

A New Wave of Thinking



Shoreline and Shallows Conference

Welcome to the Shoreline and Shallows Conference, "A New Wave of Thinking", co-hosted by the Midwest Glacial Lakes Partnership and the Michigan Natural Shoreline Partnership.

- To sign up for the Midwest Glacial Lakes Partnership newsletter, learn about our Lakes Conservation Grant, science, and outreach, and see a list of past and future webinars, go to the website MidwestGlacialLakes.org
- To learn more about the Michigan Natural Shoreline Partnership and its resources for contractors, property owners, and more, go to the website: MIShorelinePartnership.org

Promoting lakeshore protection: An introduction to social marketing

Bret Shaw and John Haack




Lake Conservation Webinar Series

Getting Started

- Audio is through your computer speakers or headset: **You may not hear sound until webinar begins.**
- Use the **Audio Settings** option to do a sound check.
- During the webinar if you do not hear audio, make sure your sound is turned on, then contact the **Help Desk**.



How to Ask Questions

1. Click on the Q&A icon () to submit a question to the presenters.
2. Type your question in the box and click the Send button.



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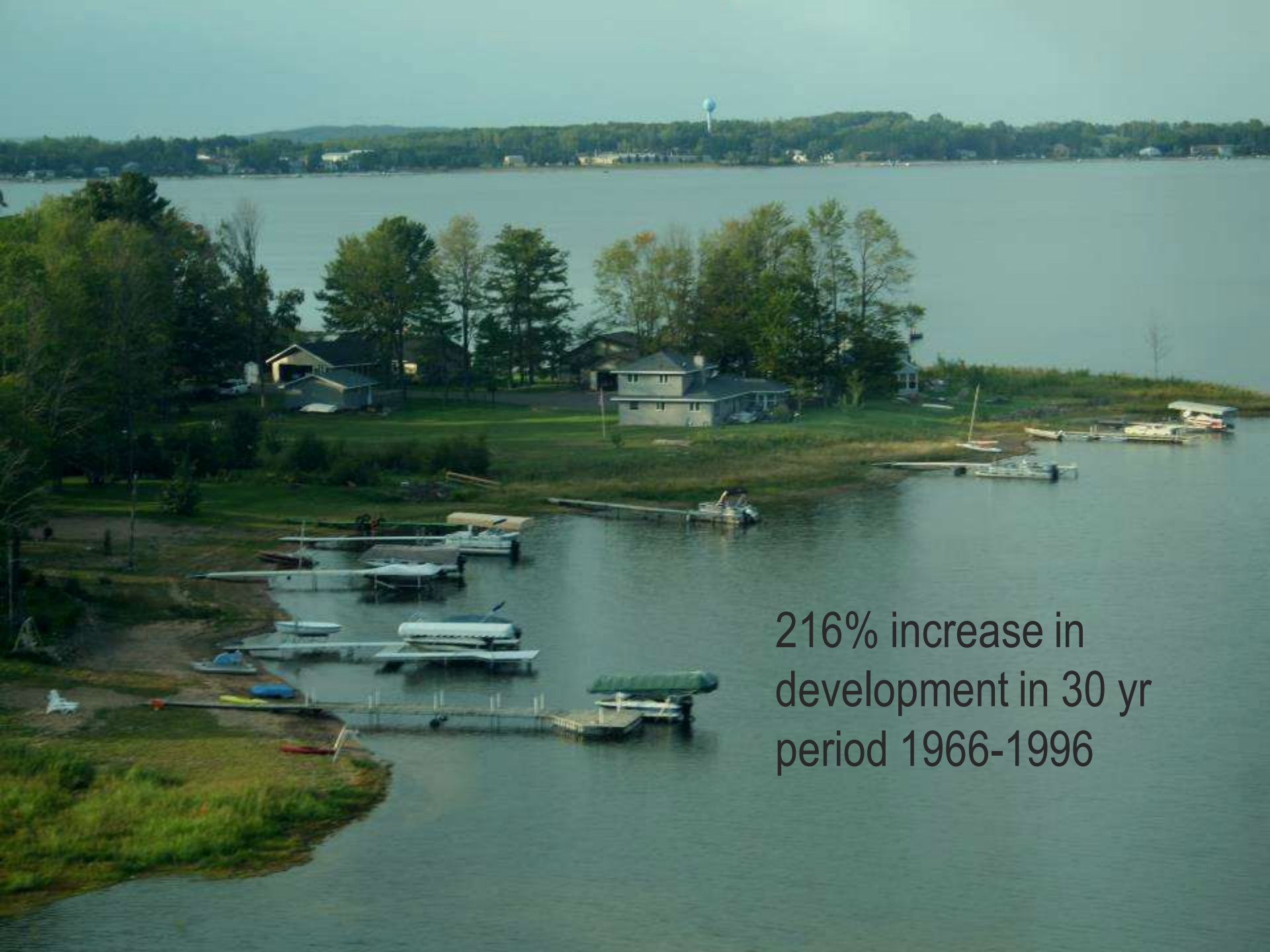
Promoting Lakeshore Protection: An Introduction to Social Marketing

