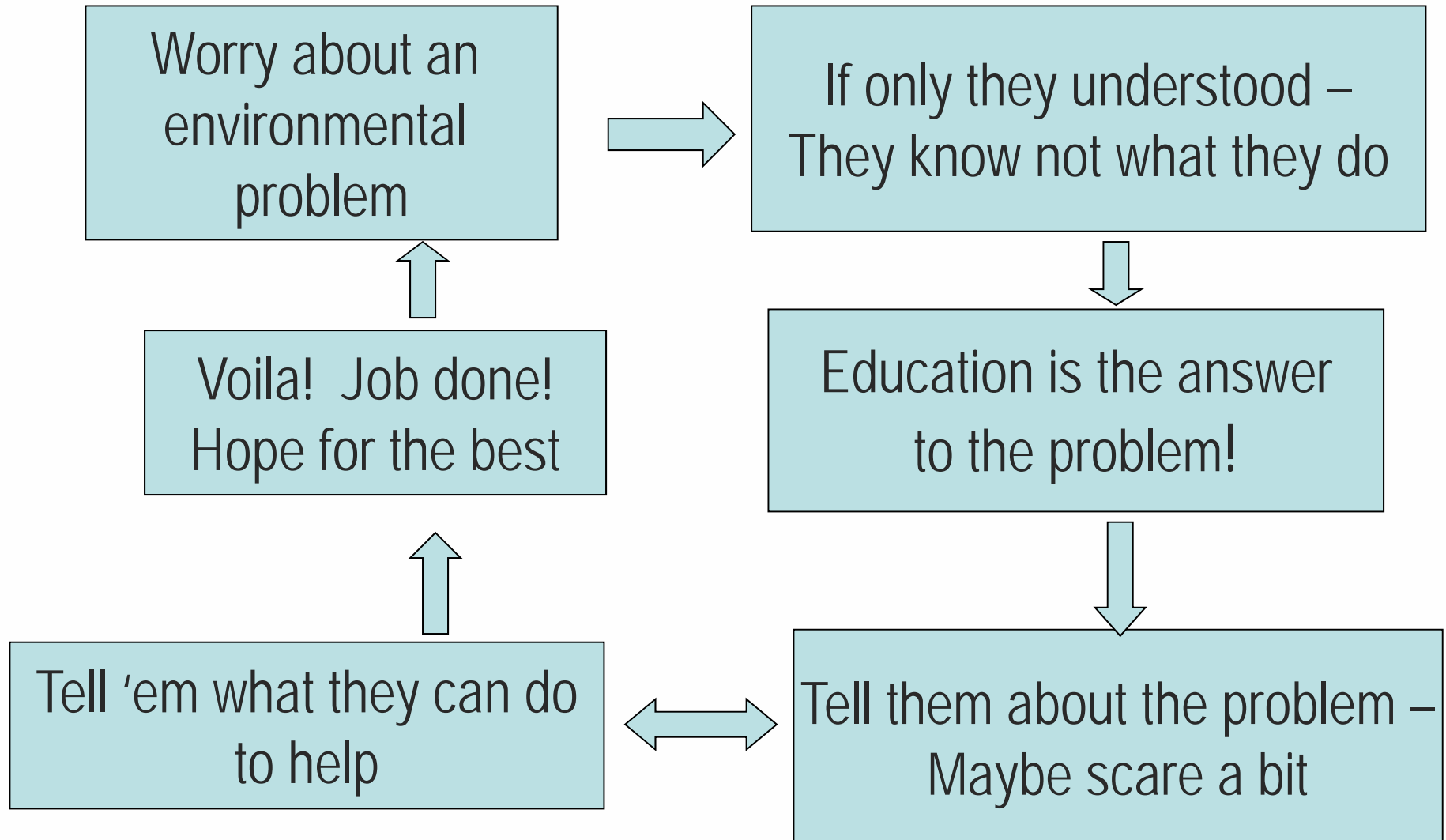


People: Social Surveys, Messaging, One-on-One, and More



Modifying Behavior: The Typical Education Model



Factors Related to Adoption

- Beliefs & Knowledge -alone don't get it done
- Varying levels of readiness
 - use tailored message v. 1 size fits all
- Perceptions: My shore is more natural than... (survey/biologist/ photos)
- Understand lake property owners
 - survey, focus group, interviews.

