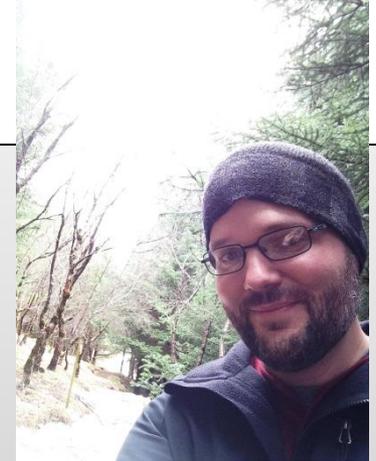


Aaron Thompson, PhD

Assistant Professor & Land Use Specialist,  
College of Natural Resources  
University of Wisconsin - Stevens Point



## *Crafting Your Lake Message: Applied Social Science Approaches*

### **My goals:**

- **Promoting planning with community capacity building in mind**
- **Using social science to improve implementation success**



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1. Collaborative Planning
2. Social Science
3. Community Conversations

## Aaron Thompson

**Title:** Assistant Professor of Natural Resource Planning and UW-Extension Specialist

**Degrees:**

BS - Landscape Architecture, Purdue University  
MS - Natural Resource Planning, Purdue University  
PhD - Natural Resource Social Science, Purdue University

**Hometown:** West Lafayette, Indiana

**Greatest Accomplishment:** I've been able to help launch the careers of some pretty amazing students and through UW-Extension I get to work with citizens across Wisconsin every day to find local solutions to natural resource challenges facing their communities.

**Fun Facts:** I've come to really enjoy snowshoeing, a new experience for someone from further south, but you'll often find me carrying one of my daughters through the woods as their energy always seems to disappear at the furthest possible point from the car.



# *PLANNING: ACTIVE DECISION MAKING*

## **Making Firm Commitments of Resources**



# *PLANNING: COMMUNITY DIALOGUE*

## **Coalition (Capacity) Building**

Planning is  
**PROCESS**  
**DRIVEN**  
decision making.

# Rational Comprehensive Planning -- Phases

RESEARCH / LEARNING

*Current Conditions*

DECISION MAKING

*Visioning*

*Selecting Priorities*

TAKING ACTION

*Implementation Program*

*Implement*

*Monitor*

ADAPTING

Friedman, John. 1987. *Planning in the public domain: From knowledge to action*. Princeton University Press: Princeton, NJ.



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## What is society demanding of conservation efforts?

---

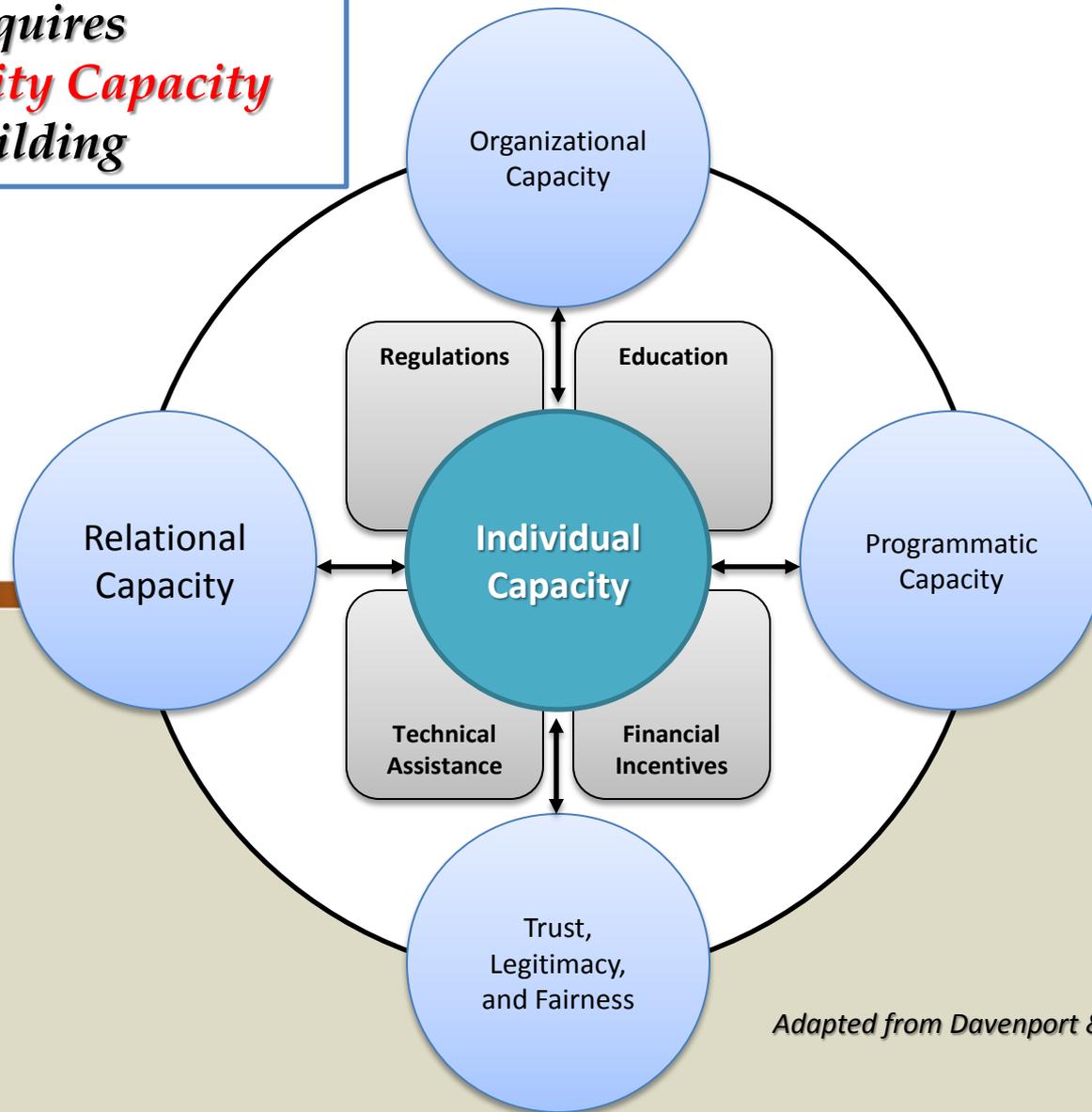
**PARTICIPATORY:** fair and equitable participation, avoidance of unwarranted priority or power distribution (including recognition of experts as one of many legitimate contributors within an extended peer community).