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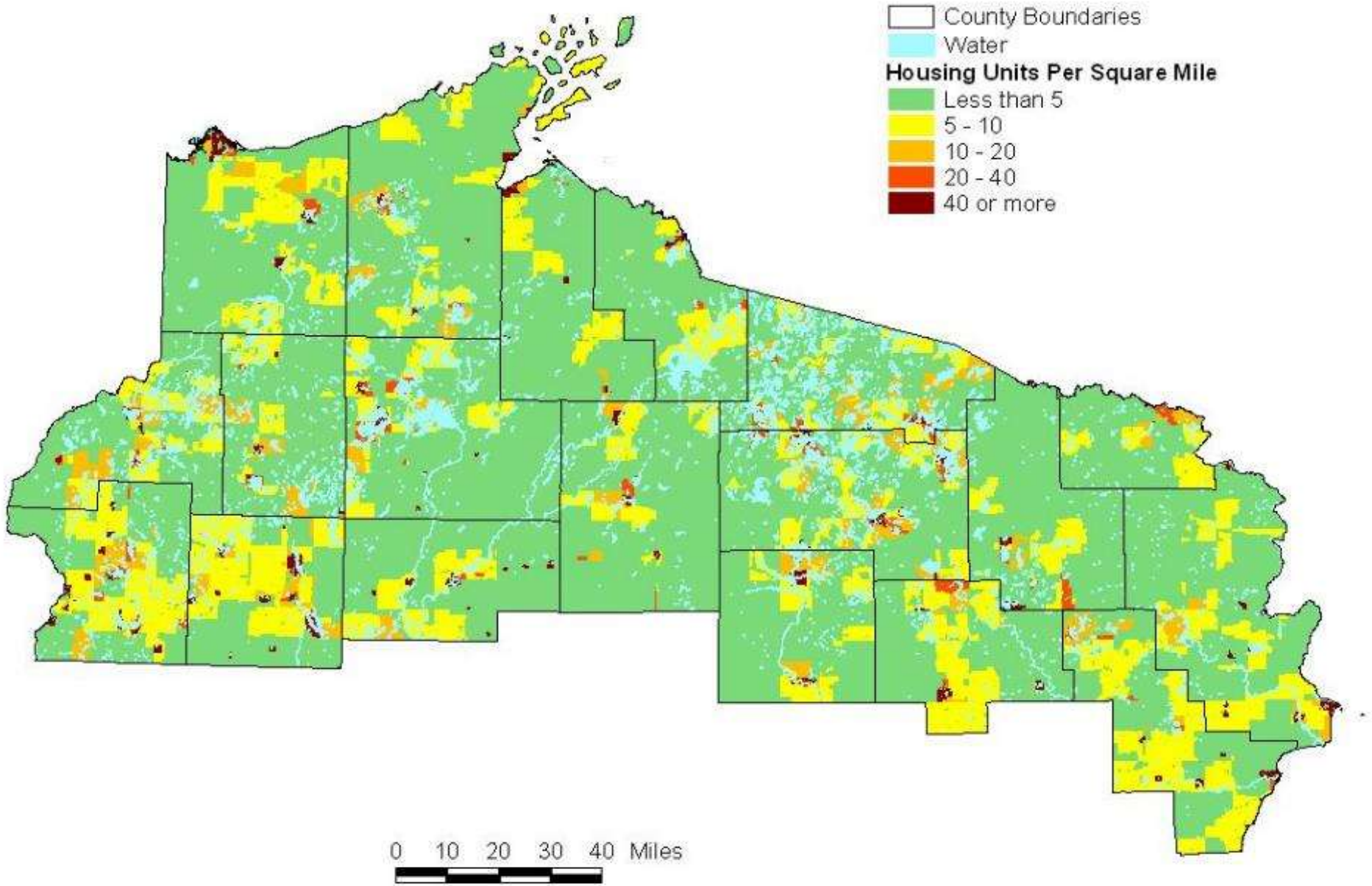
Long and Des Moines Lakes



