

Puget Sound Recovery

Stewardship Program

*Nudging the behavior of
Puget Sound residents –
4½ million times*

“Stewardship”

What are we really talking about?

- *Communications?*
- *Public involvement?*
- *Mass media?*
- *Environmental education?*



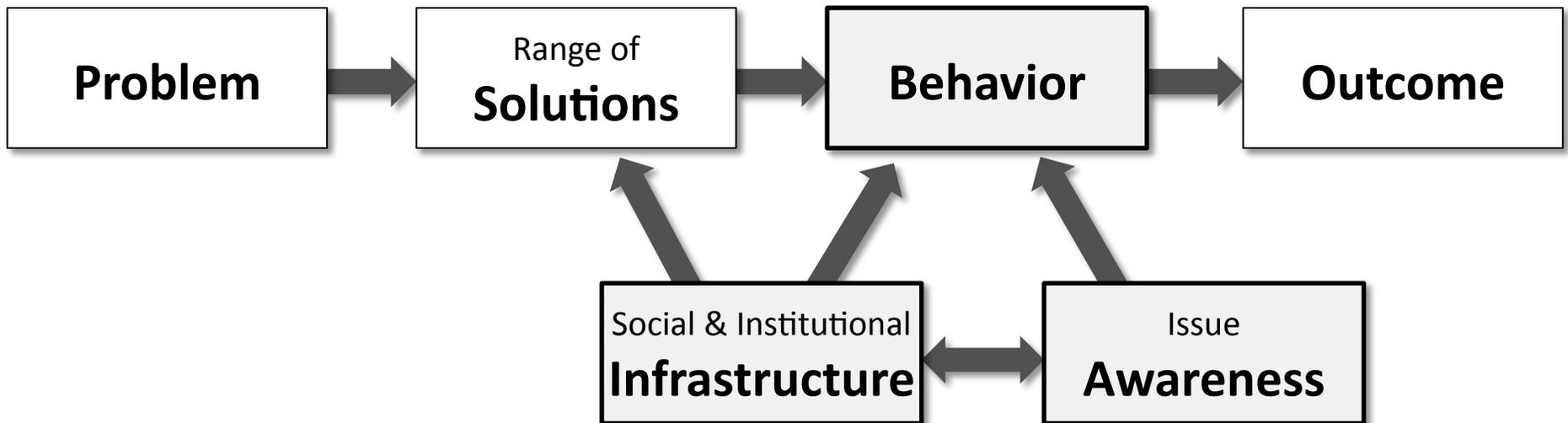
Not really

- **Stimulating on-the-ground actions? *YES!***

Ecosystem Recovery: *a Social Challenge*

- **4.5 million residents**
- Degradation & recovery are rooted in human/ecosystem interactions
- Successful recovery requires a shift in the social paradigm
- Influences: capital projects, legislation, funding, regulation, science
- Challenges: misperceptions of PS health; disconnect with personal actions; competing priorities

Action Agenda Section E.4



Awareness and Understanding

Puget Sound Starts Here broadcast media extension
Puget Sound Starts Here social media / lifestyle linkage
Localize *Puget Sound Starts Here* – communications toolbox
Place-based youth education - program support
Local engagement programs – implementation grants

Practices and Behaviors

Identify/prioritize target practices
Science analysis of target practices
Market research / analysis / regional integration
Beachwatchers - program support
Target practice diffusion - implementation grants
Enhance model stewardship programs - implementation grants

