

# **Social Marketing for Shoreline Management**

Rebecca Chillrud  
Rachel Felver

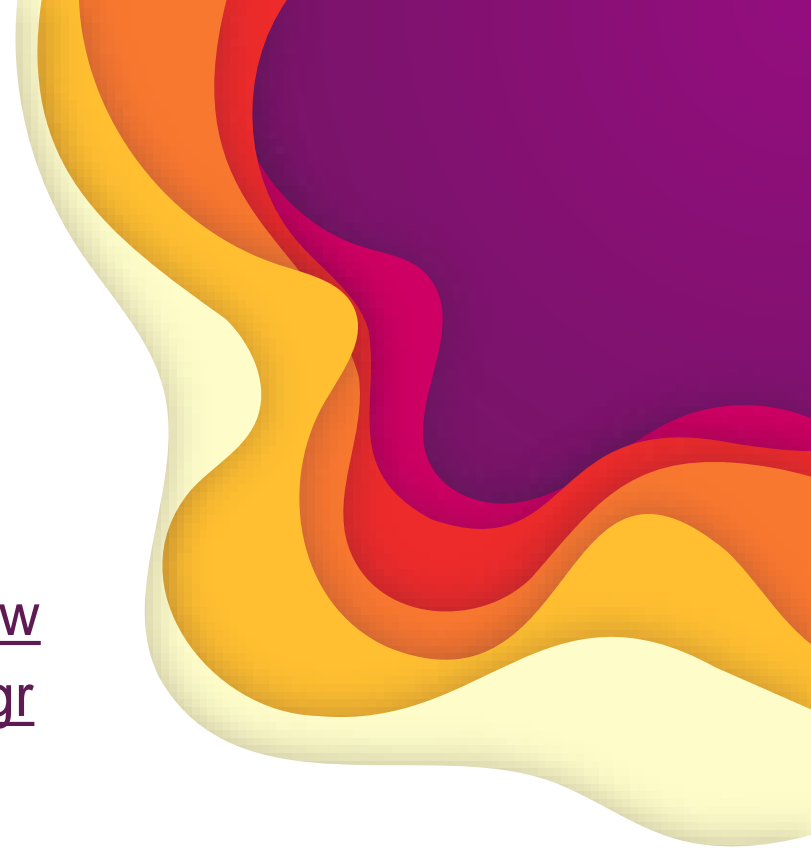




**What is social  
marketing?**

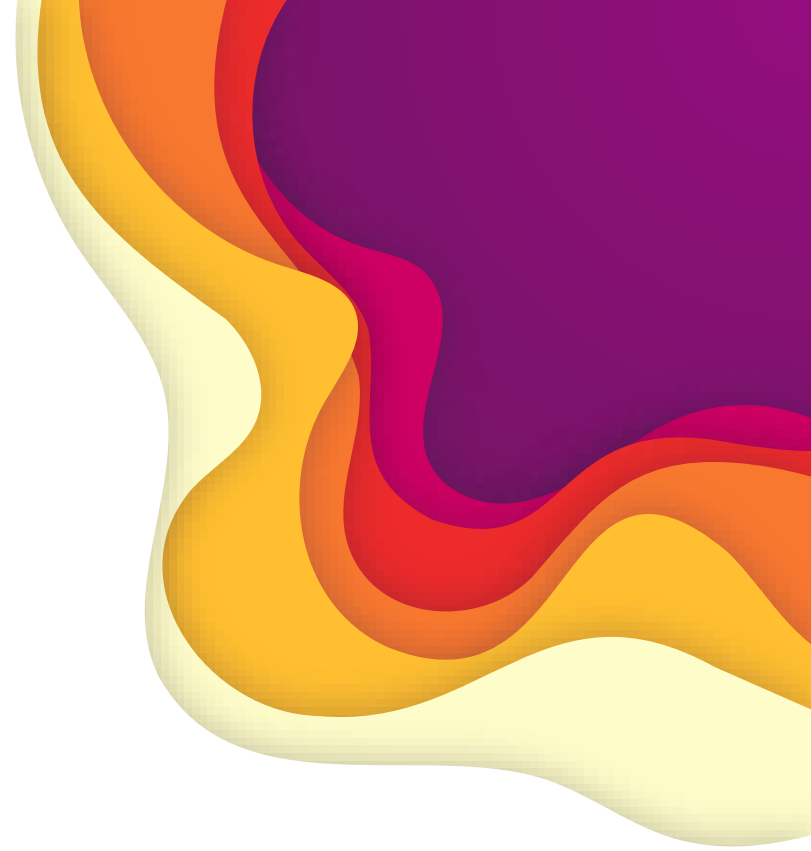
# CBSM GIT-Funded Projects

- Training/Pilot.
  - October 31, 2019 Community-Based Social Marketing Training.
  - Four follow-up webinars.
  - SAV pilot.
  - [https://www.chesapeakebay.net/who/group/communications\\_workgroup](https://www.chesapeakebay.net/who/group/communications_workgroup)
- Living shorelines project.