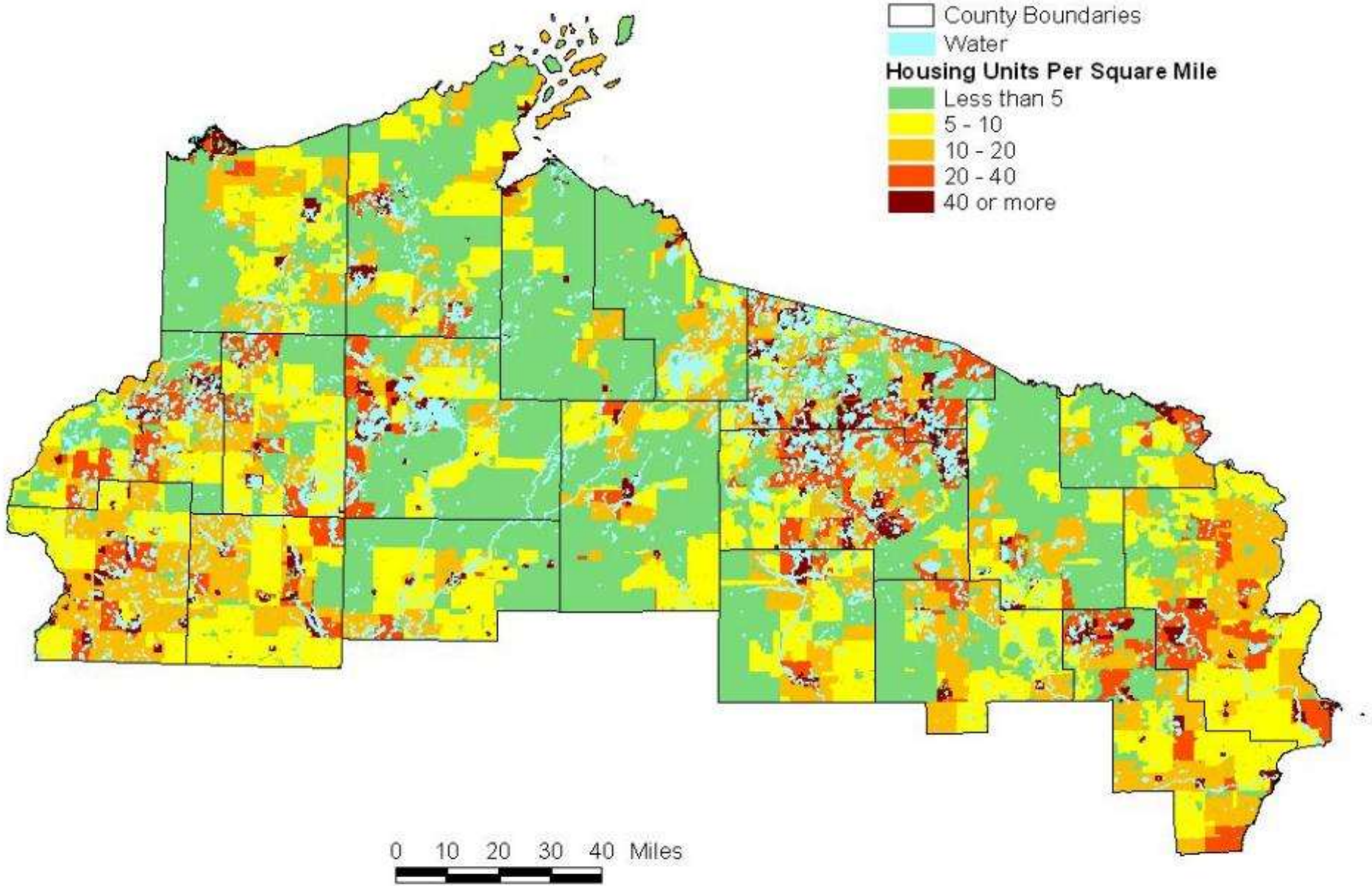


216% increase in
development in 30 yr
period 1966-1996

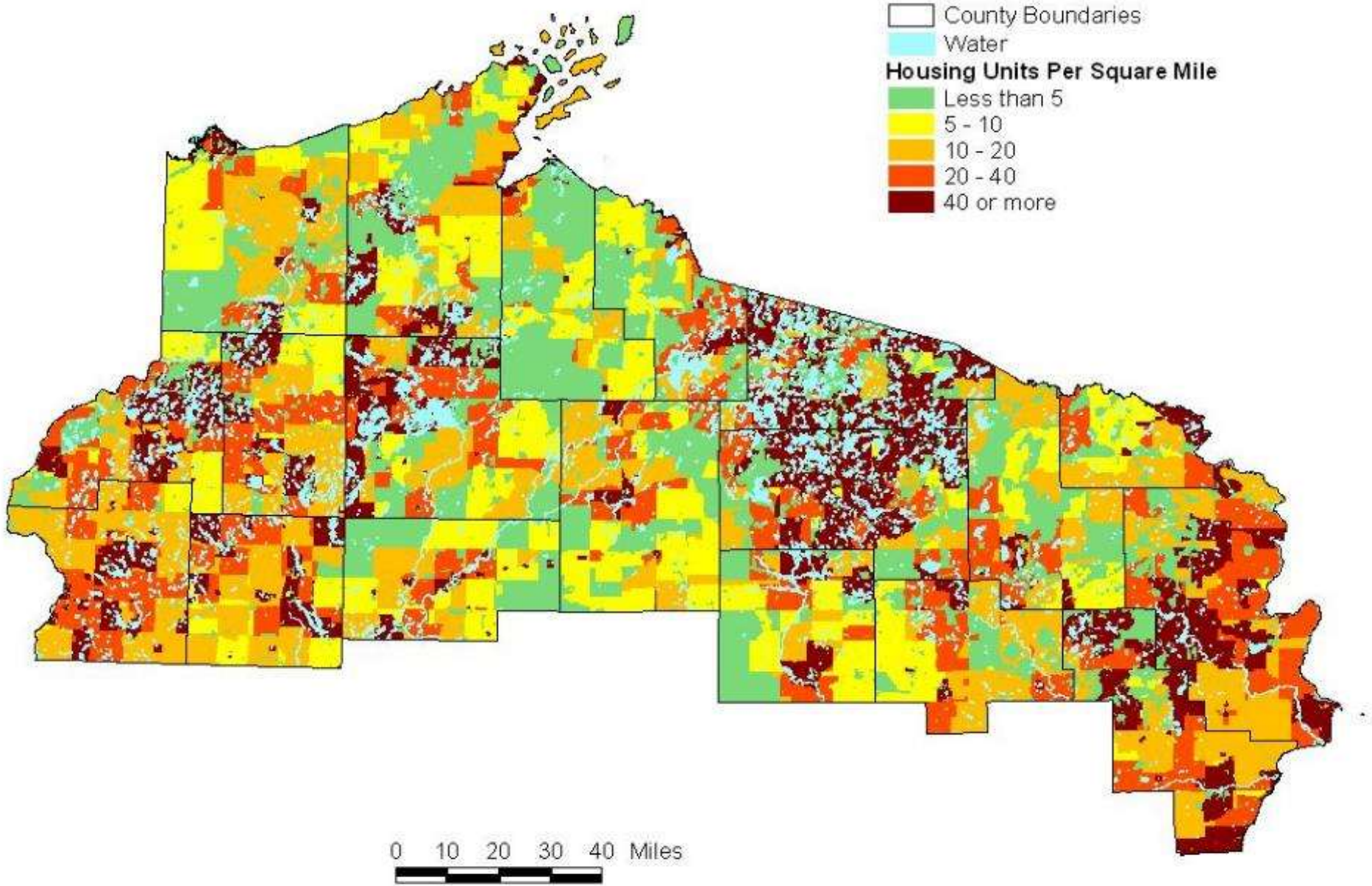
1940 Housing Density by Partial Block Group



1990 Housing Density by Partial Block Group



2010 Housing Density by Partial Block Group Rural Renaissance Forecast









Educational Material, Conferences and Workshops



Awareness = Behavior Change?



- Environmental awareness campaigns can increase awareness and understanding
- Environmental education literature measures knowledge gained rather than behavior change
- Often success measured by outputs
 - attendees at workshops, brochures distributed, Web sites launched

Limitations of Environmental Education



- Knowledge or awareness often don't translate to behavior change
- Education may work better with higher SES, often “preaching to the choir”

Why- this?



- Research shows development is harming lakes in past decades
- NW Wisconsin has lots of lakes. Burnett Co. 540 lakes, 955 miles of lake front, \$5.2 billion
- Research on effectiveness of lake outreach and education is sparse (knowledge applied or behavior changed)

Self Interest?



- Natural resource education frequently encourages behaviors - promising some type of vague payback in the distant future.
- Natural resource education frequently pursues public interest without fully considering self interest.

Social Marketing Defined



- Social marketing =
 - “a program planning process that promotes voluntary behavior of target audiences by offering benefits they want, reducing barriers they are concerned about and using persuasion to motivate their participation in program activity.”

Steps for CBSM



1. Major components

1. Pick a behavior to address
2. Identify perceived **barriers** and **benefits** of both current and preferred behavior
3. Use behavior change 'tools' to design more effective programs
4. Conduct pilot study to adjust the use of tools
5. Broadly implement and evaluate program

Social Marketing Tools



- Encouraging commitment
- Prompts
- Norms
- Incentives and barriers
- Creating effective “vivid” messages

Encouraging Commitment



- Public commitment increases likelihood of compliance with future requests
- Act of commitment alters how people see themselves
 - See themselves as type of person who acts a certain way and feel need to act consistently with self perception
- Written commitments more effective than verbal
- Making commitment public or within group increases effectiveness

Prompts



- Explicit instructions needed
 - e.g., ‘Turn off the lights’ not ‘Save electricity’
- Prompt should be placed as close in time or space as possible to target behavior
- Point of purchase
 - No phosphorous fertilizer
 - Native plants for rain gardens or natural shoreline

Incentives and Barriers



■ Incentives

- Financial (cost sharing, tax breaks, reduced fees), social approval, public acknowledgement, feeling good about self

■ Barriers

- Financial, knowledge, convenience

Norms



- Human tendency to look toward others to help guide behavior
- Effectiveness depends on people internalizing norms – i.e., norm is how people ‘should’ behave
- Examples: Lake association leaders, distributing normative info, county board

