1. Describe the environmental concern or opportunity

- Work with others to describe and assess the environmental concern

Practice:
Write a short paragraph that describes the environmental concern or opportunity. Provide evidence.

- Key informants
- Experience
- Experts
- Research
2. Identify preliminary target audience(s)

Work with others to identify:
- Primary audience – people most likely to make a difference or be affected by the environmental concern
- Secondary audience – people most likely to influence the primary audience on this topic

PRACTICE
Identify the people whose behavior will make a difference.
List and describe primary and secondary audiences.

PRACTICE
Use Web site audience research searchable database and water topic resources.

Key informants
Experience
Experts

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Changing Public Behavior – Educator Self-Study Module

3. Specify a specific environmental *practice* that addresses the environmental concern and that a person does already or would be able to do

- **Background**
  - What type of action can citizens take?
  - Types of behavior that can make a difference

- **Identify single behaviors that make up the practice**

- **Background**
  - How to identify single behaviors

- **Key informants**
- **Experience**
- **Experts**

**PRACTICE**
- Describe the environmental practice and itemize the single behaviors that make up the practice
4. Collect audience information relevant to the environmental practice and underlying behaviors

Background
Information about social assessment tools: purpose, use, selection, application

Existing audience information

New audience information

Web site audience database
Other databases

Background: sample tools
- Delphi technique
- Discussion/Interview
- Focus group
- Observation
- Participatory Action Research
- Rapid appraisal
- Survey

Key informants
Experience
Experts
Research

PRACTICE
Use the Web site audience research searchable database

PRACTICE
Locate information databases

PRACTICE
Locate tools

PRACTICE
Choose a tool

PRACTICE
Use a tool

PRACTICE
Summarize what you learned about the target audience(s) and how the information relates to the specific environmental practice and the underlying behaviors.
5. Assess potential for adoption of single behaviors and potential for adoption of the environmental practice

Work with others to rate selected single behaviors according to behavior change criteria

**Background**
Variables that affect individual adoption of environmentally significant behaviors

**Background: criteria for adoption**
- Meets an audience need or address an interest?
- Simple for the user to do?
- Similar to what the user does already?
- Low cost in time and energy for the user?
- Provides an observable consequence?
- Has an impact on the problem?

**PRACTICE**
Use audience information to evaluate each recommended single behavior to determine if it meets behavior change criteria. Explain how.
6. Select single behaviors for intervention focus

PRACTICE
Use results from Step #5 to select single behaviors with potential for adoption. Select only those that have potential for adoption. Confirm capability of accomplishing the environmental practice by performing the selected behaviors.
7. Select intervention technique

Background: sample goals
- Ask for a commitment?
- Provide a specific prompt, near behavior?
- Communicate the norm?
- Remove barriers?
- Provide information?
- Increase skills?
- Engage in a problem-solving activity?

Background: Range and variety of potential techniques

Work with others to clarify the purpose for your intervention and to select a technique that meets this objective while building on audience information

PRACTICE
Use Web site outreach planning tools to identify an intervention technique that matches audience information and selected behavior skill(s).