Outreach, Engagement, and Social Science for Living Shorelines and Nature-Based Projects and Programs

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Behavior Change
**Innovators** (2.5%)
- Information approaches: awareness, education (SHOW ME)

**Early Adopters** (13.5%)

**Early Majority** (34%)
- Exchange approaches: incentives, social marketing, behavioral economics (HELP ME)

**Late Majority** (34%)

**Laggards** (16%)
- Regulatory approaches: law, enforcement (MAKE ME)
SOCIAL MARKETING
If I want someone to change behavior...

I need to create a targeted program
Where do you start to create a targeted program?

• Identify appropriate strategies and methods for your objectives,
• Better communicate your intent and objectives to others,
• Distinguish between different approaches, and,
• Align tasks to experts with appropriate skill sets.
Who is the Targeted Audiences:

Homeowners
Influencers
  Contractors and Consultants
  Real Estate Agents
Local Government Staff
Shore Friendly Final Report

Prepared for: WA Department of Fish and Wildlife and WA State Department of Natural Resources
Prepared by: Colehour + Cohen, Applied Research Northwest, Social Marketing Services, Futurewise and Coastal Geologic Services

Prepared as part of the project: Social Marketing Strategy to Reduce Puget Sound Shoreline Armoring
What concerns and motivates homeowners?
Shoreline Technical Assistance for Homeowners in the Puget Sound Region

Potential service delivery models and lessons learned from existing programs

Prepared for Puget Sound Partnership Ecosystem Coordination Board Regulatory Subcommittee by Nicole Faghin and Skadi von Reis Crooks, Washington Sea Grant, University of Washington, February 2015.
What concerns and motivates Contractors?
What concerns and motivates Real Estate Agents?
Targeted programs will lead to Behavior Change
Questions?

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