Creating Effective Messages



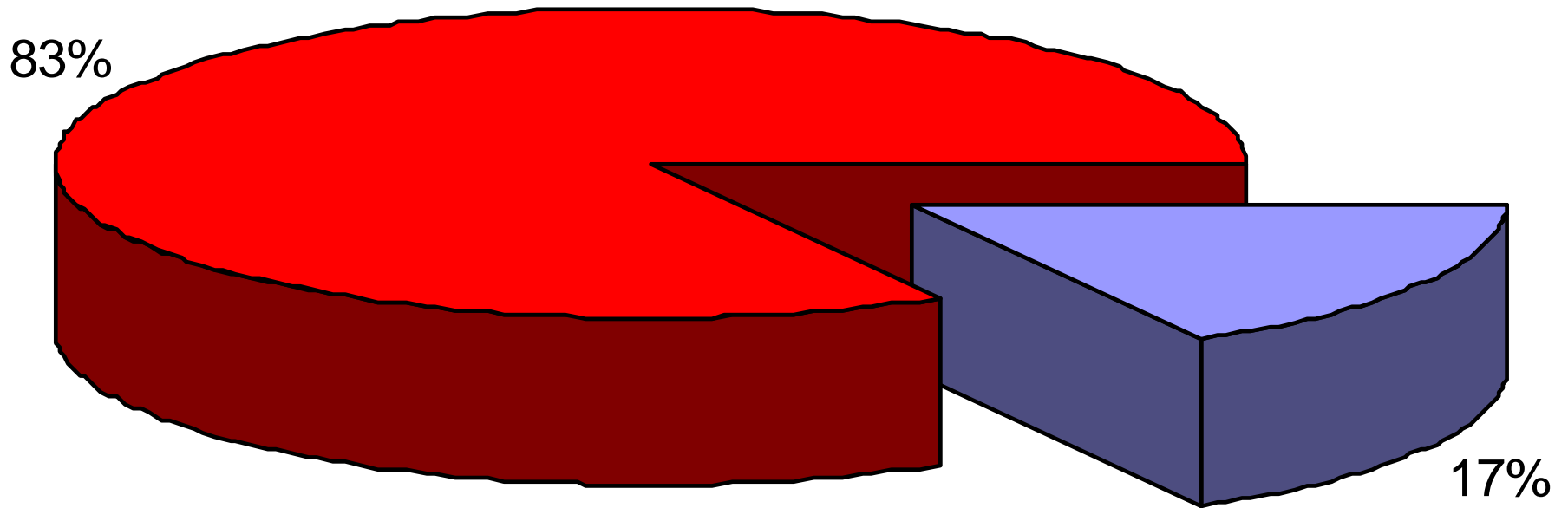
- Captivating information
 - Vivid, concrete and personalized
- Know your audience
 - Feedback at individual and community levels
- Credible source
- Modeling

Creating Effective Messages (continued)



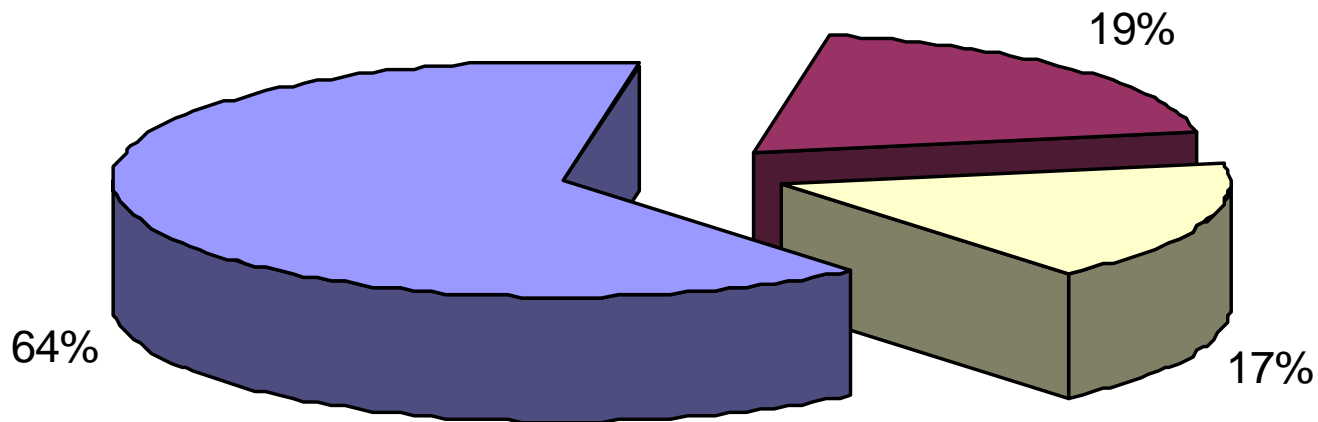
- Use threatening messages with caution
- Enhance social diffusion by increasing likelihood people will discuss new activity with others
- Specific instructions