# How CBSM works

- 1) Behavior Selection
- 2) Barrier/Benefit Research
- 3) Strategy Development
- 4) Pilot Testing
- 5) Implementation/Evaluation

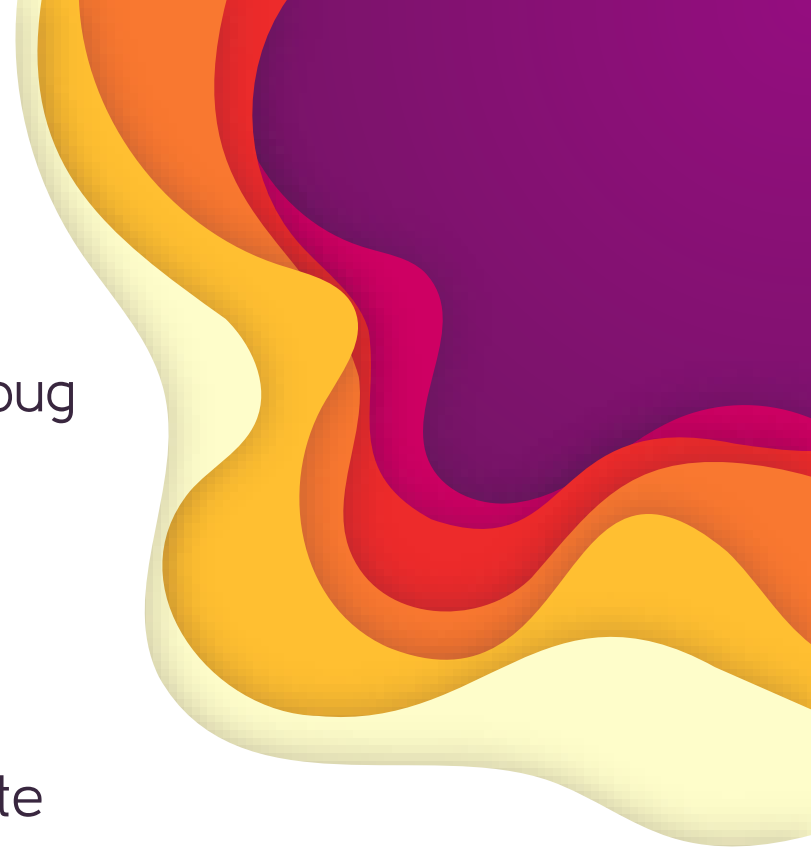




# Shoreline GIT funded project

# Project Background

- Contractor: Action Research and Doug McKenzie-Mohr
- \$75,000
- Steering Committee Members
  - MD, VA and DE
  - Habitat GIT, Fisheries GIT, Climate Resiliency Workgroup



# 1. Literature Review

Gaining background knowledge



## 2. Behavior Selection

Choosing the action to target







# Initial list of 11 behaviors

# Behaviors are ranked in several categories

Impact

Applicability

Penetration

Probability



# Impact

Short survey sent to shoreline  
experts



# Applicability

Used GIS and fetch data to obtain an estimate

<b>Behavior</b>	<b>Impact</b>	<b>Penetration</b>	<b>Probability</b>	<b>Applicability</b>	<b>Weight</b>
<b>LS – sills with wetland vegetation</b>	4483.92			0.8	3587.14
<b>LS – offshore breakwater with wetland vegetation</b>	3937.19			0.8	3149.75
<b>LS – slope grading/vegetation</b>	3841.79			0.8	3073.43
<b>LS – jetties/groins with wetland vegetation</b>	3703.03			0.8	2962.43
<b>Install buffer (upland/riparian) vegetation</b>	2948.42			1	2948.42

Behavior	Impact	Penetration	Probability	Applicability	Weight
Install beach nourishment	322.38			0.8	257.90
Leave an unarmored shoreline alone	88.10			0.8	70.48
Armor - revetment with no vegetative component	55.68			1	55.68
Armor – breakwater with no vegetative component	54.18			1	54.18
Armor – jetties with no vegetative component	36.07			1	36.07
Armor – groins with no vegetative component	33.36			1	33.36

### **3. Barrier/Benefit Research**

Understanding landowner  
motivations



## 4. Strategy Development

This will be the last phase of our  
GIT funded project







# Any questions?

You can find us at:

Rebecca: [rchillrud@chesapeakebay.net](mailto:rchillrud@chesapeakebay.net)

Rachel: [rfelver@chesapeakebay.net](mailto:rfelver@chesapeakebay.net)

# Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by [SlidesCarnival](#)
- Photographs by [Unsplash](#)

