



## Watershed Outreach Professionals and Behavior Change

### Abstract

This research explores how the Chesapeake Bay Trust (CBT), a MD grant-making organization, and other funders can assist local organizations in implementing environmental outreach programs (EOPs) that foster environmentally responsible behaviors. CBT grant applicants responded to a survey (n=108, r=56%) concerning their outreach program practices, challenges, and needs. Results demonstrated that the majority of respondents' organizations seek to motivate individuals to protect the Bay (97%) and their EOPs have behavioral objectives (62%). Many organizations incorporate behavior change strategies and outreach best practices, such as targeting audiences (76%), yet also face challenges in implementing EOPs, including intentionally using behavior change strategies (52%). Respondents felt that several opportunities, such as increased collaboration (73%), would be beneficial, which informed the development of recommendations for funders