

Social Science  
and the Chesapeake Bay  
Program Partnership

Amy Handen, EPA











A scenic view of a wetland area. In the foreground, there is a body of water reflecting the sky and surrounding vegetation. The water is surrounded by dense green reeds and marsh plants. In the background, a line of tall, thin trees stands against a clear sky. The overall scene is peaceful and natural.

# Our Chesapeake Bay

18 million people















Roving Ranger

U.S. GOVERNMENT  
I414509  
MICHIGAN 1984



CHESAPEAKE  
WATERSHED  
AGREEMENT

2 0 1 4

“We commit to exploring using social science to better understand and measure how human behavior can drive natural resource use, management and decision-making.”

2014 Watershed Agreement

# Social Science Accomplishments





# Stewardship Behavior Change Assessment

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# Stewardship Behavior Change Assessment

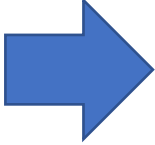
## Survey of 5,200 residents on 19 Stewardship Behaviors

- Pet waste
- Leaves/Lawn clippings
- Litter
- Fats, grease/Medicines down the drain
- Fertilizer use/keep off hard surfaces
- Pesticide/Herbicide use
- Conservation landscaping
- Rain garden installation
- Septic system
- Tree planting
- Downspout redirect
- Rain barrel/Connected



# Stewardship Behavior Change Assessment

## Community Based Social Marketing Steps:

- 
1. Select Behavior (Impact x Opportunity x Likelihood)
  2. Identify Barriers and Benefits
  3. Develop Strategy
  4. Pilot Test
  5. Implement Broadly and Evaluate



## Choose a Target Location

## Explore Map



## Explore States and Regions

Delaware	+
Maryland	+
New York	+
Pennsylvania	+
Virginia	+
Washington, DC	+
West Virginia	+

## Filter by Demographic

Age &gt;

Education &gt;

Children in the Household &gt;

Home Ownership &gt;

Housing Type &gt;

Community Type &gt;

Family Involved in Agriculture &gt;

Religious Affiliation &gt;

Race or Ethnicity &gt;

Income &gt;

Home &gt; Explore the Data

## Explore the Data

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergren, no sea takimata sanctus est Lorem

## SURVEY

Strength of Data ⓘ

99

Download Methodology

Current Sample

5,212  
PARTICIPANTS

Download This Data

Bay-wide Sample

5,212  
PARTICIPANTS

Download All Data

## CURRENT LOCATION

## Chesapeake Bay Watershed

The Chesapeake Bay Watershed consists of... Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. vero eos et accusam et justo duo dolores et ea rebum.

View Demographics

## BEHAVIORS

## All Behaviors

Explainer text here... Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

Select Behavior Type:  Sort by: 

<input type="checkbox"/> YARD Replaced an area of grass lawn with native low-maintenance plants.	HIGH score	89 score	<a href="#">View Behavior Data</a>
<input type="checkbox"/> YARD Created a rain garden, or an area specifically designed to capture and	HIGH score	89 score	<a href="#">View Behavior Data</a>
<input type="checkbox"/> SEPTIC Had your septic system inspected or pumped out.	HIGH score	89 score	<a href="#">View Behavior Data</a>
<input type="checkbox"/> YARD Planted a tree.	HIGH score	89 score	<a href="#">View Behavior Data</a>



