SELECTING BEHAVIORS FOR YOUR WATER OUTREACH PROGRAM: A CASE STUDY FROM VOLUSIA COUNTY, FL

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People who work on water conservation and water quality have many behaviors to choose from when developing programs targeting the residential sector. Given limited resources, we cannot reach every household and encourage them to adopt every behavior. But how might one select from behaviors ranging from smart irrigation devices to rain barrels, soil testing to purchasing specific fertilizer products? Some practices are likely to make a bigger impact on water resources, but what if people are not likely to adopt them, or if most people are already engaged in the specific behavior? Using principles from community based social marketing, water outreach professionals can weight, rank, and prioritize behaviors given a behavior's expected impact, its current use, its potential to be adopted, and its applicability. This presentation will discuss this process and present an example using data collected in Volusia County, Florida. Results can be conveyed to stakeholders when discussing program planning and used to make decisions to guide outreach programs.

PRESENTER BIO: Dr. Warner is an associate professor and extension specialist in the University of Florida, Department of Agricultural Education. She provides leadership and professional development in behavior change and program evaluation. Her research focuses on factors relating to landscape best practices to protect water resources.