Social Surveys

- Simple to complex
- Grant funding available

Existing Natural Vegetation on Neighbors - Important

Vegetation on a shoreline was more strongly related to the amount of vegetation on neighbors' shoreline than to their property management goals or stewardship.



Conclusions from MN Survey

- 8% need little or no intervention
 - 19% inclined to restore buffer
 - Assess barriers
 - 51% potential target for communications strategy
 - beauty of buffers
 - water quality improvement
 - ability to keep up with maintenance- self efficacy
- Self Efficacy belief: I can do it? Plant it, install it, keep up with maintenance...

22%

Messaging Recommendations

- Avoid "*reactance*"



- Providing objective feedback mildly (i.e. self assessment/worksheet, shoreland map ratings ?)

Messaging Recommendations

Self-assessment worksheets

Bone Lake Management District

Polk County, WI

[Home](#) [Administration](#) [Bone Lake Mgmt Plan](#) [Lake Protection](#) [Bone Lake Events](#) [About Bone Lake](#) [About Polk County](#) [Water Quality](#) [Join Our Mailing](#)

Interactive Checklist Survey for a FREE Site Visit

Are all areas of your lot well covered with vegetation?

- My lot is completely vegetated with tall growth between my house and the lake.
- There are no areas of bare soil on my lot. My lot has some tall vegetation near the water.
- There are few areas of bare soil AND/ OR my property is covered with a thick lawn.
- My lot has extensive areas of bare soil AND/OR is covered with a thin lawn.
- Gullies have formed from water running across my lot.

