

# SOCIAL MARKETING STRATEGIES: INSPIRING CONSERVATION STEWARDSHIP



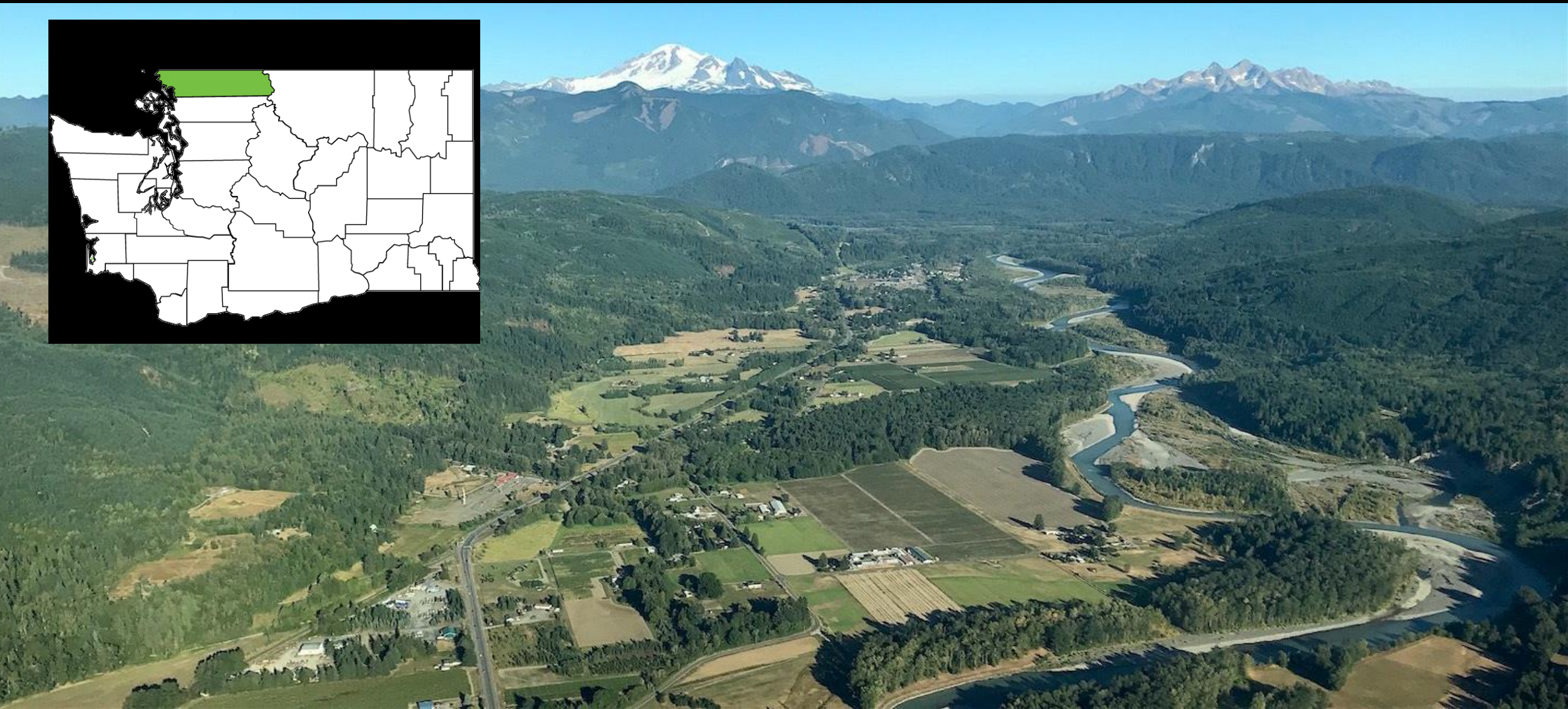
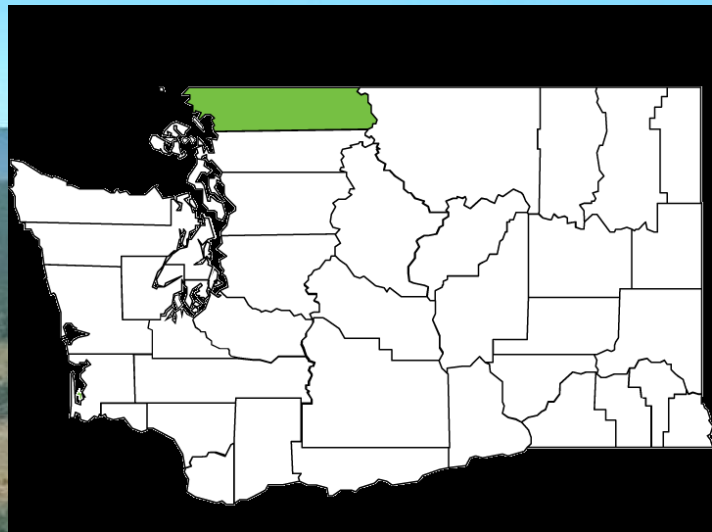
Northwest Drought Workshop  
July 30<sup>th</sup>, 2020