**ADAPTIVE:** deliberative learning efforts that allow for collective reflection and questioning, emphasizing social-ecological problem solving.

**ACTION ORIENTED:** emphasis on taking real and substantive steps to implement solutions to local problems.

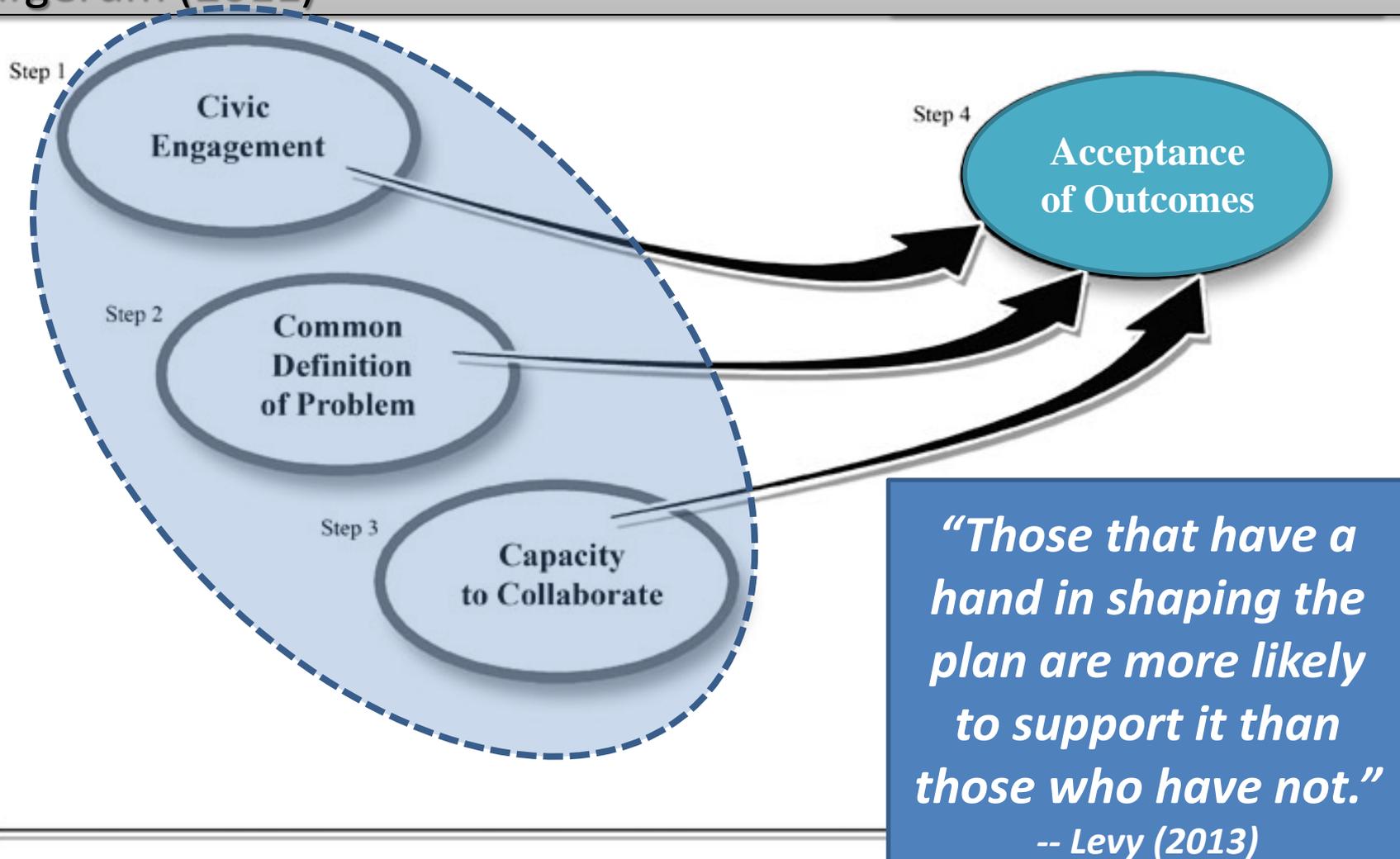
*Source:* Clark, Douglas A. (2015). Human dimensions and the evolution of interdisciplinary approaches in conservation social science. In N.J. Bennett & R. Roth (Eds.), *The Conservation Social Sciences: What?, How?, and Why?* (pp. 64-70). Vancouver, BC: Canadian Wildlife Federation and Institute for Resources, Environment and Sustainability, University of British Columbia.