Ownership

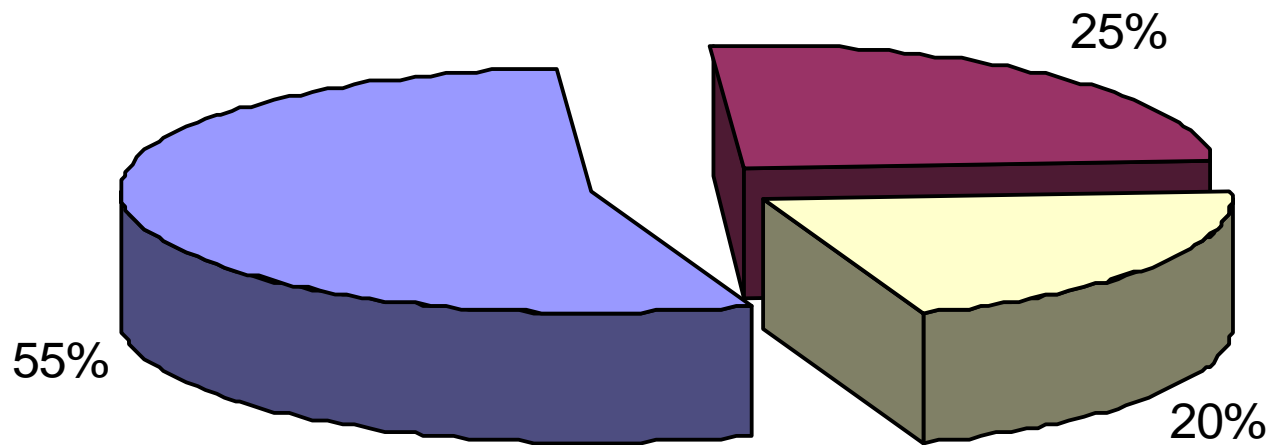


■ Resident ■ Non-Resident

Resident Land Owners

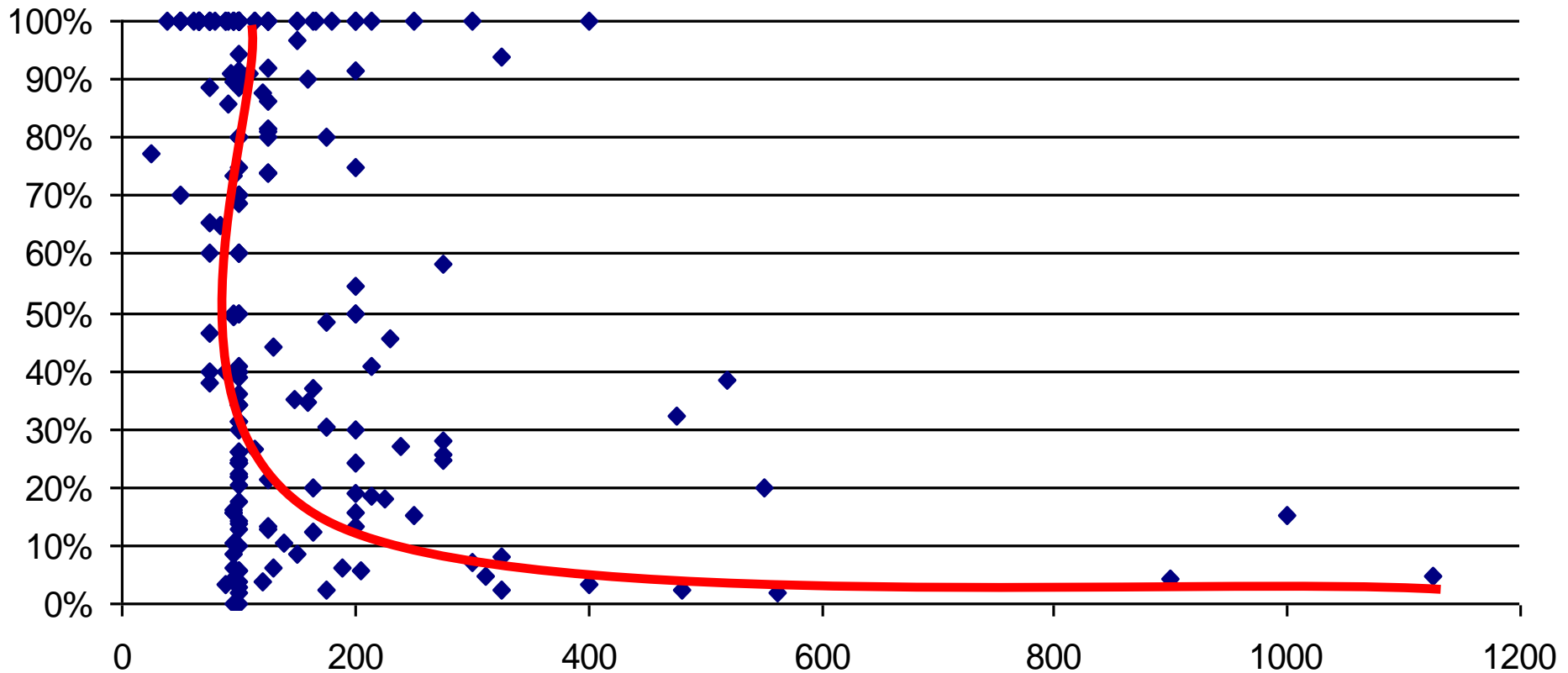


Non-Resident

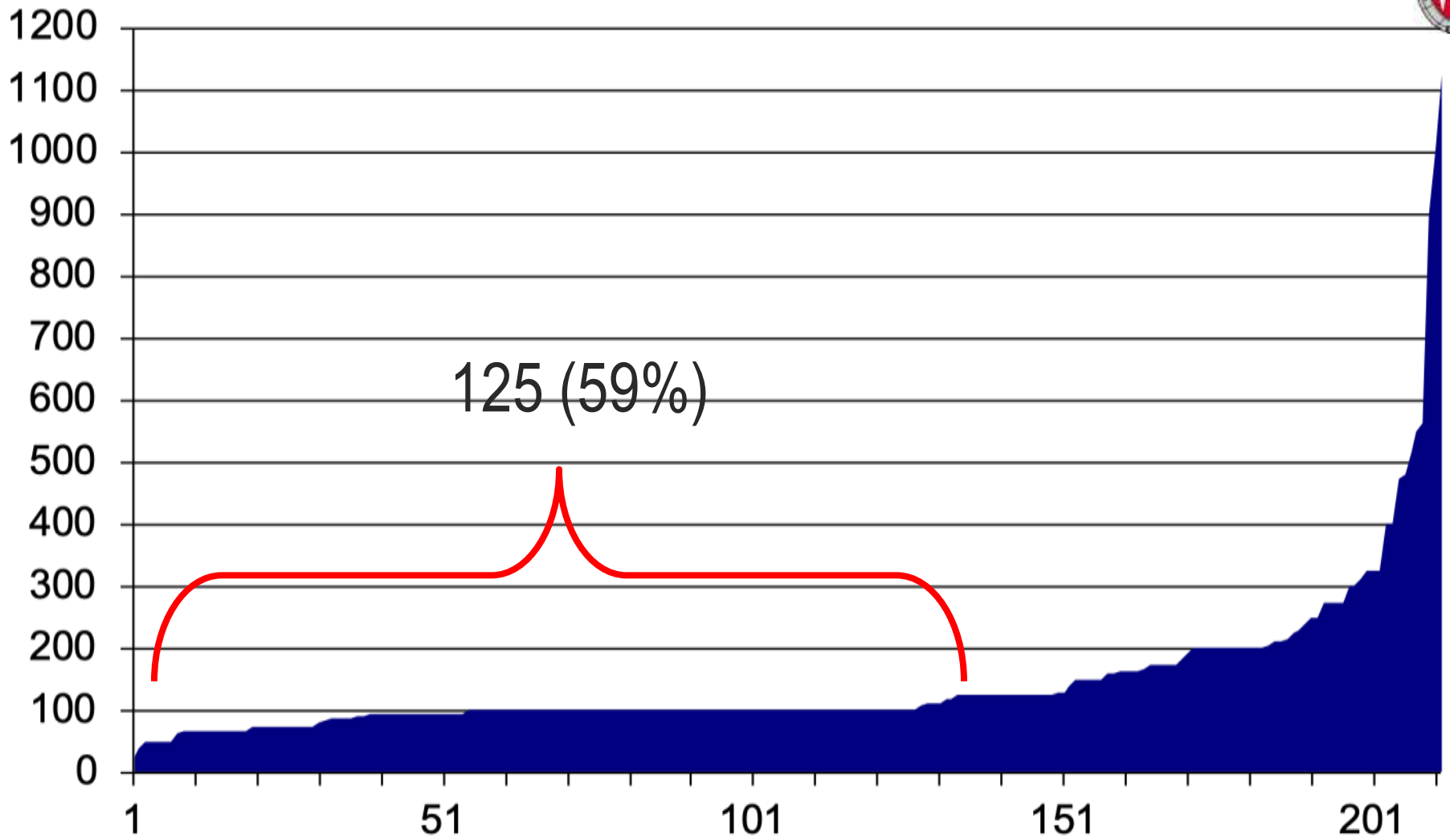


■ Highly ■ Lightly ■ Moderate

Comparison of feet of shoreline owned and % disturbed



Lot size (Linear Feet)



