**Environmental Decision-making and Behavior Change**

**March 18, 2014**

**6-9pm**

**Minnehaha Creek Watershed District offices**

**Before this course begins:**

* Expectations for Preparation:
  + Read Schultz and Zelezny’s article, “Reframing Environmental Messages to be Congruent with American Values”;
  + Bring a media article that addresses an environmental problem/solution of your choice.

**Brief Course Description**: This session examines challenges and opportunities for environmental decision-making and behavior change through three related topics: 1) the nature of environmental problems/solutions and our responses to them, 2) the importance of how we frame environmental messages based on these responses, and 3) models of behavior change. We will also discuss results of yard care choices research in the Twin Cities in relation to these topics. You’ll integrate and apply these frameworks and research to the residential yard by developing your own behavior change campaign around a specific yard behavior.

**Learning Goals and Assessments:**

1. To identify challenges to environmental decision-making and behavior change that arise from the nature of environmental problems/solutions and our responses to them;

**Question for assessment:**  What examples of the challenges to environmental-decision making and behavior change that we discussed can you find in your media article?

1. To practice framing environmental messages based on the above challenges;

**Question for assessment:** What elements of the environmental messages from your article would you change? How would you reframe them and why?

1. To learn about results of yard care choices research in the Twin Cities;
2. To apply models of behavior change to create a behavior change campaign around a specific yard care behavior.

**Question for assessment:** How would you improve the selection of the target behavior in these examples in order to develop a more effective behavior change campaign??

**Course requirements:**

* Attendance and Participation (Required, unless previously cleared with Program Manager)
* Expectations for Preparation:
  + Read Schultz and Zelezny’s article, “Reframing Environmental Messages to be Congruent with American Values”;
  + Bring a media article that addresses an environmental problem/solution of your choice.

**To prepare for the next course:**

To prepare for the course on Community Engagement-

* Conduct a “one-on-one” meeting with a community member you don’t know very well but who you think might be interested in water issues in your community. Guidelines for this exercise are included in this packet.