**Successful Planning  
Requires  
Community Capacity  
Building**



*Adapted from Davenport & Seekamp (2013)*

- Collaborative planning is an approach to solving complex problems in which a diverse group of autonomous stakeholders deliberate to build consensus and **develop networks for translating consensus into results.**  
– Margerum (2011)



Planning is  
**PROCESS  
DRIVEN**  
decision making.

## Rational Comprehensive Planning -- Phases

RESEARCH / LEARNING

*Current Conditions*

DECISION MAKING

*Visioning*

ADAPTING

**Our information needs change --** the type of SOCIAL DATA necessary to inform our work depends on where we're at in the process!

*Implementation Program*

*Implement*

Friedman, John. 1987. *Planning in the public domain: From knowledge to action*. Princeton University Press: Princeton, NJ.



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# Natural Resources Social Science

# Approaches to informing watershed planning

## Public Participation Tools:

The purpose of these surveys is more about generating community awareness than about creating generalizable knowledge about priorities, trust, and effective strategies in the watershed.

We even see some examples where this type of survey actually does more harm as it falsely presents (due to a lack of scientific data collection) social conditions – the “I love my lake” survey phenomena.

Is the goal...?		
Still Relevant	No Longer Relevant	Don't Know/ Not Sure
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If not done correctly, questions can lead to ‘expected’ results

### Attitudes about Land Use and Development in the Centre Region

1. The following is a list of objectives which could be used to guide future growth and development in the Centre Region. Please read the list of ten items and decide which are most important and least important to you. Place the letter **M** next to the three objectives that are most important to you. Place the letter **L** next to the three objectives that are least important to you.

- Maintaining a low level of environmental pollution
- Having access to open space (parks, green belts, wooded land) near residential areas
- Expanding the variety and availability of retail goods and services
- Improving personal security and public safety
- Attracting business
- Maintaining and enhancing the visual appearance of buildings and landscaping
- Increasing education opportunities for all age groups

LARGELY PARTICIPATION FOCUSED  
SCIENCE BASED

Genskow & Prokopy (2011)

Figure 1: Conceptual model of social indicators and water quality



The Social Indicator Planning & Evaluation System (SIPES) for Nonpoint Source Management

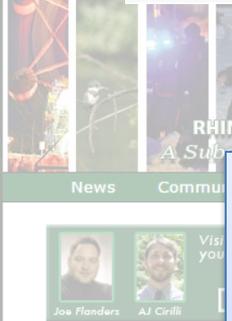


A Handbook for Watershed Projects



## Planning / Evaluation Tools:

I think an important distinction needs to be made regarding social science and watershed planning acknowledging that as a developing field of inquiry the definition of key variables and determining how we measure them is a process that will take a partnership between researchers and practitioners.