Preliminary findings



- Focus groups and phone... personal needs and family needs are #1
- Not much difference in attitudes or knowledge... based on condition of respondents lakeshore

Preliminary findings



- Most agree agree how they maintain their shoreline affects lake in a variety of ways, benefits of natural shorelines.....but behavior?
- Self reported conditions don't mirror observed conditions
- Greater difference in attitudes and self reported behavior based on self identified shoreland condition.

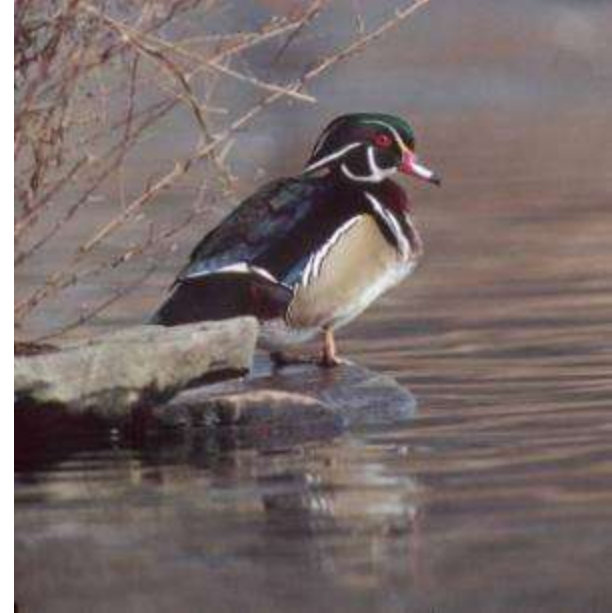
Benefits



- Really like most wildlife... some more than others.



- Property owners agreed good habitat = wildlife.



Benefits- Favorite animals



- Protecting or restoring habitats



Got Geese?

- Green poop –problem
- Goose proof buffer – benefit
- Included feature article in county lake newsletter.



Natural Shoreline Campaign Talking Goose



Larry,
The All-American Bullfrog



Barriers to natural vegetation



- Ticked off by ticks
- Watching kids swim
- People like their beaches



Barriers to natural vegetation



- Not everyone likes the wild look
Design option for a more manicured look



Program Products



- Newsletter insert for target lakes
- Top Ten Native Plants / Coupon/ Sale
- Newsletter update- Mailed to 3,500
- Youth Journal
- Wisconsin Lakes Trivia Game
- No strings attached shoreland visits
- Shoreland social on restored site
- Laminated Lake Map/ messages
- Videos of animals explaining issue

Property Owners Heard



PROPERTY OWNERS HEARD: PROTECTING LONG AND DES MOINES LAKE

By John Haack and Bret Shaw

LAKES EDUCATION PROGRAM GETS INSIGHTS FROM YOU

Understanding what motivates lakeshore property owners is helping Burnett County design and deliver lakes education that is useful to property owners like you. During the past year and a half, many of you participated in lake discussion groups, phone interviews or returned the lakes questionnaires. Your responses provided important insights for future lakes education efforts focusing on protecting natural lake shores or improving developed lake properties.



Burnett County and University of Wisconsin Extension are using your insights to design tools and educational approaches that communicate information that is practical, appealing and relevant to lake shoreline owners. We hope this information encourages behavior changes needed to produce positive, measurable effects on protecting our lakes. During the coming summer, we will share a number of new educational products with you - a youth lakes field guide, brochures, and various initiatives branded with the "Share Your Shore" logo. We hope these items will encourage you to take some action, small or large, that protects and enhances your lake and lakeshore property for generations to come.

For Clean Water & Lakeshore Habitat



TAX INCENTIVES FOR WATER QUALITY, FISH AND WILDLIFE

Many of you felt the most important benefits of allowing more natural vegetation on the shoreline areas of your property were maintaining good water quality, improving fish and wildlife habitat and reducing runoff water and eroded soil from entering the lake. These insights are right on the mark and supported by researchers and biologists across the state. When asked what strategies would encourage you to allow a portion of your shoreline to return to a more natural state, tax credits rated the highest. You will be hearing more from us about the Burnett County Shorelines Incentive Program and how you can participate to protect your lake and lower your taxes while doing so.

WATCHING KIDS SWIM

A number of different things prevent some of you from allowing more natural vegetation on the shoreline areas of your property. One of the larger barriers to doing this are concerns that an obstructed view of the lake reduces the ability to see children or grandchildren while they are playing in or near the water. One easy option to address this concern is to introduce landowners to strategic planting of low growing native shrubs and grasses that still provide a view of the lake and the ability to watch over children. The enclosed brochure "Top Ten Native Plants" lists a few of the shorter native plants found along lakeshores. More information on specific low-growing vegetation will be featured in a future issue of the Burnett County Lake and River Association's newsletter - *LakeLines*.