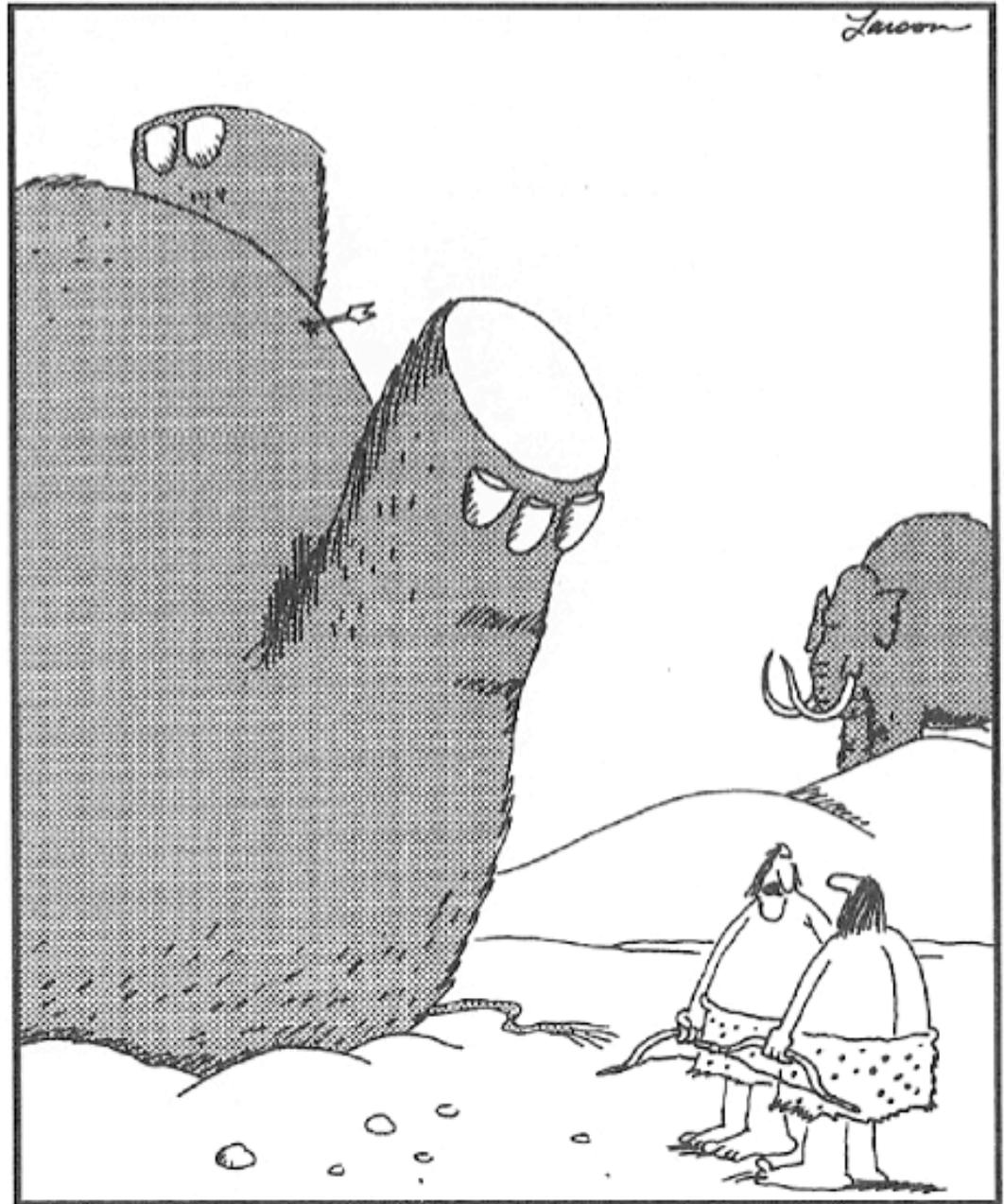
Social & Institutional Infrastructure

ECO-Net management and services – Local coordination funding
ECO-Net capacity building - training and technical assistance
MyPugetSound – Communications portal
Citizen Action Training School
Sound Behavior Index
Biennial Puget Sound Summit