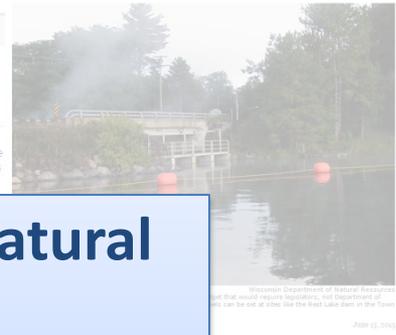
**THE NORTHWOODS**  
**River News**  
 RHINELANDER, WISCONSIN | THE OFFICIAL NEWSPAPER OF THE NORTHWOODS  
 A Subscription Service Available at [www.rivernews.com](#)

**The New York Times**

Gunman Kills 4 Marines at Military Site in Chattanooga

Chattanooga Gunman Mohammed Youssuf Abdulazeem: 'Life Is Short and Bitter'

Chattanooga Mosque Where Worshipers Mourns Marines



**“Interests of all kinds are at the heart of natural resource policy and management.”**

**Common interests are those beliefs that are widely shared within a community and {are perceived to} benefit the whole community.**

*(Clark, 2002, p. 13)*

7/2/2015 4:20:00 PM  
**DNR officials, state Wolf population marching**

Richard Moore  
 Investigative Reports

green  
 A GANNETT COMPANY

HOME NEWS

It is said Department of Natural Resources shoreland On multiple Oneida County water management replacement

### Wisconsin DNR mulls dissolving science bureau



Offutt defends his company's land stewardship

You Know Us  
**Live Journalism** 5:32 p.m. CDT April 10, 2015

**WISCONSIN STATE JOURNAL**

78° Scattered Clouds Weekly Forecast

Sites News Business Opinion Life Weather Communities Shop CarSc

Trending Photos: Brett Favre's career - Photos: Pluto's time to shine - Interactive: Pluto mission - Scott Walker

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**Towns push lawmakers to strip Dane County's land use powers**

Recommend 151 Tweet 2 +1 0 Share 15 Print Email

March 16, 2015 9:30 am • By Steven Verburg | Wisconsin State Journal (9) Comments

The Wisconsin Towns Association is helping several Dane County towns drum up support for legislation that would strip the state's fastest growing county of its zoning authority



Barb Kalbach stands near a hog confinement facility, near Orient, Iowa. Kalbach has fought for more than a decade against the construction of huge hog operations, and has joined Iowa Citizens for Community Improvement, a nonprofit that's against such enterprises because members believe they are ruining Iowa's waterways.

