

Sociological Perspectives on Natural Resource Management

“Bridging the Gap Between Education and Changing Behavior”

January 30th 2013

8:00 am – 4:00 pm

Resource managers dealing with invasive species, wildlife conflict, fire risk in the wildland/urban interface, and habitat conservation have all struggled with how to get members of the public to modify their behaviors in ways that result in effective conservation. While efforts to increase public knowledge about natural resource issues have been effective, it has not necessarily translated into changed behavior. By framing this common problem in a new way with an interdisciplinary approach, we hope to figure out how to increase personal responsibility and, in doing so, change individual behavior in ways that benefit both natural resources and the public.

This workshop will be professionally facilitated. To encourage participation and innovation, we are inviting a limited number of managers from multiple natural resource fields.

The goal of this workshop is to facilitate discussion among interested natural resource management leaders about common social dimension challenges and create a natural resource management workgroup that will continue to work toward common solutions. At the end of the workshop, we hope to have the following products:

- Clear identification of the various demographic groups we are trying to reach (e.g., hunters, recreationists, etc)
- Clear identification of what we are asking each demographic group to do;
- Identification of missing partners;
- Appoint members to the Workgroup that will work to characterize the identified demographics, identify appropriate messengers (and venues), reach new residents and quantify success

8:00 AM – Registration/Coffee Talk

8:15 AM – Welcome and Introduction

Ground rules, format of the meeting, goals and objectives

8:30 AM – Getting on the Same Page

~3 minute discussion/sharing of social challenges as seen from each participant regarding reaching landowners and the public, then group discussion identifying common themes in audience and messaging

9:30 AM – Behavior Modification: engaging motivations & aversion to risk

15 minute presentation with facilitated 15 minutes for discussion

10:00 AM – Break

10:10 AM – Strategic Communication

30 minute presentation with facilitated 20 minutes for discussion



11:00 AM – Intro to Social Marketing

30 minute presentation with facilitated 20 minute discussion

11:50 AM – Lunch

1:00 PM – Who are we trying to reach? (small groups)

Small group discussion identifying who we need to reach and where they live for each natural resource group

1:20 PM – Who are we trying to reach? (group discussion - facilitated)

All groups list who they came up with and group discussion focusing on how we can encompass this demographic for polling that is relevant to all of us.

2:00 PM – Break

2:10 PM – What are we asking them to do? (small groups)

Small group discussion identifying what each natural resource group (weeds, wildlife, water, fire) wants landowners to do (e.g., wash your boat, electrify your backyard orchard, etc.)

2:25 PM – What are we asking them to do? (group discussion - facilitated)

All groups list what they came up with for “asks” and group as a whole works to identify 1-3 simple asks that encompass what that natural resource group is trying to get people to do.

3:00 PM – Break

3:10 PM – How do we quantify success?

Steps forward: public polling, development of targeted messaging, focus groups, pre-messaging survey, testing the messages, post-messaging survey, adapting, etc.

3:40 PM – Wrap-up and Tasks

Commitment from participants to seek financial support for polling, targeted messaging and evaluation work; identify action items and set timelines; potential for next meeting.

4:00 PM – Done!!!