Top Ten Native Shoreline Plants



SHARE
YOUR
SHORE

For Clean Water & Lakeshore Habitat

TOP TEN

NATIVE SHORELINE PLANTS

FOR BURNETT COUNTY

Top Ten Point of Sale - Poster



TOP TEN NATIVE SHORELINE PLANTS FOR BURNETT COUNTY



SWAMP MILEWEED

Asclepias incarnata

SOIL - wet to moist
LIGHT - sun to part shade
HEIGHT - 3 - 4 feet
BLOOM - June to August, pink flowers
PLANTING - Plant along the lake edge



BLACK-EYED SUSAN

Rudbeckia hirta

SOIL - dry to medium
LIGHT - sun to part shade
HEIGHT - 1 - 3 feet
BLOOM - June to October, yellow flowers



BLUE VERVAIN

Verbena fasciata

SOIL - wet to moist
LIGHT - sun to part shade
HEIGHT - 2 - 6 feet
BLOOM - June to September, blue flowers
PLANTING - Plant along the lake edge



SNOWBERRY

Symphoricarpos albus

SOIL - dry to medium
LIGHT - full to part shade
HEIGHT - 2 - 4 feet
BLOOM - June, white flowers and berries
PLANTING - plant along lake edge



CHOKESCHERRY

Prunus virginiana

SOIL - moist to dry
LIGHT - sun to part shade
HEIGHT - up to 20 feet
BLOOM - May to June, white flowers
and red berries in clusters



BIG LEAF ASTER

Aster macrophyllus

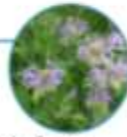
SOIL - dry to medium
LIGHT - full to part shade
HEIGHT - 1 - 2 feet
BLOOM - August to October, lavender flowers



BERGAMOT

Monarda fistulosa

SOIL - moist to dry
LIGHT - sun to part shade
HEIGHT - 2 - 4 feet
BLOOM - July to August, lavender flowers
PLANTING - plant along the lake edge



PENNSYLVANIA SEDGE

Carex pennsylvanica

SOIL - dry to medium
LIGHT - full sun to full shade
HEIGHT - 4 - 8 inches



BIG BLUESTEM

Andropogon gerardii

SOIL - moist to dry
LIGHT - sun to part shade
HEIGHT - 3 - 8 feet
(shorter with less moisture)



COLUMBINE

Agilologia canadensis

SOIL - dry to medium
LIGHT - full to part shade
HEIGHT - 2 - 3 feet
BLOOM - May to June, pink flowers



Incentive Coupons – Field Experiments



\$5 OFF
*or free pack**

ANY ONE OF THE TOP TEN NATIVE PLANTS FOR BURNETT COUNTY
**Free pack or container, up to a \$5 value*

COUPON VALID FROM MAY 15 TO JUNE 30, 2010 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	Wood River Nursery HWY 70 East of Grantsburg
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CHOOSE FROM THESE TOP 10 PLANTS

- Swamp milkweed
- Blue vervain
- Chokecherry
- Big bluestem
- Bergamot
- Black-eyed Susan
- Snowberry
- Big leaf aster
- Pennsylvania Sedge
- Columbine

SHARE YOUR SHORE
For Clean Water & Lakeshore Habitat

Sponsored by the Burnett County Lakes and Rivers Association

Burnett County Lakes and Rivers

FREE PACK*
or \$5 off

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**Free pack or container, up to a \$5 value*

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For Clean Water & Lakeshore Habitat

Sponsored by the Burnett County Lakes and Rivers Association

Burnett County Lakes and Rivers

Lake Lines Newsletter- BCLRA



For Clean Water & Lakeshore Habitat

•Logo/Branding

•No- Strings Attached Site Visits

SPRING/SUMMER 2009
VOLUME 14, ISSUE ONE



LAKELINES
Burnett County Lakes & Rivers Association
University of Wisconsin Extension-Burnett County

Learn to Create a Natural Shoreline

- with a free, no-strings-attached visit

A natural shoreline is a healthy, vibrant place for people, birds, and fish alike. The Burnett County Shoreline Incentives Program encourages preservation and restoration of natural shorelines.

Natural shorelines provide many benefits:

- keep the water clean by filtering runoff and holding the soil in place
- provide a home for a diversity of creatures
- create natural, northwoods beauty
- allow you to access and enjoy the water

Burnett County provides incentives to encourage restoring or preserving your waterfront as a natural shoreline. Over 600 parcels have been enrolled in the Burnett County Shoreline Incentives Program since it began in the year 2000. Owners of these parcels receive an annual property tax credit in return for ensuring permanent protection for the shoreline zone. Incentives provided for each parcel enrolled in the Shoreline Incentives Program

- An annual property tax credit of \$50
- An enrollment payment of \$250
- A free visit with a natural landscape expert
- Planting plans to restore a natural shoreline
- Payments that cover 70% of the cost of plants and materials
- An exclusive shirt or cap that identifies you as a



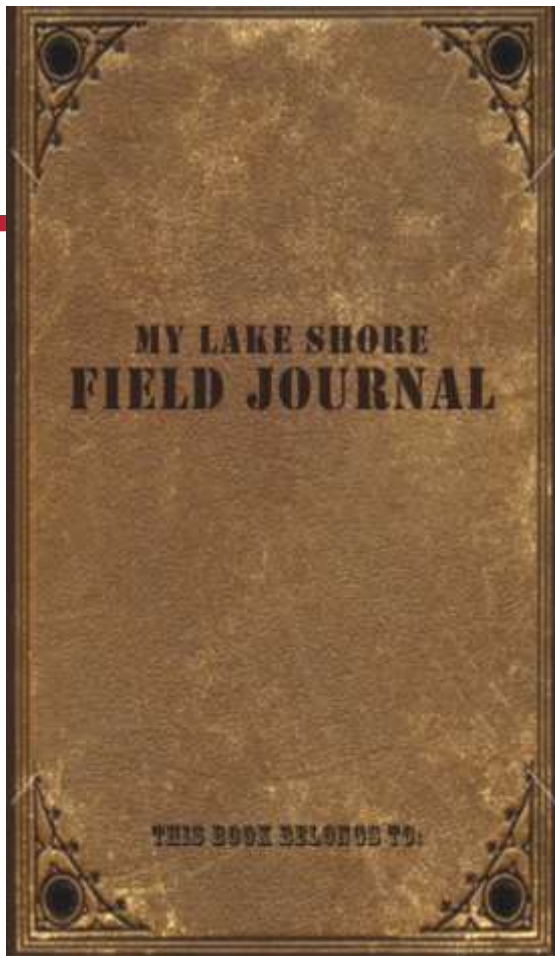
Interested in joining the hundreds of property owners who are creating a legacy of natural shorelines in the Burnett County northwoods? Contact the Burnett County Land and Water Conservation Department to arrange a free visit. Call 715-349-2186 or email hwcd@burnettcounty.org More information is available on line at www.burnettcounty.com/shoreline.

Free No-Strings-Attached Visit

What exactly does a property visit entail?

