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?

• 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
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.”
Puget Sound Starts Here mass media
Localize Puget Sound Starts Here
Place-based youth education
Local engagement programs
Target practices – prioritize/analysis
Market research / regional integration
Diffusion of target practices
Beachwatchers - program support
Enhance model stewardship programs
ECO-Net management and services
Citizen Action Training School
Sound Behavior Index
Program evaluation
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