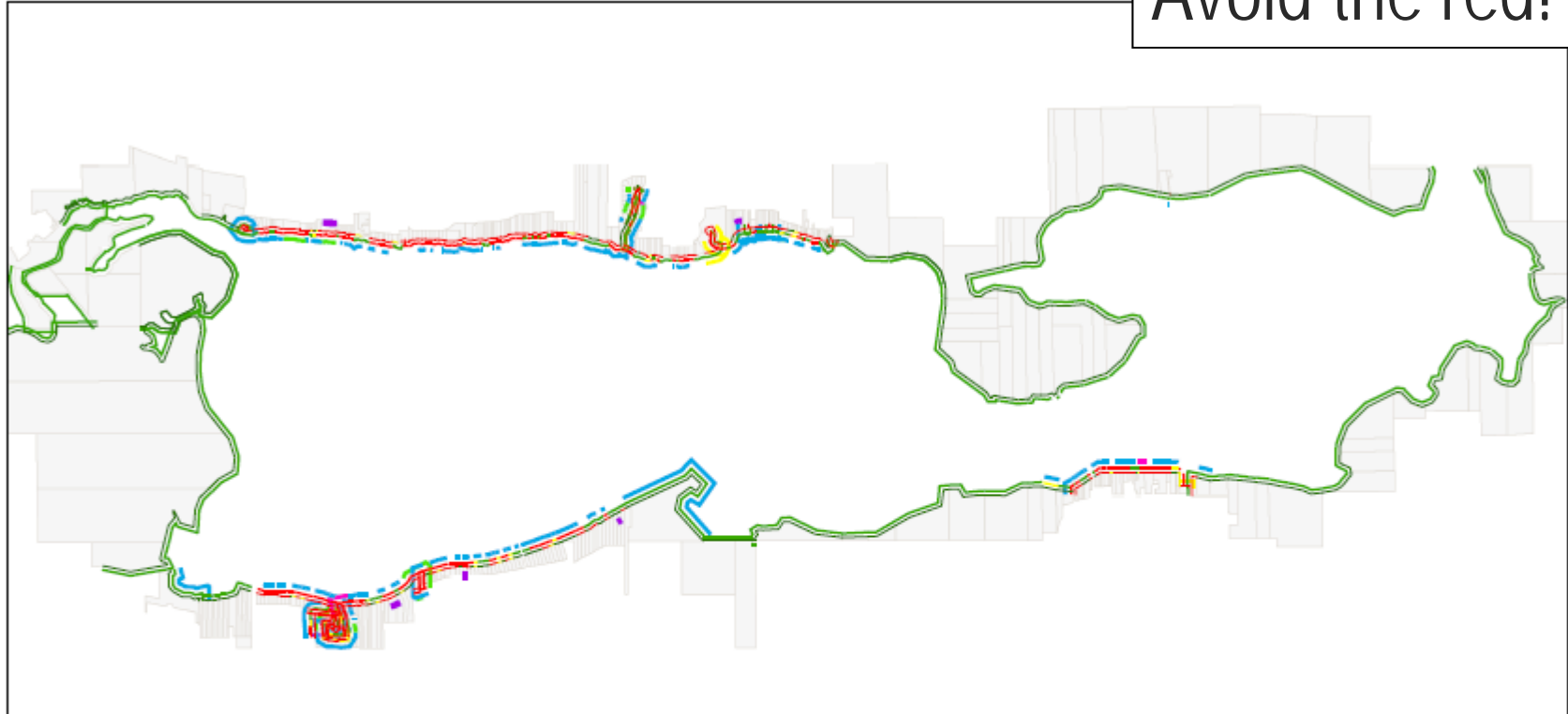


Bone Lake
WATERFRONT RUNOFF COMMITTEE

2080C-G20 West Bone Lake Drive
Milltown WI 54858

Lake Puckaway Shoreline Survey

Avoid the red!



Legend

Natural Riparian

- 0%-10% Natural
- <50% Natural
- >51% Natural

Docks

- None
- 1
- 2
- 3
- More than 3

Bank Zone Modifications

- Less than 10%
- Less than 50%
- Up to 100%

Puckaway Parcels

Point Source In Riparian Zone

0 1,300 2,600 5,200 Feet



Messaging Recommendations

- Use outreach messages emphasizing social norms (informal rules of behavior)
 - “Join your neighbors in adopting a natural shoreline to keep your lake clean”
 - “Let’s make Healthy Lakes together!”



Messaging Recommendations

- Emphasizing social norms cont.
 - Shine a spotlight on good example
 - Shoreland signs, boat landings, parks, tours, feature articles...



Choose Words Selectively

- Not just what you say but how you say it
- **Water Words that Work**

www.waterwordsthatwork.com

- **“Swap the shop talk”**
- **Emphasize:**
- Inclusivity – WE, OUR, SHARED...
- Water Protection and Preserving **CLEAN** Water ~~Quality~~
- Future Generations...
- Keep **people** in the Picture- benefits for people



Choose Words Selectively

- The Language of Conservation

<i>Bad Words to Avoid</i>	<i>Good Words to Use</i>
<i>Environment</i>	<i>Land, air and water</i>
<i>Ecosystems</i>	<i>Natural areas</i>
<i>Biodiversity / endangered species</i>	<i>Fish and wildlife</i>
<i>Regulations</i>	<i>Safeguards/protections</i>
<i>Riparian</i>	<i>Land along lakes, rivers and streams</i>
<i>Aquifer</i>	<i>Groundwater</i>
<i>Watershed</i>	<i>Land around rivers, lakes and streams</i>



Small Message Difference Make a Difference

- Native plant coupon promotional effort
 - \$Off or Free v. Free or \$Off
 - “Free” double coupon redemption

FREE SHRUB* *or \$7 off*

ANY ONE OF THE TOP TEN NATIVE SHRUBS FOR BURNETT COUNTY

*Free container(s), or \$7 off a native shrub purchase

CHOOSE FROM THESE TOP 10 NATIVE SHRUBS

- Hannyberry
- Red osier dogwood
- American highbush cranberry
- Black chokeberry
- Gray dogwood
- Pagoda dogwood
- Snowberry
- Dwarf bush honeysuckle
- Juneberry
- Chokecherry

COUPON VALID FROM MAY 1 TO JUNE 17, 2012 AT THESE PARTICIPATING GREENHOUSES:

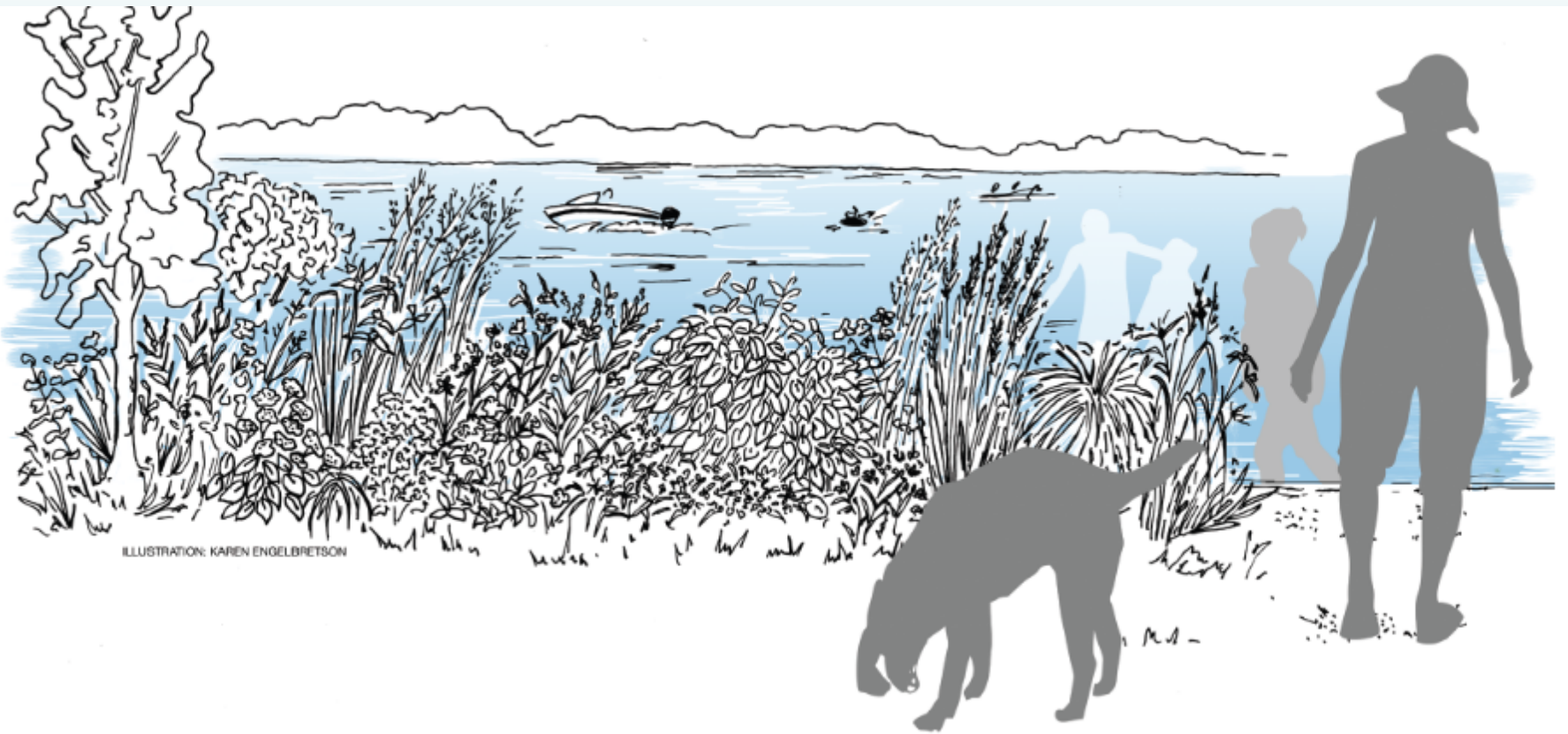
Austin Lake Greenhouse HWY 35 Webster	Grantsburg Family Foods HWY 70 Grantsburg	Wayne's Foods Plus HWY 35 Webster and HWY 77 Danbury	The Grainery HWY 35 Webster
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SHARE YOUR SHORE
For Clean Water & Lakeshore Habitat

Sponsored by:
Burnett County
Lakes and Rivers
Association

Native Plants are Good

- **Emphasize positive outcomes landowner care about (barriers/ benefits)**
 - Habitat for desired wildlife - Potentially less undesirable wildlife
- **Address outcomes they don't want**
 - Blocking their view - Looking messy - Decreased property value



Address Landscaping Goals

- Neatly groomed landscape, not messy- clean edges along more natural areas
- Clear view of the lake – lower natural vegetation
- Ticks- mulched pathways
- Cues to care



