

Welcome

Michigan Shoreland Stewards Ambassadors!



Section 1

Part 4: *The Social Stuff*





Training volunteers to take the next step as a Shoreland Steward to protect and preserve the health of their lake.

To complete Section 1 of the Ambassador Training:

- Part 1: Introduction
- Part 2: What does an Ambassador do?
- Part 3: MiSS for Ambassadors.
- Part 4: The Social Stuff.**
- Part 5: Ambassadors In Action.

What to expect in this presentation.

Introduction to the following topics:

1. Culture change
2. Social norms
3. Target Audiences
4. Getting Started in Outreach



Culture Change Needed?

What is the desired culture that is healthier for the lake ecosystem? Changing a “Culture” means behaviors have to change.



Culture Change: An Impossible task?

Changing behavior through education and developing responsible attitudes among lake property owners and communities is not a simple task but it CAN be done.

For More Information check out:

[Getting In Step: A Guide for Conducting Watershed Outreach Campaigns](#)

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Culture Change: How to start?

1. Recognize the existing social and cultural norms and their influences.
2. Identify your target audience(s)/ Remember, some audiences will be more easily persuaded. Start with these groups to optimize your success.
3. Identify any barriers that are limiting change.
4. Create an Action Plan that addresses barriers and limits their influence.

Potential Barrier: “*Cultural Norms*”

Cultural norms to conform to what neighbors appear to prefer is stronger than cultural norms that favor particular conventional landscape characteristics.

Translation → “I want to be like my neighborhood”

The Social Science of Shorelines

An early discovery and continuing theme of research done by Joan Nassauer is that evidence of human care in the landscape has a powerful normative effect on human perceptions and behavior to change landscapes. These are called “Cues to Care”.

Joan Iverson Nassauer, FASLA, Professor of Landscape Architecture University of Michigan, School of Environment and Sustainability



“Cues to Care”: *What are they?*

1. Things you can do with a landscape that let people know that you are actually caring for it.

2. They can be formal, casual, functional or humorous.

3. They can be big or small, but they have to be noticeable to a casual observer, or you are just doing it for yourself.

“Cues to Care”: Examples

- Seating areas
- Structures in good repair
- Visible, crisp edges of different patch types
- Fences
- Trimmed trees & hedges or plants in straight rows
- Mown Turf
- Colorful Flowers
- Birdhouses & Lawn Ornaments
- Mulched areas
- Signs

Cues to Care: *Signs and fences*





Cues to
Care:
*Sitting area,
landscaping
edge,
birdhouse.*



Cues to
Care:
Pathways,
landscaping
edges,
unique
stones,
birdfeeders.



Who is my target audience?

Your “audience” is rarely just one audience. There are multiple ways to segment your audience. “Lakefront Property Owners” are more than just lake front property owners. Look at different characteristics.

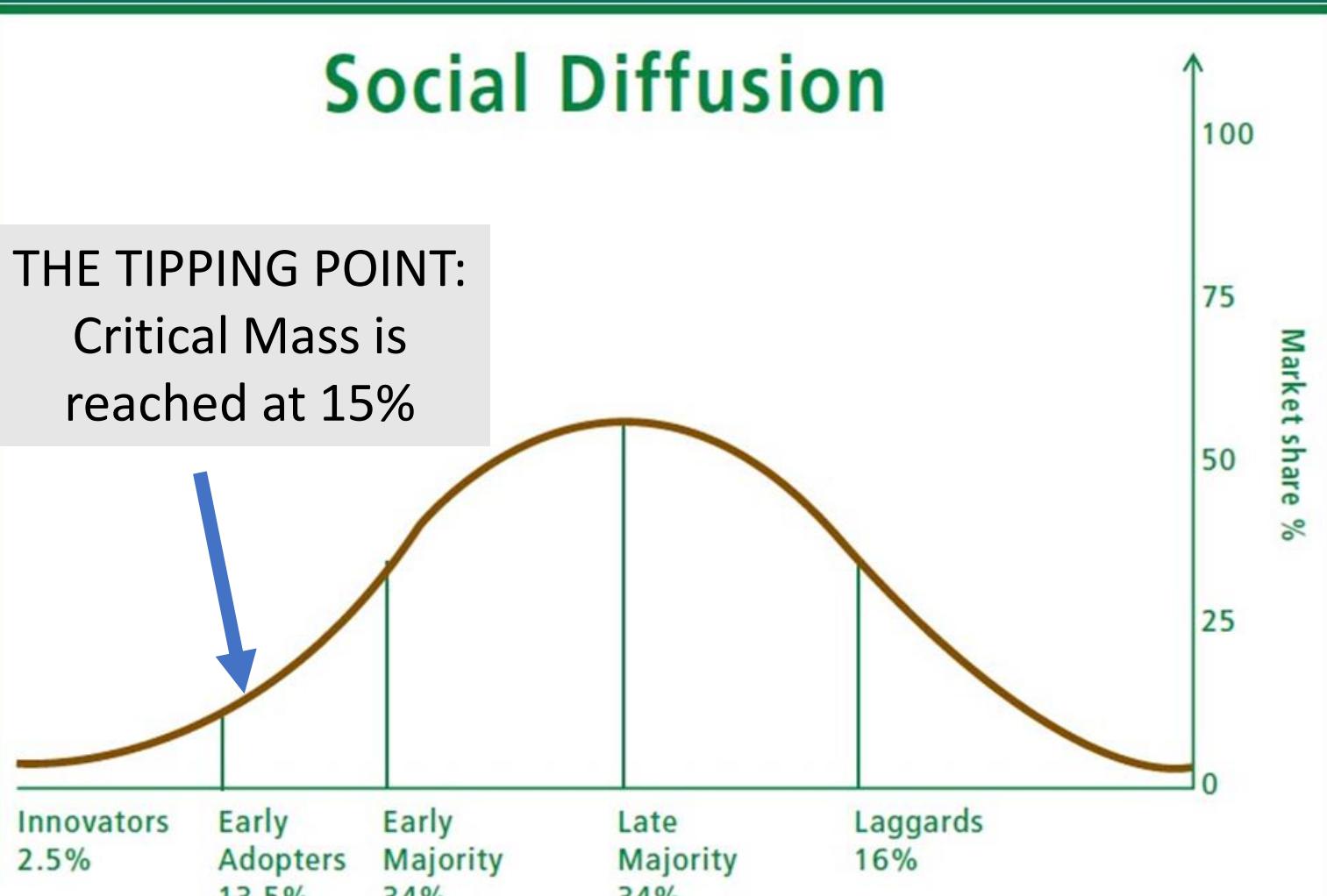
Example:

