

# Getting in Step: A Workshop on Educating and Motivating Audiences to Protect Water Quality

September 22, 23, 24, 2009

**Workshop Goal:** Improve the effectiveness of nonpoint source (NPS) outreach in Texas to reduce nonpoint source and stormwater pollution, improve water quality on a priority watershed basis, and facilitate greater NPS TMDL and watershed-based plan implementation.

**Objectives:**

- Increase outreach and social marketing knowledge and skills of attendees
- Identify opportunities for agencies and organizations to partner to conduct and improve outreach efforts
- Promote the adoption of social marketing and outcome-based methods to improve effectiveness of outreach efforts targeted at adults

**Number of Participants per Training:** Approx. 30

**Pre-Workshop Instructions to Attendees:**

It will be most beneficial for all attendees if everyone comes to the workshop with one of your previous outreach efforts or an outreach effort that is currently being planned that relates to nonpoint source pollution or watershed protection/restoration. Please bring samples of any visuals (print or electronic versions), evaluation results, budget information, and any other information that will help provide a full, start-to-finish description of your outreach effort. Offering a short synopsis of the project and information relating to the process and effectiveness of the project will help workshop instructors to provide attendees with the most relevant and useful presentations.

## Draft Agenda

**8:30 – 8:45 Introduction**

Throughout the day, participants will look at one of their own outreach efforts – identifying successes and strengths as well as missed opportunities that could have enhanced their efforts. At the conclusion of each workshop segment, we will share information about a few outreach efforts that relates to the subject of each segment. Workshop instructors will facilitate discussions of how leveraging partnerships amongst the workshop attendees might further enhance these outreach efforts.

**8:45 – 10:00 Building Blocks to Outreach**

By following six simple steps, water quality professionals can conduct effective outreach that reaches its audiences and stimulates behavior change. From identifying outreach and education goals to evaluating success, participants will learn about each of the six steps and how they build upon each other.

**10:00 – 10:15 Break**

**10:15 – 11:00 What It Takes to Change Behavior**

Instead of selling products or services, social marketing sells ideas, attitudes, and behaviors. In this session, participants will learn how to incorporate social marketing techniques into nonpoint source and stormwater outreach programs to generate behavior changes.

**11:00 – 11:30 Identifying and Overcoming Barriers to Behavior Change**

Knowing why people do things and what might make them change a particular behavior will help you identify the most appropriate ways to convince the target audience to adopt the behavior you're recommending. In this session, participants will investigate methods to overcome common barriers.

**11:30 – 12:30 Lunch**

**12:30 - 1:00 Evaluating Your Outreach Effort**

Continuously evaluating your outreach program will help ensure that your goals are met. Learn how to build in real evaluation metrics during the six steps of outreach.

**1:00 – 1:30 Self Reflection/Partner Critique**

In this session, participants will partner up and discuss a previous or currently planned outreach project/product and will critique their methods based on what they've learned so far. Worksheets for critiques will be provided.

**1:30 – 2:30 Case Study –**

Participants will listen to a local case study and will learn their outreach goals, target audiences, barriers to behavior change, evaluation methods and needs, and future plans for outreach. At the end of this session, workshop attendees will develop an outline to help them prepare an outreach strategy or plan based on the lessons learned from the case study as well as the day's earlier presentations.

**2:30 – 2:45 Break**

**2:45 - 3:15 Introduction to Market Research**

Major corporations like Nike and Coca-Cola have been using market research for decades to help them zero in on who their market (target audience) is and why they make certain choices. During the past several years, more and more environmental educators have started using market research to help make their efforts more effective. This session will explain the benefits of market research and provide tips on using different types of market research practices.

**3:15 – 3:45 Showcase of Ready-to-Use Outreach Materials and Ideas**

Instructors will give concrete examples of outreach materials and activities (including costs and effectiveness info) that can be easily adapted and implemented.

**3:45 – 4:00 Wrap Up, Next Steps, and Evaluation**