Apple River Flowage, Polk County

Promote Natural Shorelines to Attract Desired Wildlife

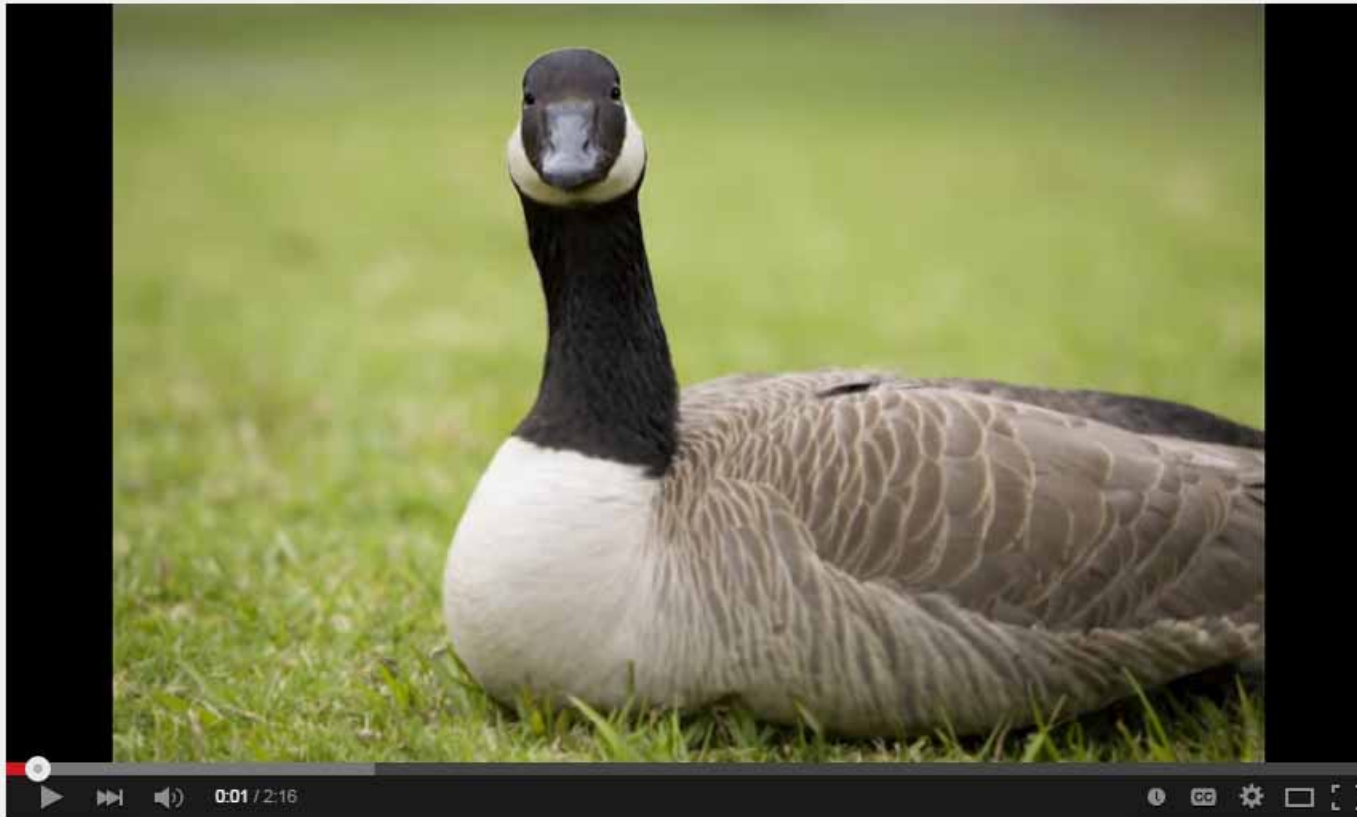
- Highlight the species most meaningful to property owners you work with:
 - Song Birds
 - Frogs
 - Fish
 - Loons etc...



Benefits/ More Frogs



Benefits/ Prevent Geese




Sebastian the Goose Encourages Natural Shorelines



Carefully pick your messenger.

1. Reactance Theory- is greatest when messenger is government or perceived untrusted source.
2. Many folks prefer to hear from someone similar to themselves – the “target audience.”

Use Multiple Strategies

- Real -lasting- change- more natural shorelines takes time
- No silver bullets 
- Be patient- but- Be persistent
- Use multiple approaches that complement each other
- Similar design elements
- Create long-term relationships
- Sustained efforts: 18% -154 parcels, 660 sq ft.