Tools in Outreach

Community-based social marketing

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Governor's Conference on the Future of Water in Kansas

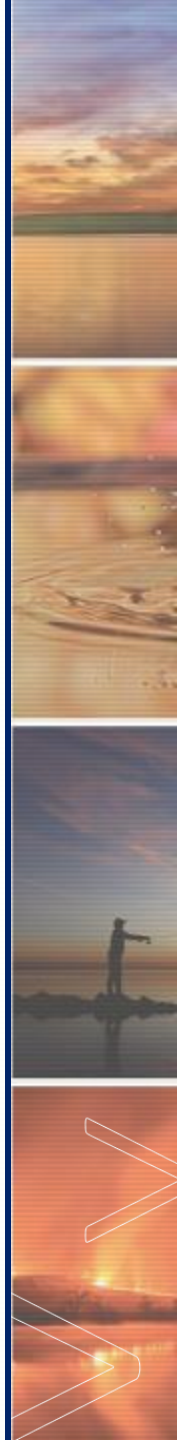
My background: soil/water conservation and communications

Teaching
Extension
Communication strategy

In the soil and water management world, we often need to address **behavior change**

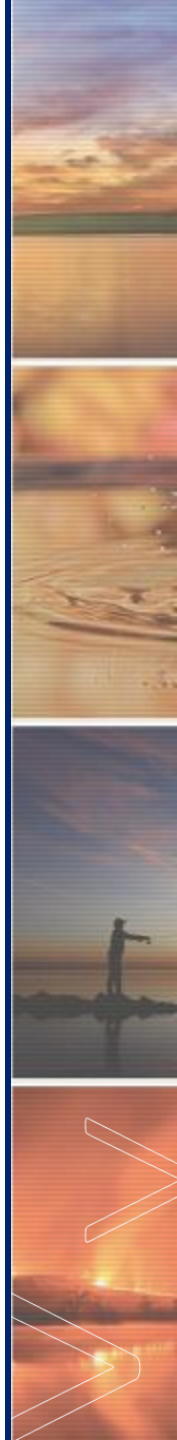
information campaigns aren’t effective

When talking about behavior change,
and finances aren’t the only factor.



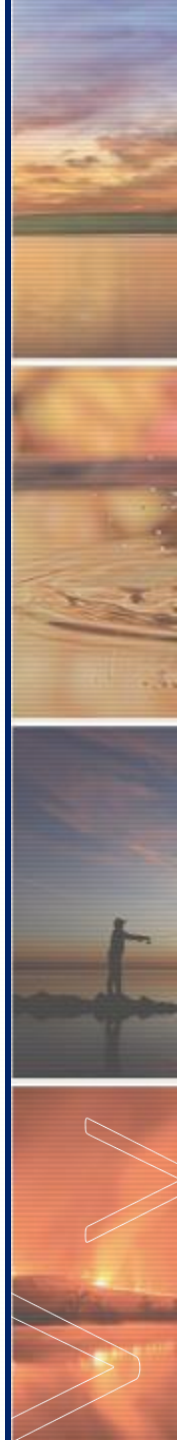
But,

Not everyone has the tools and knowledge in this **social dimension** of natural resource management



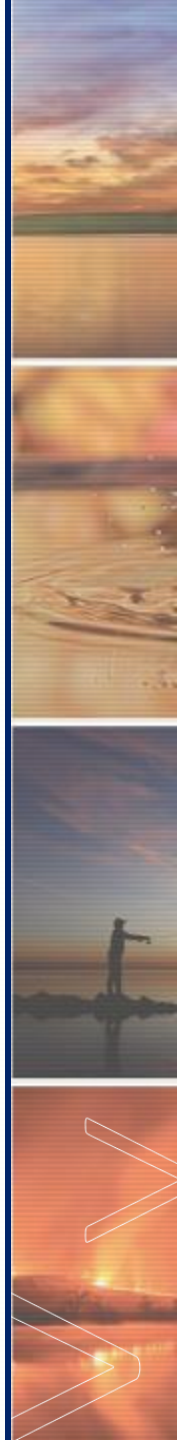
Community-based social marketing

- What behaviors need to change in order to meet conservation goals?
- What are the barriers to change?
- How can we change social norms?



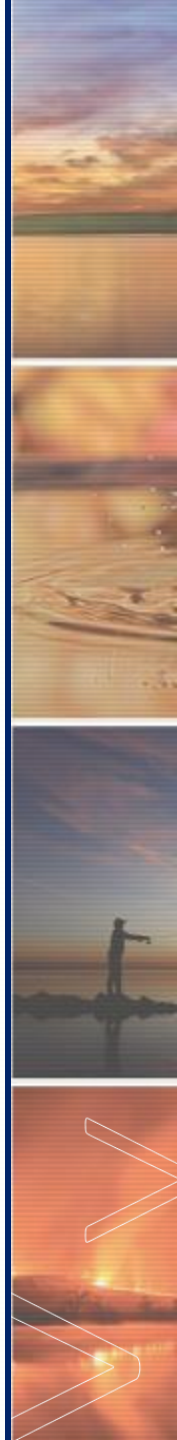
Community-based social marketing

- How do we speed up the adoption rates using communication strategy?
  - Commitment
  - Incentives
  - Reminders
- How can we make behavior change convenient?
- Can we pilot our outreach strategy?



Water conservation

What’s your level of commitment?

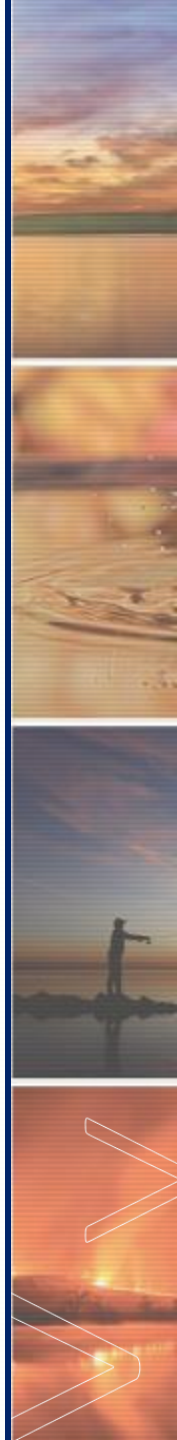


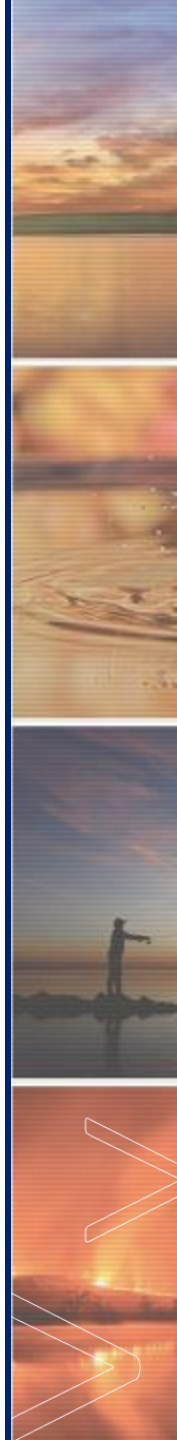
A simple example some of you might relate to:

My role at Kansas State

In agricultural communications and journalism

- Teach students about CBSM related to natural resource conservation in agriculture
- Develop training and resources for Extension, government, non-profit, and other natural resource professionals



Katie Burke

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