By David Pitt Associated Press

not air balloon night 608.577.9606 | flgentlebreezes.net

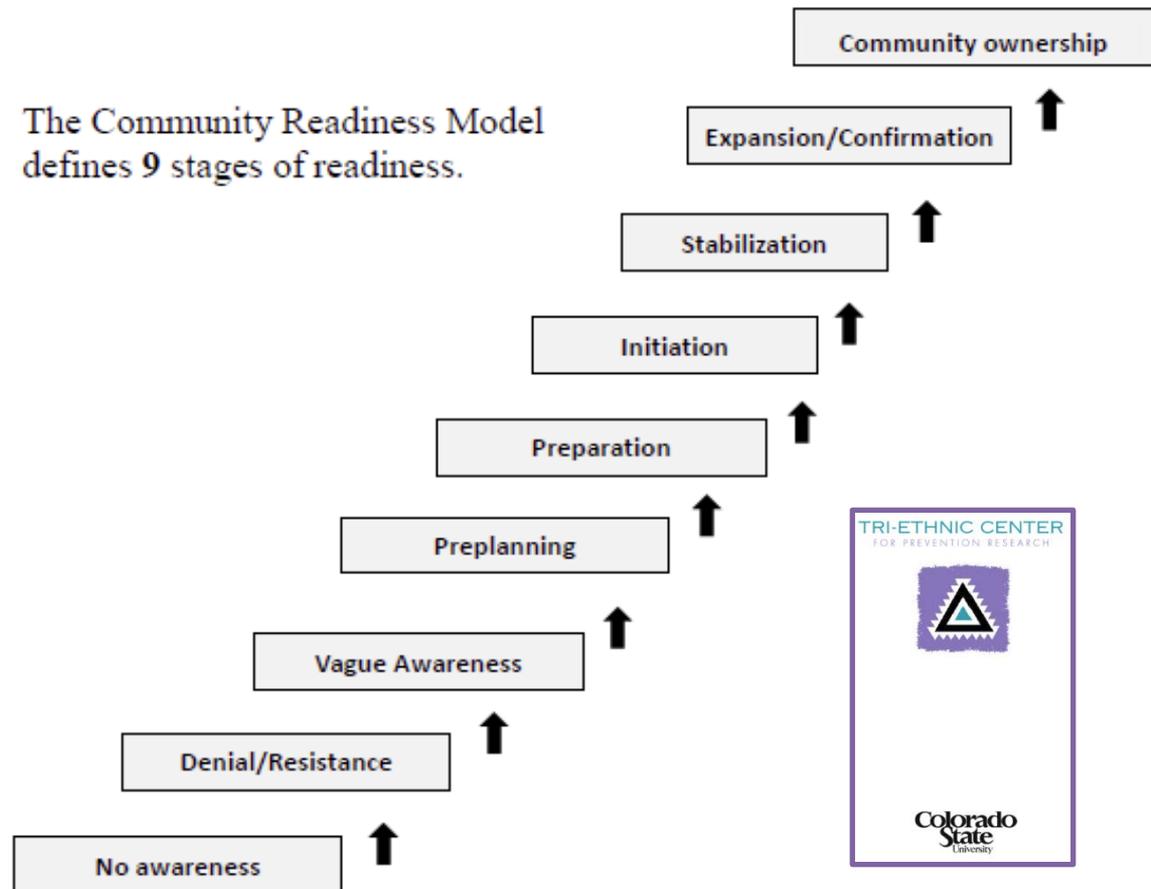


Natural Resources  
Social Science

Role in clarifying & securing  
common interests

## Principle 1: Recognize that not all communities are at the same starting point

The Community Readiness Model defines 9 stages of readiness.



TRI-ETHNIC CENTER  
FOR PREVENTION RESEARCH



Colorado  
State  
University

Natural Resources  
Social Science

Role in clarifying & securing  
common interests

## Principle 2: We need to choose our words carefully

Step 1: Stop using jargon

Step 2: Identify local examples that  
highlight watershed problems

Step 3: Emphasize (as appropriate)  
that the problem can be solved locally

Step 4: Keep message simple

*Maryland Example:  
'storm water fee' = 'rain tax'*

Communicating about  
Clean Water

Deb Kleiner  
Communications Manager  
kleinerd@nwf.org



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Social Science

Role in clarifying & securing  
common interests

## Principle 3: It is necessary to invest in developing the social science tools needed to support efforts

The screenshot shows the Iowa State University Department of Sociology website. The header includes the university name, department name, a search bar, and navigation links. Below the header is a navigation menu with categories like 'Iowa Farm Poll', 'Agriculture & Natural Resources', etc. The main content area features a sidebar with topics like 'Climate Change' and 'Water Quality'. The central focus is the 'Iowa Farm and Rural Life Poll' section, which includes a '2013 Summary Report - Click here to download' link and a 'Highlights from the 2013 Poll' section. The highlights text states: 'We are pleased to present you with the 2013 Iowa Farm and Rural Life Poll Summary Report. This year's survey was completed during February and March 2013 by 1,209 Iowa farmers. The 2013 Farm Poll survey focused on a range of issues that are important not only to agriculture but to all Iowans. Topics included climate change and agriculture, perspectives on herbicide-resistant weeds and Bt-resistant corn rootworm, and management of soil health, including soil compaction. The survey also posed a number of questions about rented land.' A 'Download PDF' button is visible below the text.

### BEHAVIOR CHANGE:

We all want to be able to do this – but it's a commitment!

Recent Indiana DNR Example:

- \$70,000 for Social Marketing Campaign to protect Endangered Mussels + \$25,000 Survey Grant
- **Key for Success? Needs a full-time employee**



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# Individual Capacity

Cultural Values Model:  
Relationship / Practices /  
Forms

Values

Value Ranking /  
Prioritization

Belief  
Systems

Knowledge / Experience

Attitudes  
Object Oriented

Barriers /  
Opportunities

Focusing Events

Behaviors

Social Marketing

Outcome

*Conversations frequently begin with “we need to change the behavior of ... , maybe we should try ... (social marketing, farmer-led councils, etc.)”*

