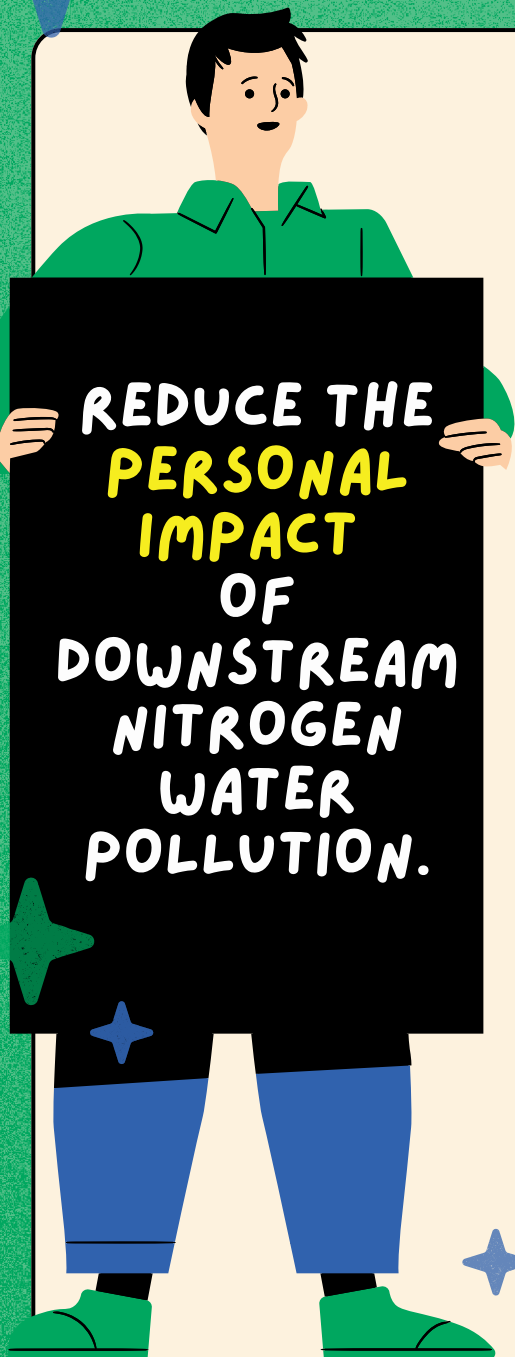


# REDUCE DOWNSTREAM NITROGEN WATER POLLUTION



# OUR TOPIC



REDUCE THE  
**PERSONAL  
IMPACT**  
OF  
DOWNSTREAM  
NITROGEN  
WATER  
POLLUTION.

Goals set for individuals can be considered easy to achieve. Individual influence may be small, but everyone's influence adds up to a large one.



# AUDIENCE



The homeowners who live near the upstream of the Chesapeake Bay;

Have big law/backyards (gardening); older residents, connected to place, knowledgeable;



Care about their community, and environment but likely know little about Nitrogen pollution;

Be willing to adjust their personal behavior and home environment;





# OUR GOAL

Use compost to feed the soil, create a healthy environment for plants and reduce nitrogen pollution for long-term benefits instead of using fertilizers



FERTILIZE PLANTS IN  
RESIDENTS' PERSONAL  
BACKYARDS IN A  
GREENER WAY:  
**COMPOST**





# AUDIENCE OUTCOMES

**1. AUDIENCES BELIEVE  
THEY HAVE THE  
ABILITY TO DO A  
CERTAIN BEHAVIOR**

**2. AUDIENCES FEEL A  
SPECIFIC WAY ABOUT  
YOUR GOAL.**



Audiences believe they have the ability to do a certain behavior (compost).





★ ★

**WHY DO YOU THINK IT WOULD BE HELPFUL IF YOUR AUDIENCE BELIEVE THEY HAVE THE ABILITY TO DO A CERTAIN BEHAVIOR (COMPOST)?**

If my audience believes they have the ability to decrease their personal nitrogen effects, they can decrease their personal nitrogen input to local ground and surface water. And the nitrogen resources of the downstream nitrogen water pollution from a personal aspect possibly declined.

★ ★

**TO WHAT DEGREE DOES YOUR AUDIENCE BELIEVE THEY HAVE THE ABILITY TO DO A CERTAIN BEHAVIOR?**

There's a good chance my audience believes they have the power to compost in their garden.

First, since they are knowledgeable and care about the environment, they are more motivated to make efforts to protect the environment.

Second, since they are older, they have a lot of free time to maintain their gardens.





WHAT COULD YOU DO TO TRY TO LEARN MORE ABOUT THE DEGREE TO WHICH YOUR CHOSEN AUDIENCE BELIEVE THEY HAVE THE ABILITY TO DO A CERTAIN BEHAVIOR (COMPOST)?

Before the engagement, I will investigate the demographics of my audience: age, gender, education level;  
how much time/cost they were willing to pay for green methods;  
how households typically fertilize plants in their gardens;  
how many households have used composting methods before;  
what composting method do they often use

After the engagement, I'll investigate one month/half a year/one year after they participated in our PES activity and see how many residents acted on our recommendation to reduce personal nitrogen effects;  
send out questionnaires and see how many residents intend to take action after attending the activities.





WHAT COULD YOU DO TO TRY TO CHANGE THE DEGREE TO WHICH YOUR CHOSEN AUDIENCE BELIEVE THEY HAVE THE ABILITY TO DO A CERTAIN BEHAVIOR (COMPOST)?

If my audience doesn't believe that they have the ability, I'll let them discuss the obstacles which they think prevent them from doing it and the reason why they currently don't feel they can do it; help them think through how they might integrate the action into their daily lives to see if it is doable;





Audiences feel a specific way  
about my goal.





**WHY DO YOU THINK IT WOULD BE HELPFUL  
IF YOUR AUDIENCE FEEL A SPECIFIC WAY  
ABOUT YOUR GOAL?**

I want my audience to be interested and excited to learn about the new way (compost) to reduce nitrogen pollution. Once they get excited about my goal, they'll probably want to give it a try in their gardens.

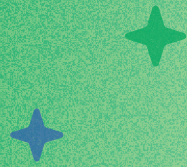
**TO WHAT DEGREE DOES YOUR AUDIENCE  
FEEL A SPECIFIC WAY ABOUT YOUR  
GOAL?**

Most of my audience feel excited to try composting in their garden because they have lots of spare time and are willing to choose a green way.

Yes, for the audience who are not excited, there's room for change.







**WHAT COULD YOU DO TO TRY TO LEARN MORE ABOUT THE DEGREE TO WHICH YOUR CHOSEN AUDIENCE FEELS A SPECIFIC WAY ABOUT YOUR GOAL?**

Before designing the engagement, I will investigate how often they tend the garden; identify any difficulties preventing them from tending the garden; find out what they think about compost to make their garden greener; find out any help we can offer them to overcome difficulties, such as personal mentoring and volunteers.

Once we point out that we are willing to help the audience overcome their difficulties, the audience might feel more excited because the goal turns out to be much easier.







WHAT COULD YOU DO TO TRY TO CHANGE THE DEGREE TO WHICH YOUR CHOSEN AUDIENCE FEELS A SPECIFIC WAY ABOUT YOUR GOAL?

I'll share my personal experiences through storytelling to encourage them, make them feel like this is an easy way to achieve their goals and get excited that they can do it too.

In addition, I can use residents who have experience and know how to compost as keynote speakers to share their experiences with other listeners;

