Communications Workgroup Retreat Recap

September 5, 2018

I. Who was there?

6

presenters

27

participants

15

agencies and organizations

2. What did we cover?

A Chesapeake Bay Program Primer

Rachel Felver

Alliance for the Chesapeake Bay at the Chesapeake Bay Program

Catherine Krikstan

University of Maryland Center for Environmental Science at the Chesapeake Bay Program

Joan Smedinghoff

Alliance for the Chesapeake Bay at the Chesapeake Bay Program Social Marketing for Behavior Change

Jen Dindinger

Maryland Sea Grant Extension Program

Amanda Rockler

Maryland Sea Grant Extension Program

Kacey Wetzel

Chesapeake Bay Trust Case Study: For a Healthy Bay, Let Grasses Stay

Alyssa Hildt

The Ocean Foundation

Rebecca Murphy

ShoreRivers

Alexis Valauri-Orton

The Ocean Foundation

3. What did we learn?

Lessons Learned

Less than one-fifth of the population will adopt an action based only on access to information. (Sixty-eight percent will adopt an action when they have been influenced by social marketing techniques.) "Building awareness" is not enough to protect the environment.

Lessons Learned

Formative research must be carried into campaign design.

Segment your audience. The more **personal** your reach, the higher your likelihood for behavior change.

If you influence **the right** audience, they will influence their peers.

Lessons Learned

Set a Specific, Measurable, Achievable, Relevant and Timebound goal.

Product, price and place are as important as promotion in overcoming barriers and providing benefits.

Measure **outcomes**—not outputs.

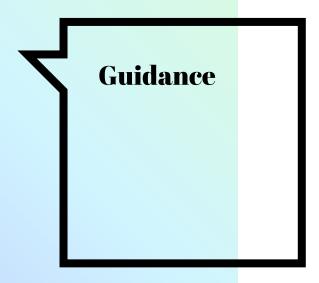
4. How will this impact our work?

Partnershipwide Efforts to Foster Stewardship The Chesapeake Bay Program tracks individual actions, civic engagement and environmental volunteerism. If we pair insights gained through our citizen stewardship data with effective social marketing campaign design, implementation and evaluation, we can boost stewardship and close the gap in reducing pollution.

Individual Efforts to...?

How will YOU use what you learned in your work?

We want to hear from government agencies, academic institutions and nonprofit partners.



Our presenters are a resource.

Contact **Kacey** with questions about the Chesapeake Bay Trust's grant programs.

Contact **Jen and Amanda** for technical assistance (as informal, over-the-phone counselors or as approved technical service providers*).

*We will share a list of additional TSPs.

What will our next retreat look like?

Professional Development Ideas

More social marketing! As well as topics related to:

- Diversity, equity and inclusion;
- Social media;
- Storytelling; and
- Strategic communications.

Thanks!

Thanks to Deb, Joan, Margot, Rachel and Rebecca for planning this retreat.

Want to help plan our next inperson meeting? Let Rebecca know!



Find **notes and resources** at:

https://www.chesapeakebay.net/what/event/communications_workgroup_july_retreat.