## Community-Based Social Marketing *Behavior Change Training*

Jennifer Tabanico, President

*Annapolis, MD  
October 31, 2019*



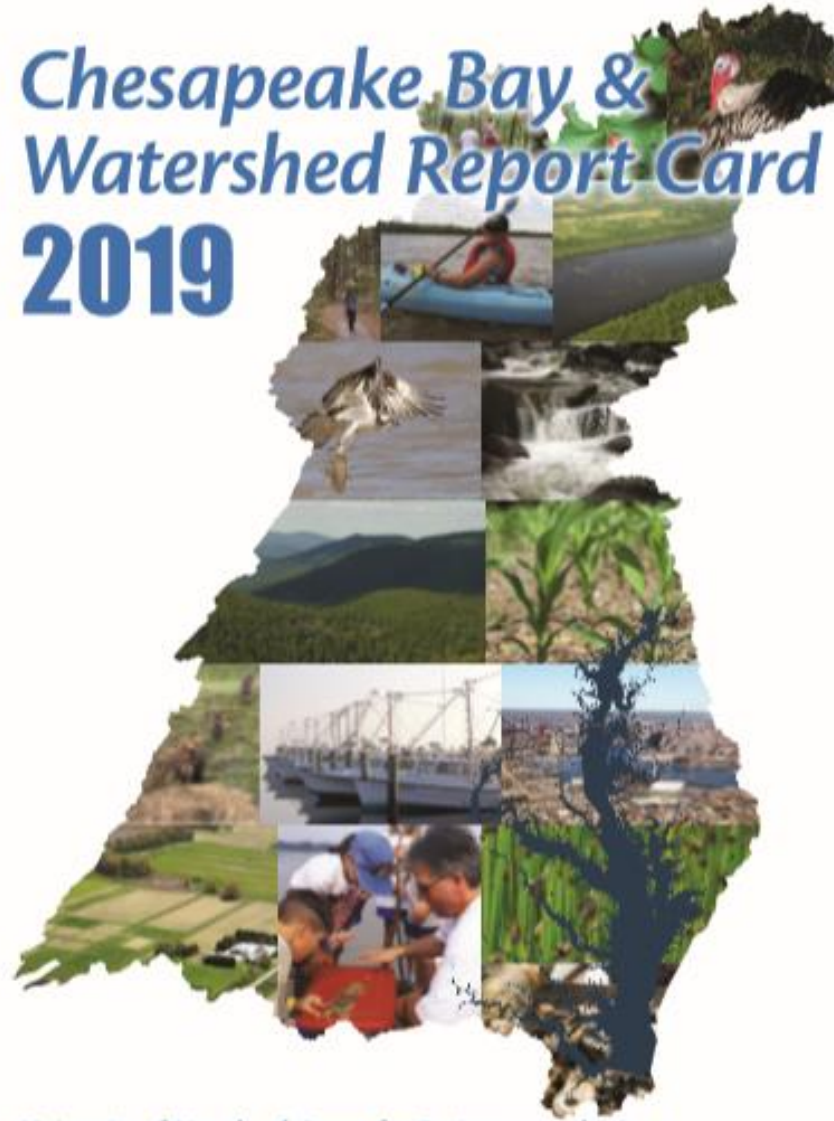
# SAV GIT Funded Project



# Living Shorelines GIT Funded Project



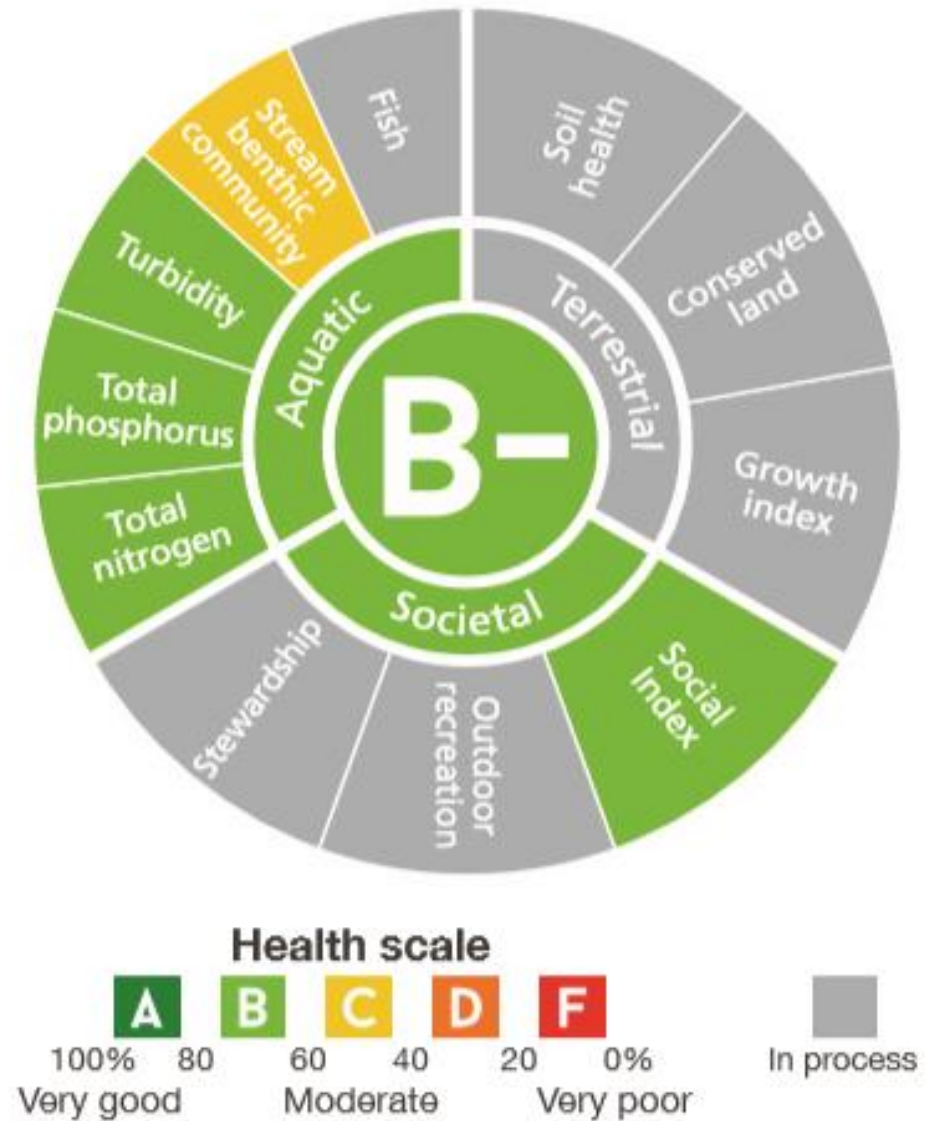
# Chesapeake Bay & Watershed Report Card 2019



*University of Maryland Center for Environmental Science*



# UMCES Report Card - Watershed Health





# Social Science Next Steps

# Social Science Strategy Themes

1. Model social science within the partnership  
(training, increased social science participation, outcome evaluation)
2. Function as a catalyst for social science frameworks  
(theories can explain behavior and suggest strategies)
3. Building capacity for social science integration  
(technical assistance)

Thank you!

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