---

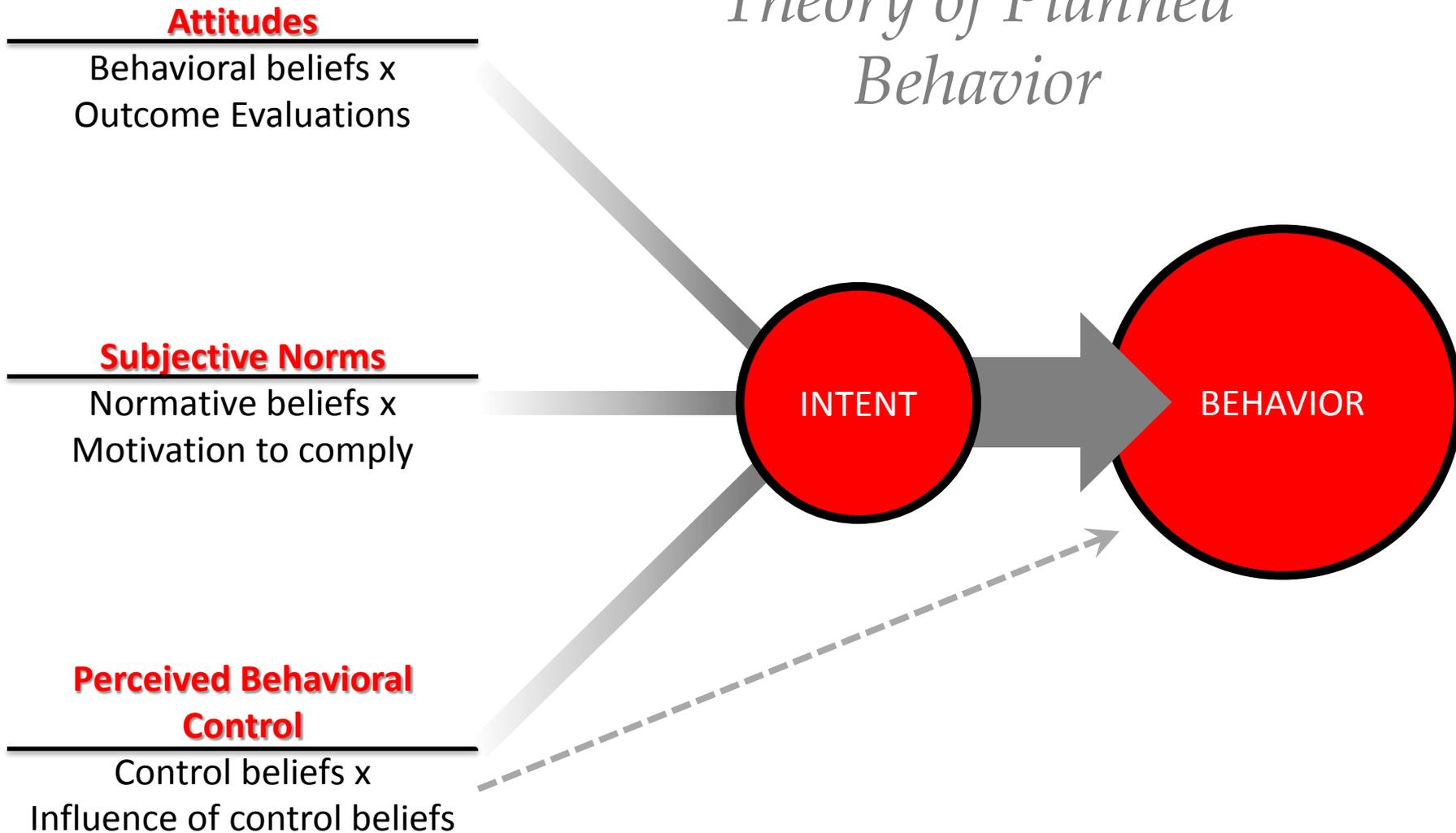
*We need better information about what individuals (and communities) will & won't support before jumping to strategies.*

Thompson et al. (2008)



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# Theory of Planned Behavior



Source: Fishbein, M., and I. Ajzen. 2010. Predicting and Changing Behavior: The Reasoned Action approach. New York: Taylor and Francis.

# Theory of Planned Behavior

## Shoreline Example

1. Landowner's attitudes about landscape, views of native vegetation
2. Landowner's belief that installing native vegetation will affect lake health
3. Relative value of a healthy lake compared to other priorities