Aneka Sweeney, M.Ed.

Whatcom Conservation District



*Whatcom*  
CONSERVATION DISTRICT



**SHELLFISH HARVESTING  
CLOSED  
ON THIS BEACH**



Shellfish are not safe to eat due to pollution, such as:

- bacteria
- viruses
- harmful chemicals

Không nên ăn nhiều sò vì bị chất ô nhiễm. ....  
 오염 경고 - 어패류(새, 조개, 해초)를 먹지 마십시오. ....  
 අලුතින් අලුත් සලකුණක් මත සලකුණු ලබා දෙන බවට අපහසුතාවයක් ඇත. ....  
 ଅଣ-ସୁସ୍ୱାସ୍ତ୍ୟକାରୀ ଜୀବ-ପ୍ରାଣୀମାନଙ୍କ ଯୋଗୁଁ ଅଣ-ସୁସ୍ୱାସ୍ତ୍ୟକାରୀ ଜୀବ-ପ୍ରାଣୀମାନଙ୍କ ଯୋଗୁଁ. ....  
 由於水質污染，切勿食用貝類。 ....

No coma mariscos debido a la contaminación. ....  
 В связи с загрязнением окружающей среды употребление в пищу моллюсков запрещено. ....

**Always check the biotoxin hotline:  
1-800-562-5632 or  
www.doh.wa.gov/shellfishsafety.htm**

For more information, contact:

 360-236-3330

**WARNING**

THIS BEACH HAS BEEN CLASSIFIED BY THE  
DEPARTMENT OF HEALTH

**CLOSED**

FOR RECREATIONAL HARVESTING OF  
SHELLFISH ( WAC 246-280 )

HARVESTING SHELLFISH FROM THIS  
BEACH IS NOT RECOMMENDED DUE TO  
POLLUTION

For more information call local  
HEALTH DEPARTMENT

360 676-6724

 TDD RELAY SERVICE 1-800-833-6388

**CAUTION**

Xin Lưu Ý! CUIDADO 小心

**NO SWIMMING** **NO WADING**  
 Cấm Bơi Prohibido Nadar 不許游泳 Cấm Lội Prohibido Baharse 不許涉水



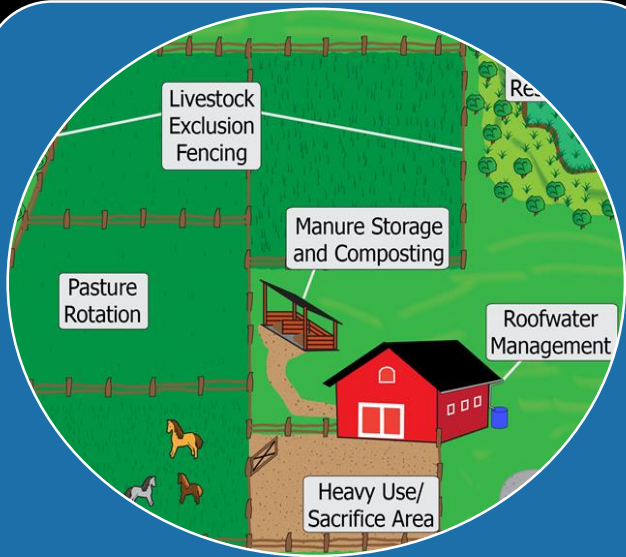
A health advisory has been posted based on monitoring results. The current conditions at this beach are not suitable for recreational water activities. Small children and chronically ill people are at higher risk for increased illness.  
 360-407-6543 or the Web at: [www.doh.wa.gov/beach](http://www.doh.wa.gov/beach)

