

Influencing Behaviors Using Social Marketing

A Watershed Academy Webcast

Wednesday, June 28, 2006 Two-hour audio Web broadcast

Eastern: 1:00 pm – 3:00 pm Central: 12:00 pm – 2:00 pm Mountain: 11:00 am – 1:00 pm Pacific: 10:00 a.m. – 12:00 pm

Session Description:

Thanks largely to effective discharge regulations over the past 30 years, the quality of our water resources has improved dramatically. However, many human activities still have negative impacts on the quality of our waterways. Watershed practitioners increasingly rely on nontraditional approaches to encourage people to alter their everyday behaviors and help improve and protect our waters. These approaches include social marketing techniques, which apply traditional commercial marketing approaches to address social issues. Webcast instructors will provide an overview of social marketing principles and then proceed through the steps needed to make audiences aware of an issue, recognize audiences' underlying motivations, and solicit behavior change. A case study presentation will highlight the key social marketing principles used to change behaviors in the Chesapeake Bay Watershed.

Instructors:

Charlie MacPherson, Public Outreach Specialist, Tetra Tech, Inc.

Charlie has incorporated social marketing principles into watershed management activities for the past 15 years. She has developed handbooks, conducted trainings, and facilitated workgroups to assist organizations to effectively change behaviors to improve the environment.



Christopher Conner, Director of Communications, Chesapeake Bay Program

Chris serves as Director of Communications for the Chesapeake Bay Program, the federal-state partnership guiding the restoration of the nation's largest estuary. His work focuses on engaging Chesapeake Bay watershed residents about personal stewardship in environmental protection efforts through community outreach, stakeholder relations, and scientific communications programs.

The Watershed Academy

The Watershed Academy is a focal point in EPA's Office of Water for providing training and information on implementing watershed approaches. The watershed approach is one of the four pillars of the EPA's Sustainable Infrastructure Initiative. The Academy sponsors live classroom training, online distance learning modules through the Watershed Academy Web at www.epa.gov/watertrain, and most recently, Webcasts on various watershed planning and restoration topics. EPA plans to offer additional Webcasts in 2006. For more information, visit www.epa.gov/owow/watershed/wacademy.

Registration

Registration for this Webcast opens June 21, 2006. You must register in advance to participate in the Webcast. To register, visit www.clu-in.org/live. The Webcast will be a Web-based slide presentation with a companion audio portion. There are two options for accessing the audio portion of the Webcast: by phone OR streaming audio broadcast (not both). By selecting one registration option at the registration page, you will be registering to view the Web-based slides and the audio method of your choice. If you choose the streaming audio option, you will not be able to participate by telephone. However, you will be able to submit questions online for the presenters to answer during the Webcast. Closed-captioning is available. Upon registration you will receive complete participation instructions. **Please note that there are a limited number of toll-free phone lines available, so register early to guarantee your spot. Because of the growing popularity of these Webcasts and the limited number of available spaces, we strongly encourage you to reserve a conference room and invite your colleagues and other partners to participate.** If you register after that limit is reached, you will be added to a waiting list. After the Webcast is over, an audio version of the Webcast will be available—visit www.epa.gov/watershedwebcasts/ for more information.

Questions?

Visit www.clu-in.org/live or contact Ron Ohrel at ron.ohrel@tetrattech-ffx.com or 703-385-6000.

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