Ease of Use

Perceived Usefulness

Cognitive Compatibility

Peer Influence

Superior's Influence

Self-efficacy  
*(Confidence to perform)*

External Factors  
*(Barriers: Access to Resources)*

### Attitudes

Behavioral beliefs x  
Outcome Evaluations

### Subjective Norms

Normative beliefs x  
Motivation to comply

### Perceived Behavioral Control

Control beliefs x  
Influence of control beliefs

INTENT



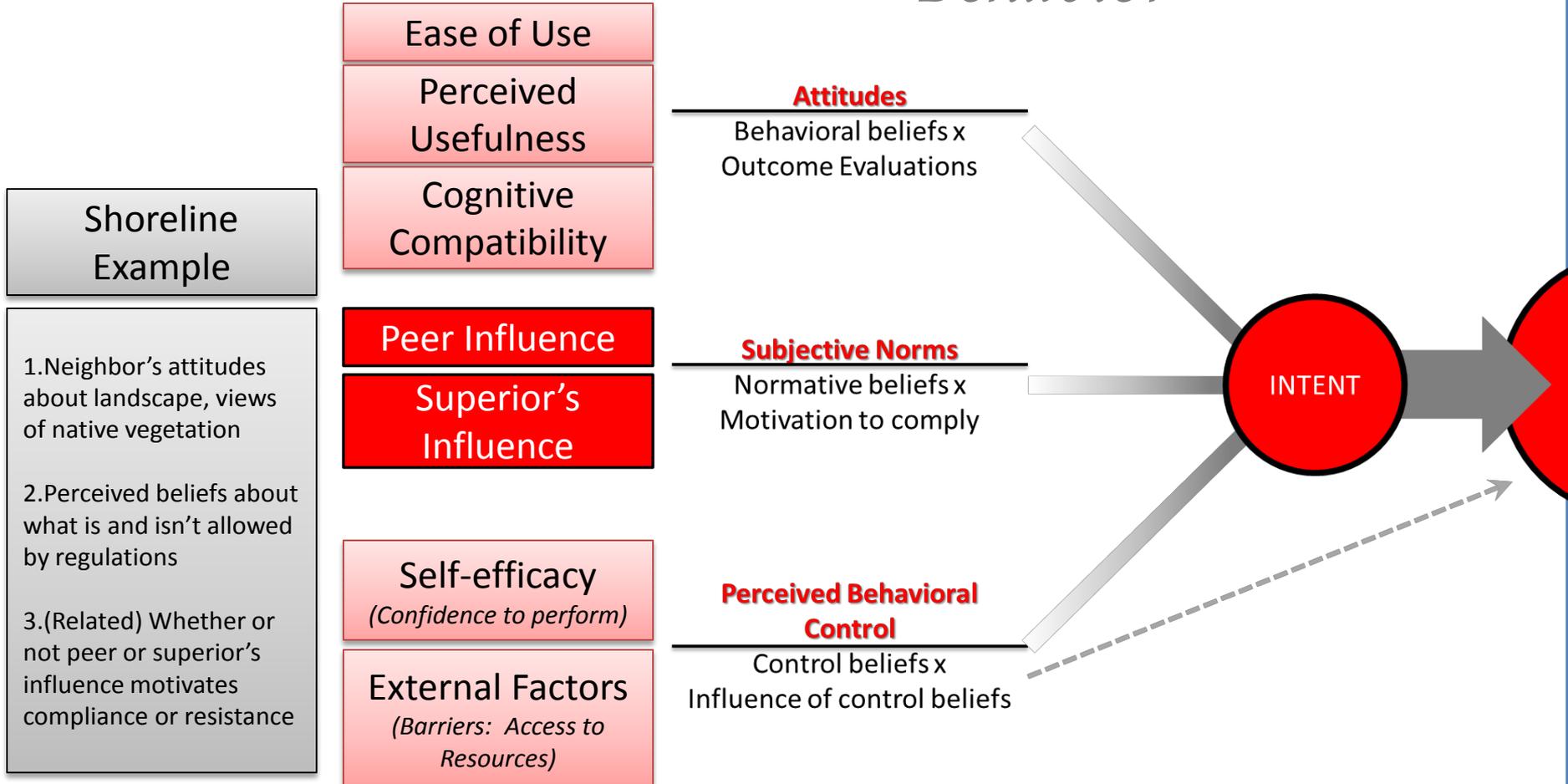








# Theory of Planned Behavior



Source: Fishbein, M., and I. Ajzen. 2010. Predicting and Changing Behavior: The Reasoned Action approach. New York: Taylor and Francis.

# BASS LAKE LANDSCAPE PREFERENCE ANALYSIS

Aaron Thompson, PhD

Assistant Professor & Land Use Specialist,  
College of Natural Resources  
University of Wisconsin - Stevens Point



## Summary Results

*24 responses produced 3 unique aggregate groups (A, B, C)*



**LIKE (Keywords)**

- Wildness
- Natural/small grass area
- Good natural buffer but (dislike) "weedy" looking

9



**DISLIKE (Keywords)**

- Grass to shore, no buffer
- Too open and mowed
- No runoff protection or natural growth

8



**Group A**

**Round 1: Groups 1,2  
13 Individuals (~54%)**

7



3



4



10



*LIKE (Keywords)*

- Natural landscape
- Nice buffer between lake and development
- Good fishing/wildlife