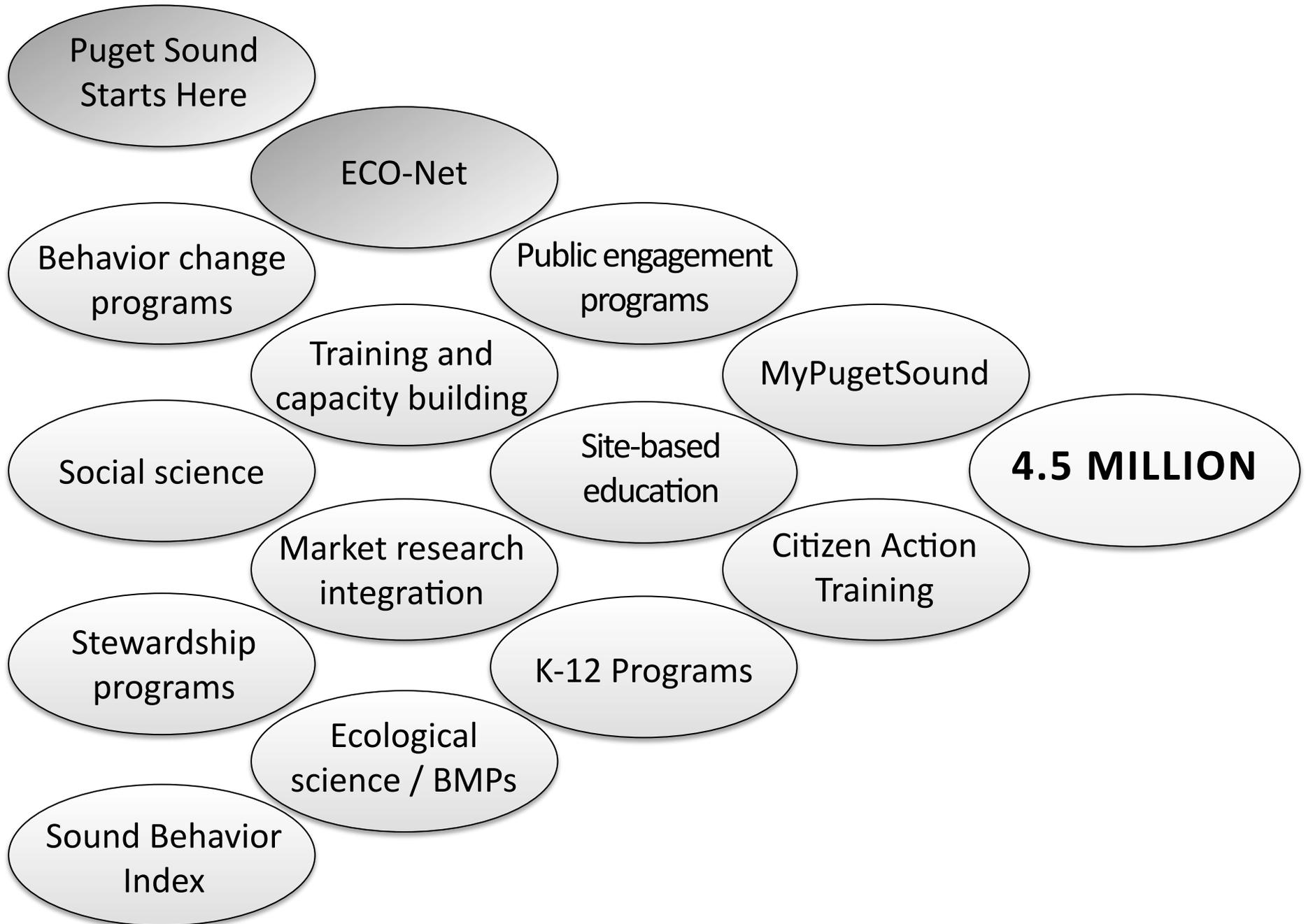
Careful Strategic Nudges

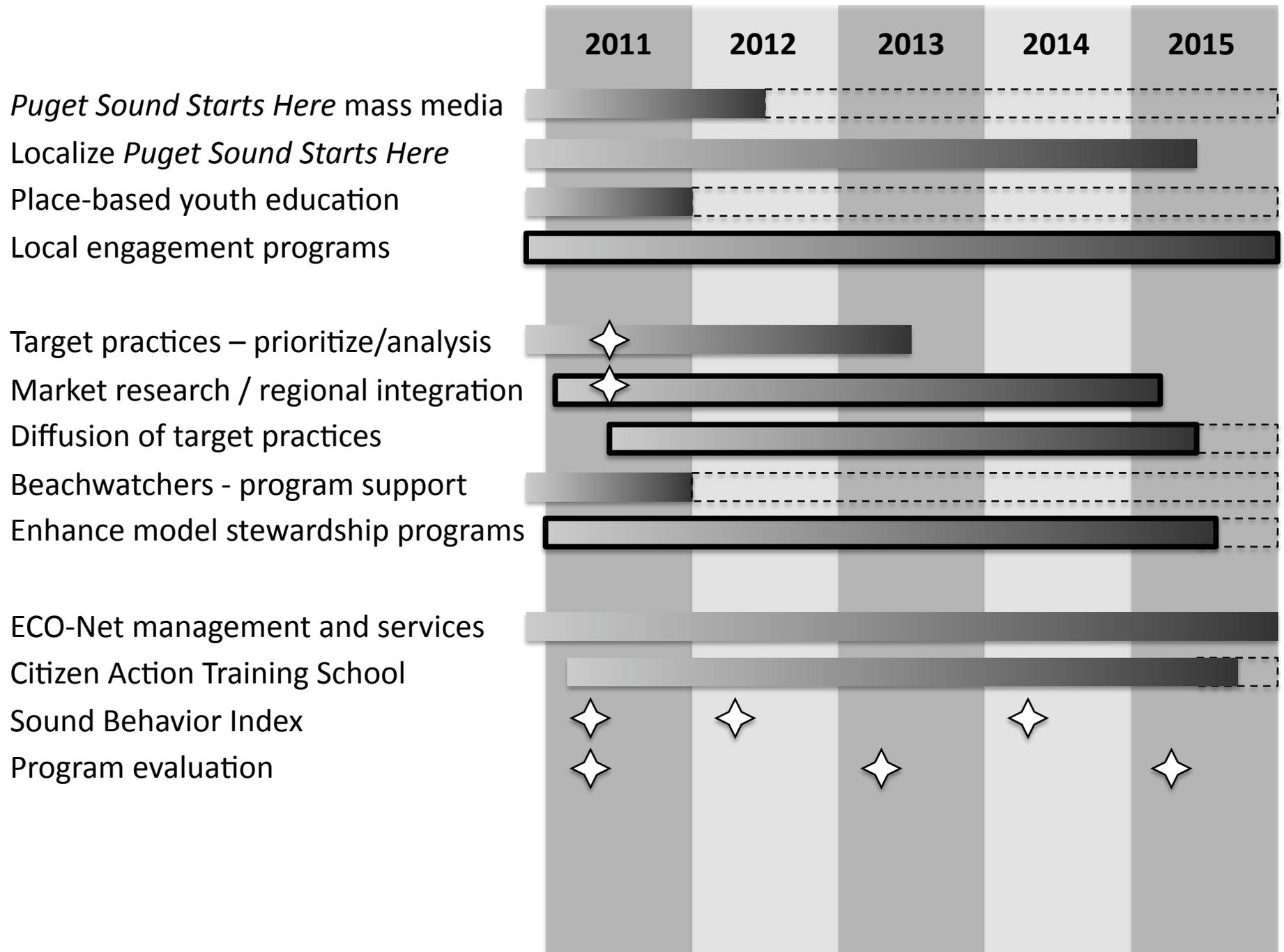
- Align around common interests
- Align messages / efforts
- Build bridges between communities of interest
- Leverage efforts
- Make it easier –
for organizations and individuals

**Maximum
Effect
-
Minimum
Effort**



“We should write that spot down.”

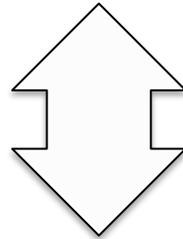




Integrated Implementation

LOCAL

NGOs, counties, cities, tribes, universities, schools, watershed groups, site-based entities, etc.



REGIONAL

Social Science Foundation

Social Capital

- Trust and communication networks that enable people to get things done
- Correlation to health, well-being, social issues, environment

Diffusion of Innovations (a.k.a. Diffusion Theory)

- How innovations (behaviors) spread across human populations

Stages of Change Model (a.k.a. Transtheoretical Model)

- Processes of change individuals experience as they adopt new behaviors
- Dominant model in health behavior change

Behavioral Economics

- Problem analysis, psychology integration
- Public choice, decision architecture

Points of Engagement

