I need to develop an education program or outreach strategy to tackle a specific water use or management problem. Solving the problem requires…

Tree 1a – People to *change* their behavior

[NOTE – The flow chart provides an abbreviated version of Decision Tree contents]

Has the target audience been identified?

No? Use social marketing techniques.

A specific audience has been identified.

The target audience is adult.

The target audience is youth.

Has the educator assessed the audience?

Is it possible to work with youth in formal education?

Work with schools. Incorporate topic specific teaching strategies.

No? Use audience assessment. Use social

Yes? Use communication, teaching strategies and environmental education principles. Review target audience research findings.

Is it possible to work with youth in nonformal education program?

Work with organizations. Incorporate topic specific teaching strategies in programs.

I'm not sure how to work with youth.

Work with organizations. Build youth education program.