ENGOs and conservation agencies with education and outreach efforts.

- A tip-oriented handbook with case examples and workbook exercises.
- A support program of workshops and coaching.
- Builds on tools and techniques from the award-winning Living by Water Project.
- Relevant case examples from Canada the United States, and elsewhere.
- More than community-based social marketing: it’s about building what marketers call the **“customer-centred organization”**.
- Underway now!

Begin with the end in mind.

Stephen Covey

Are We Making a Difference?

I did a quick and unscientific review of non-point source education and outreach programs – my own and others around the country – asking (naively), “What can we show, in the water, as a result?” The answer is “We don’t know,” or “Not much.” This is likely a reflection of the complexity of watersheds, multiple inputs, cost and challenge to monitor changes, and related, valid reasons. Nevertheless, it is troubling that we have so little to show, in terms of direct, documented impacts in the environment, for the educational and outreach programs we have done.

David Galvin, King County Dept of Nat. Res. & Parks, Seattle, WA

Thinking about impacts and outcomes

When we commence an education / outreach program, we need to think about what impact we want to achieve, and work backwards from that point. How do our education programs fit in? **From Science to Action** will contain exercises from logic model thinkers to help you frame your programs in terms of outcomes and impacts – something that many funders are asking for!



Literature review

Some examples of the helpful materials available:

Getting your feet wet with social marketing – a social marketing guide for watershed programs.

Jack Wilbur, Utah State. **Free download** at: www.ag.utah.gov/pressrel/GettingYourFeetWet.htm

Creating a Climate for Change - Communicating Climate Change and Facilitating Social Change.

2007. Susanne Moser and Lisa Dilling (eds). Cambridge University Press.

Conservation Education and Outreach Techniques.

2006. Susan K. Jacobson, Mallory D. McDuff and Martha C. Monroe. NAAEE.

The Leader's Guide to Storytelling: Mastering the Art and Discipline of Business Narrative. 2005.

Stephen Denning, Jossey-Bass

From Science to Action incorporates tips, lessons and best practices from these and many other publications. It builds and expands on the information contained in **Conservation Marketing Tools and Techniques of the Living by Water Project.** 2001 (revised 2007). **Free download** at www.livingbywater.ca

Program workplan

Stage 1 (Scoping):

Needs assessment; detailed planning; PowerPoint update and speakers' notes

Stage 2 (Case examples):

Workshops to solicit case examples and feedback; coaching sessions; handbook exercises

Stage 3 (First draft handbook):

Adapt PowerPoint presentation into a handbook; pilot and test

Stage 4 (Feedback and modification):

Document feedback and peer review. Finalize second draft for web publication.

Stage 5 (Dissemination and feedback):

Explore potential for supplementary DVD, web-based support, "webinars". Further evaluation of exercises and contents.

Stage 6 (Print version):

Further revisions based on feedback. Assessment of demand for print version.

Stage 1 has been funded by BC Ministry of Environment. It is expected that **Stages 2 - 4** will be completed by March 2009.



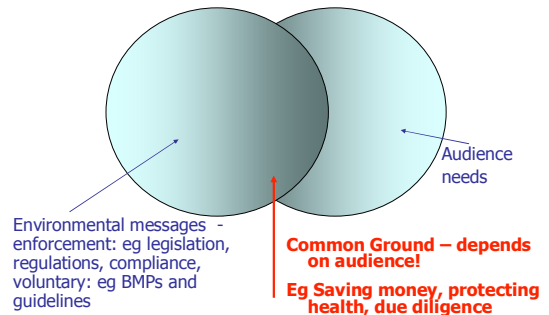
Social marketing seminar

BC Ministry of Environment sponsored a Kelowna seminar in February on "Developing a Social Marketing Plan in One Day", facilitated by Jim Mintz of the Centre for Excellence in Public Sector Marketing. Approximately 30 ENGOs from across BC participated in this session, which was followed by a second day on "Extension Basics" and "Logic Modelling and Evaluation". Key principles from this seminar are incorporated into **From Science to Action**.

Benefits first!

A key principle of much of the work in behaviour change is that of understanding the audience. Even though we may understand this principle, it is very easy to slip into our excitement about, and passion for, our subject. Don't lose this – but present it in terms that meet your audience's needs!

Match the product to the audience



Upcoming conference

September 2008, Gros Morne National Park, Newfoundland: EECOM (Canadian Network for Environmental Education and Communication). Topics include Environmental Learning, Outdoor Education, Community Action and Engagement, EE Research, Marine Education, Stewardship, Connecting Arts and Science. www.eecom.org

Letters of support requested

If your group or agency could benefit from the **Science to Action** program, we'd like to hear from you! Please email – contact information below:

For more information about *From Science to Action*, contact:

BC Nature – The Living by Water Project.
Some material is available at:
www.bcnature.ca

Contact: Sarah Weaver or Clive Callaway – 250 832 7405. Email: shorelines@jetstream.net