- Consultation with a qualified landscape expert
- Technical assistance with waterfront property concerns
- Individualized landscape designs
- Native plant lists specific to your property
- Step-by-step instructions for project installation
- Do-it-yourself guides and educational materials

Youth Journal



Shoreline Demo / Ice Cream Social



Wisconsin Lakes Trivia Game



Outreach Materials Evaluation

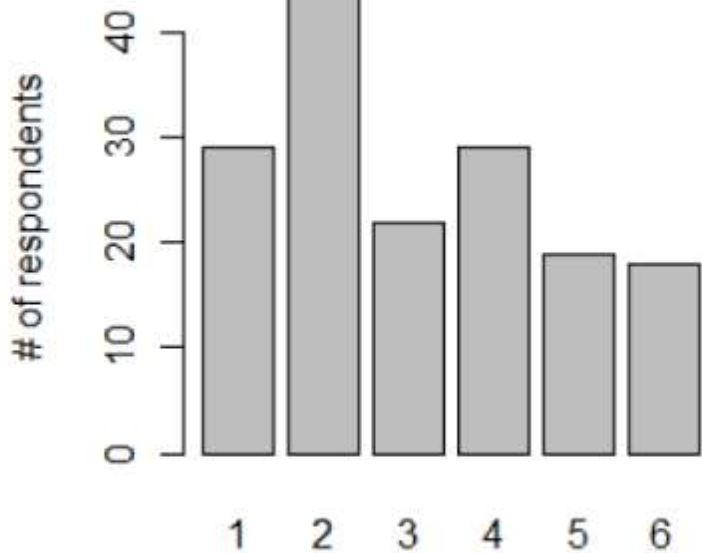


- Most material judged favorably
- Variety of materials likely contributed to shift in preferences toward more natural shoreline aesthetics and increased perception of social norms

Increased preference for natural landscaping

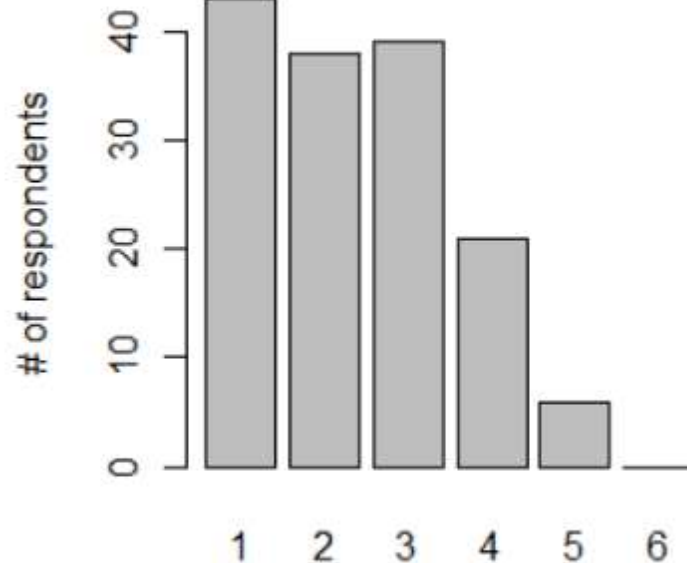


Please rate how you like your property's lakeshore to look (2008 responses)



1=completely natural, 6=controlled by me

Please rate how you like your property's lakeshore to look (2013 responses)



1=completely natural, 6=controlled by me

Decreased perceived barriers



How important are each of the following barriers to allowing more natural vegetation on the shoreland areas of your property when you make landscaping decisions?

(1 = not at all, 5 = very important)

	2008	2013
Obstructed view of the lake from my house	3.47	3.03
More ticks, mosquitoes and other nuisance insects	3.43	3.12
Increased habitat for snakes and other undesirable animals	3.10	2.74
Reduced access to the lake	3.31	3.06
More “messy” appearance	2.88	2.83
Prevents property from having a sandy beach	3.40	3.14
Less space for social gatherings	2.74	2.58
Less ideal for playing games along the lakeshore	2.70	2.42
Less able to see my children or grandchildren while they are in or near the water	3.38	3.27
Preference for a more manicured and open yard	2.13	2.11

Increased social norms



- Social norms about desirability of natural shorelines increased



	2008 (1-Not at all, 5 = extremely)	2013 (1=strongly disagree; 5=strongly agree)
My neighbors think leaving the shoreland area of my property in a natural, uncut state is a good idea	2.96	3.27
My neighbors think leaving my shoreline property in a way that attracts more fish and wildlife is a good idea.	3.17	3.65

Behavior changes?



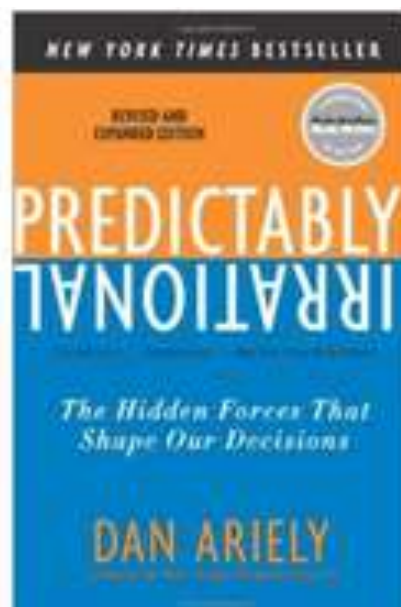
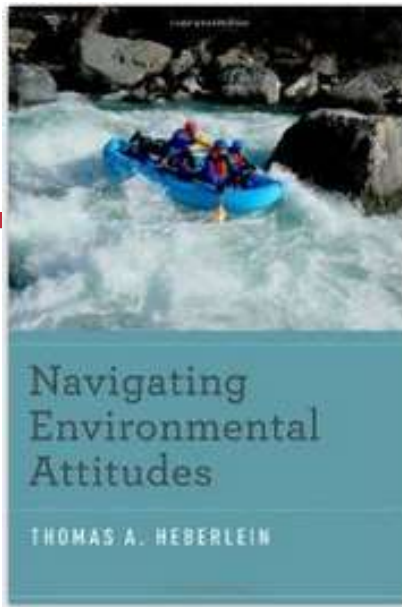
- Follow-up parcel assessment Nov. 2013- 18% ↑
- Achieving shoreland changes
 - Incremental – “Stages of Change”
(pre-contemplation, contemplation, preparation, action, maintenance & relapse)
 - Occurs over time...
 - **Remains challenging...**



Lessons learned ...



- Property owners with natural shorelands wanted to talk with us - owners with highly disturbed properties didn't. Required a different approach.
- Most behaviors are not simple and neither is the process of behavior change.



- **Comparing Two Direct Mail Strategies to Sell Native Plants in a Campaign to Promote Natural Lake Shorelines**
Bret Randall Shaw, Barry Radler, and John Haack
- **Exploring the utility of the stages of change model to promote natural shorelines**
Bret R. Shaw, Barry T. Radler, and John Haack
- **The challenge of self-enhancement bias for educational programs designed to encourage natural shorelines**
Michael S. Amato, Bret R. Shaw & John Haack

Questions?