- 1) Geography: Year round residents and Seasonal Residents
- 2) Demographics: Owners of type of property: Large or small. Business, municipal or residential. Properties that have an excellent shoreline score or a poor shoreline score ([*Score the Shore – MI Cooperative Lake Monitoring Program*](#))
- 3) Behavior: Property owners who maintain large lawns or who maintain lots of native vegetation.

Who is the audience?

As you are working on “segmenting” your audience think about the concept of “Social Diffusion”.

This means that when new idea or behavior is adopted by 15 – 20 percent of an audience it has the critical mass to spread on its own.



For more information see: [Getting In Step: A Guide for Conducting Watershed Outreach Campaigns](#)

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*Diffusion of Innovations, Everett Rogers, 1962; 1995 fourth edition

Who Are These People?

Applying the concept of “Social Diffusion” and the 5 categories of “people types” can help you identify where you should spend your time and resources.

The “Innovators” and “Early Adopters” are the easiest to become partners for change. If you have 300 property owners that means you only need 45 property owners to become Shoreland Stewards to reach the tipping point towards critical mass.

Don’t worry too much about the people that “will never change” and seem unreasonable. Remember, the culture of “I want to be like my neighbor” is pretty strong. You may never get 100% participation. But you could set a realistic goal for your lake.

Audience Categories

- Innovators (risk takers)
They are often venturesome and are well educated, high social status, upwardly mobile.
- Early Adopters (decisive)
They are right behind the innovators.
- Early Majority (cautious)
They are deliberate, information seekers.
They want to see results first.
- Late Majority (skeptical)
Largest segment, resist change, conservative
- Laggards (good luck)
Most resistant to change
Very set in their ways--not as reasonable

For more information see: [Getting In Step: A Guide for Conducting Watershed Outreach Campaigns](#)

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**Diffusion of Innovations*, Everett Rogers, 1962; 1995 fourth edition

Social Science Related to Natural Shorelines

University of Wisconsin Extension conducted some social science research to help provide insight into promoting natural shorelines among lakefront property owners.

The results provide some insights and messaging recommendations to help guide outreach plans. These results support the “Cues to Care” and Social Diffusion Theory”

For more information see: [*Factors Related to Adoption of Natural Shorelines*](#).
UW-Extension Shaw, Haack, Amato.

Messaging Recommendations

The UW-Extension research provides multiple messaging recommendations to help in developing a plan.



Outreach can seem intimidating and scary but creating a plan helps to break the process down. It also can be very fun and rewarding.

BE PATIENT! Change takes time

- Objective feedback
- Emphasize social and existing norms
- Choose words wisely
- Emphasize stewardship rationale
- Native plants will produce desired outcomes
- Address owner goals for shoreline landscaping preferences.
- A way to attract desired wildlife and prevent geese.
- Understand specific audience

For more information see: [*Factors Related to Adoption of Natural Shorelines*](#).
UW-Extension Shaw, Haack, Amato.



Questions?

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Next up:

Part 5: Ambassadors in Action

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