Please refer to this beach area as:

 **SHELLFISHING NOT ADVISED**

 Beach Environmental Assessment, Communication and Health (BEACH) Program 

# TRADITIONAL VOLUNTARY INCENTIVE-BASED PROGRAMMING



Knowledge  
&  
Awareness



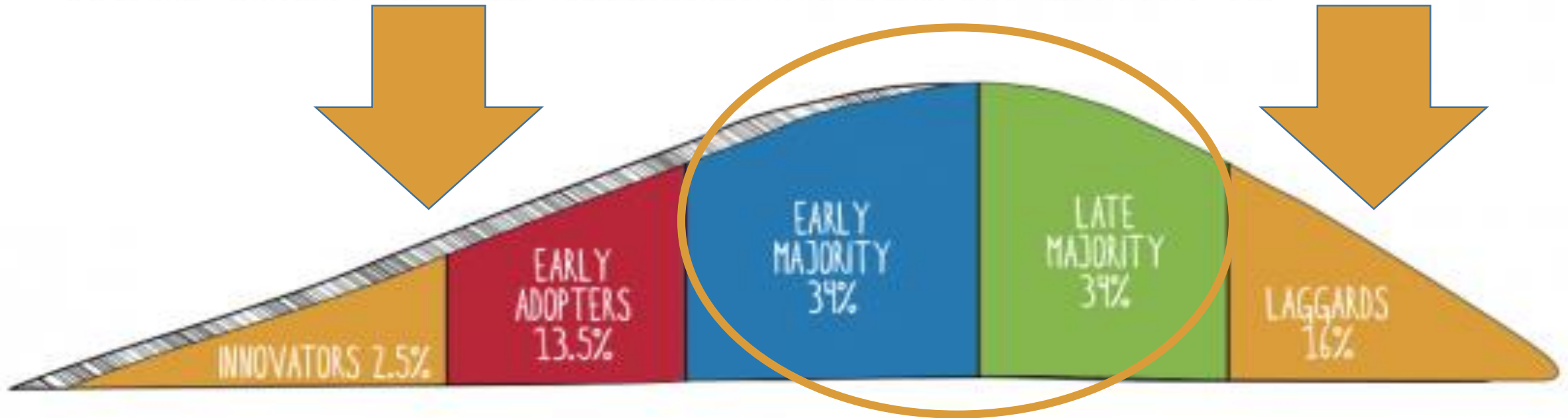
Financial  
Incentives



Regulatory  
Backstop

**Target Action: Request Technical Assistance**

# DIFFUSION OF INNOVATION MODEL



**Information approaches:**  
awareness,  
education  
(SHOW ME)

**Exchange approaches:**  
incentives,  
social marketing,  
