

# Group Report: Human Dimensions Issues

## Water Quality Coordinators Meeting (2/7/05)

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### TOPICAL ISSUES:

- Identifying human motivations for desired behavior change (e.g. economic impacts, social influence, policy interventions, environmental science)
- Research most appropriate communication/education methods for specific target audiences
- Identifying innovative, effective communication methods (e.g. marketing) that encourage personal responsibility and behavior change through the delivery of science-based information

### PROGRAMMATIC CHALLENGES:

- *Exploring partnerships with other academic departments and related behavior change agents (e.g. dept. of public health) and commercial marketers*
- *Encourage multidisciplinary collaborations*
- *Build capacity for human dimensions*