behavioral economics  
(HELP ME)

**Regulatory approaches:**  
law,  
enforcement  
(MAKE ME)

# Social Marketing Research

Barrier &  
Benefits  
Survey

Livestock  
Specific Focus  
Groups

Pilot  
Programming

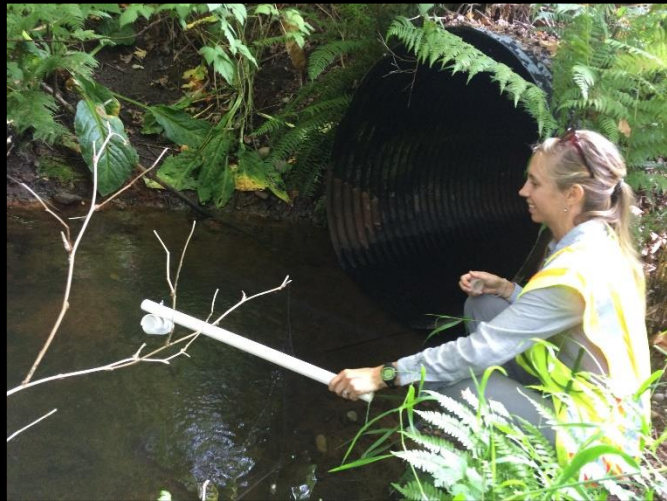


# Barriers to Requesting Technical Assistance

Trust in the  
Science

Trust in the  
Practices

Trust in the  
Messenger

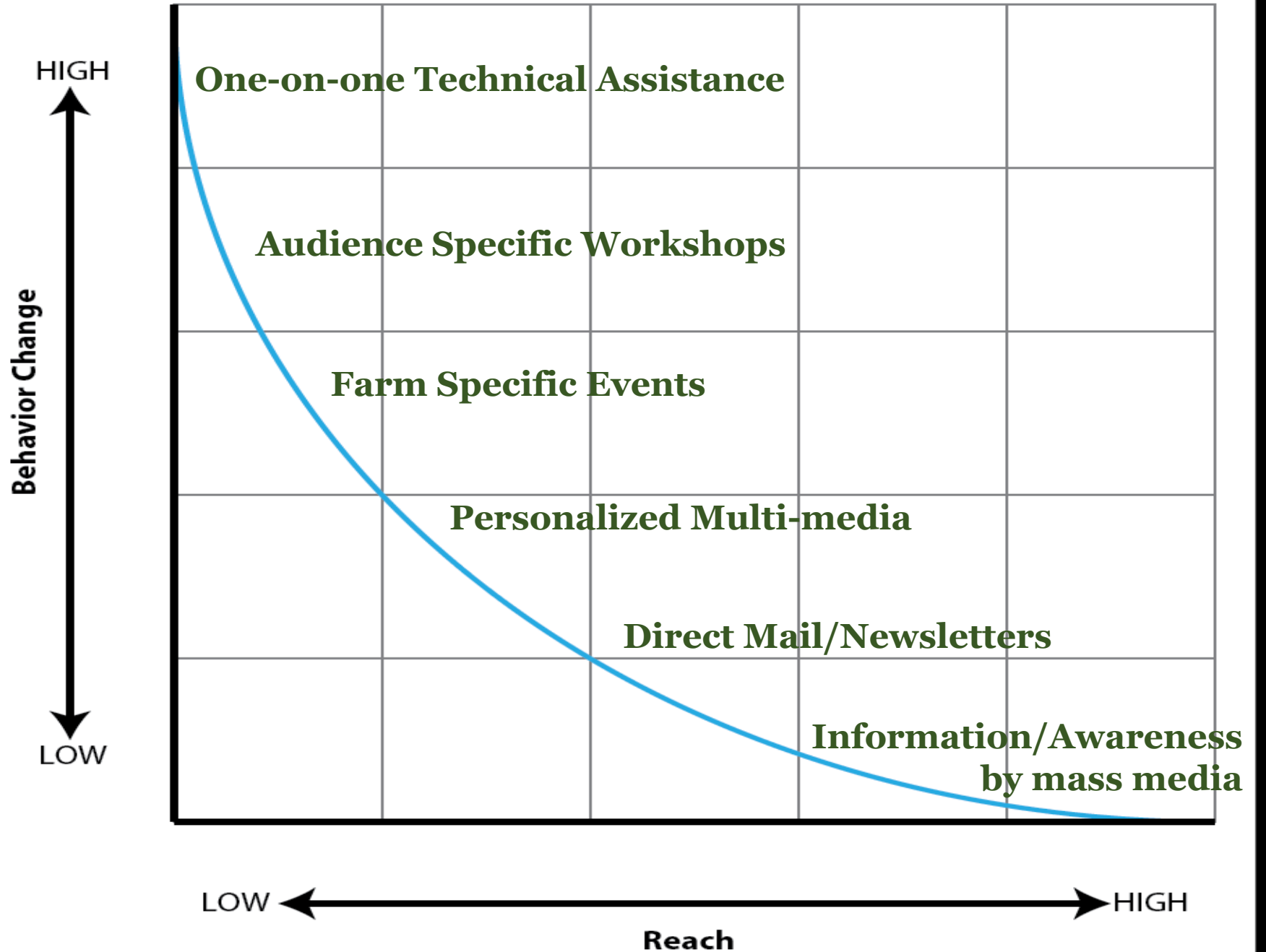


Alayne Blicke/TheHorse.com

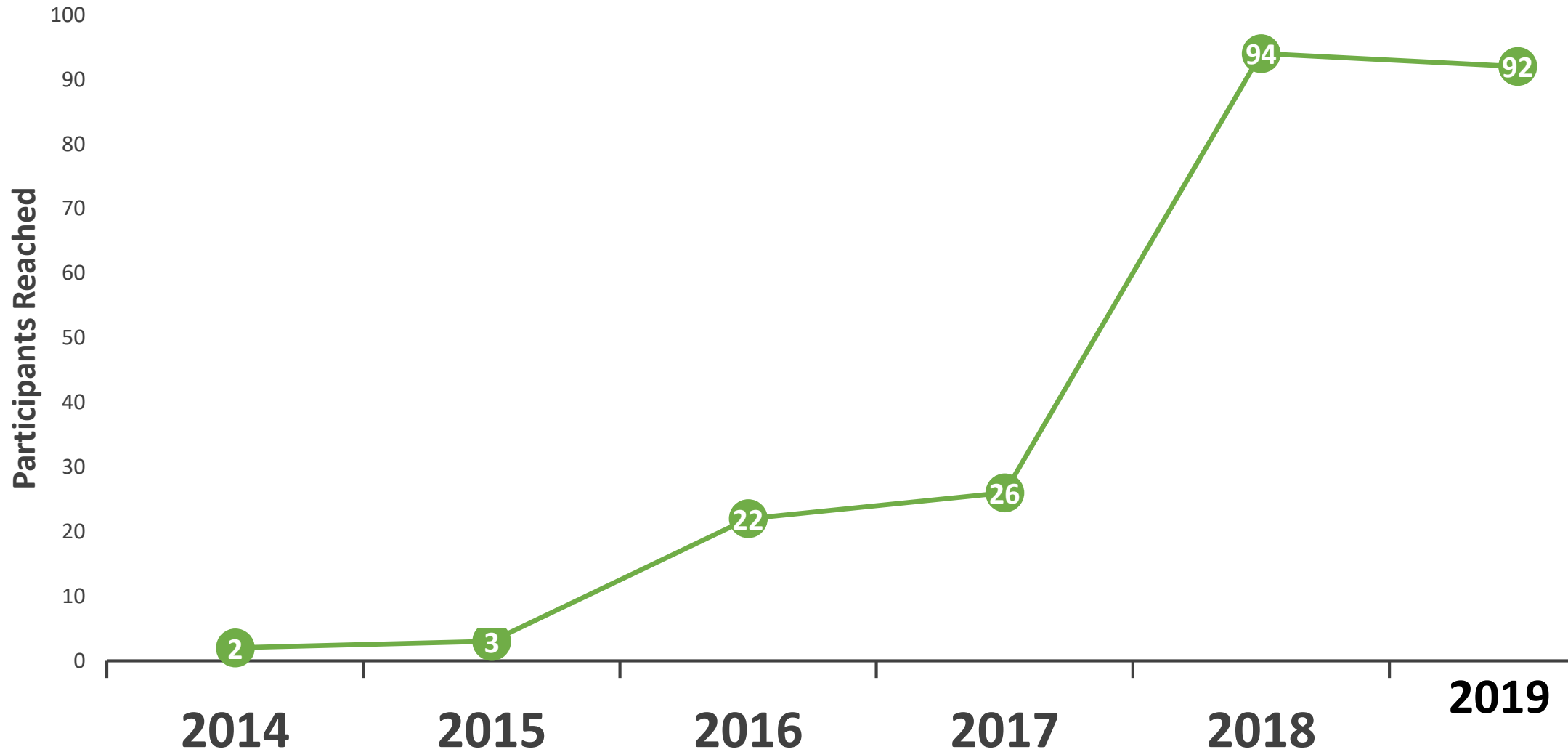








# Voluntary Requests for Farm Planning Services





Drayton Harbor  
~ 1200 acres

Birch Bay ~130 acres

Portage Bay:  
Spring Harvest Open

# Takeaways for success

Know your audience: The Who and the Where

Peer-to-peer communication build social norms

Build relationships with trusted sources of information

Find gateway incentives

Multiple & diverse opportunities to engage



*Thank you!*

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Whatcom County ♦ Whatcom Conservation District  
Pollution Identification and Correction Program



*Whatcom*  
CONSERVATION DISTRICT