5



*DISLIKE (Keywords)*

- Not well cared for, but no high maint. Lawn
- Attractive but lawn runs to shore, no buffer
- No beach/no access
- Ticks/overgrown

8



**Group B**

*Round 1: Groups 3,4  
6 Individuals (~25%)*

2



7



6



10



**LIKE (Keywords)**

- Looks attractive
- Well kept, rock rip rap to control erosion, flowers
- Nicely landscaped plus good use of space

3



**DISLIKE (Keywords)**

- Good buffer zone, dangerous for children swimming
- Hard to tell how to be developed (image #9)
- No lake access, no beach
- Too much water vegetation

9



**Group C**

**Round 1: Group 5  
5 Individuals (~21%)**

10



2

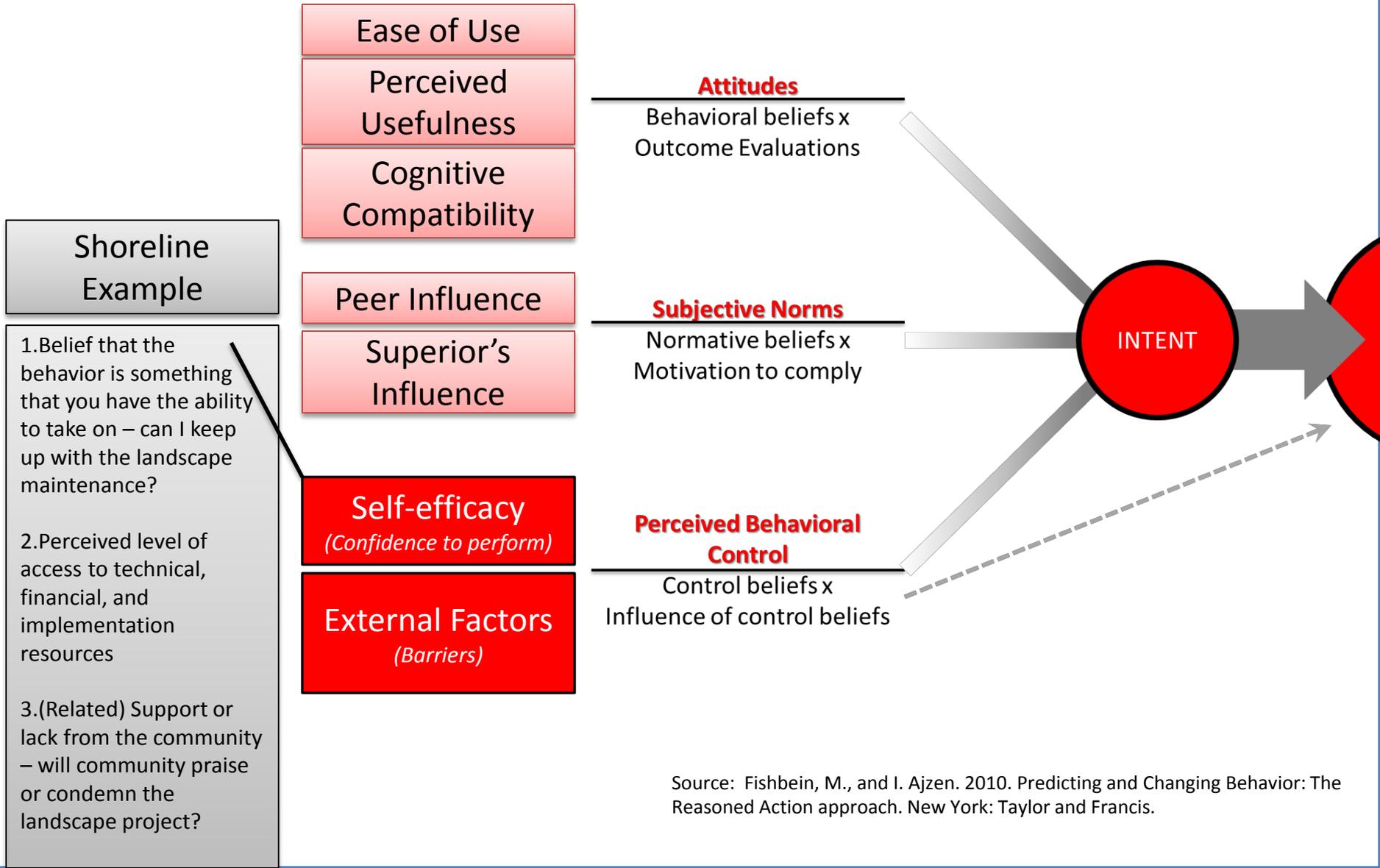


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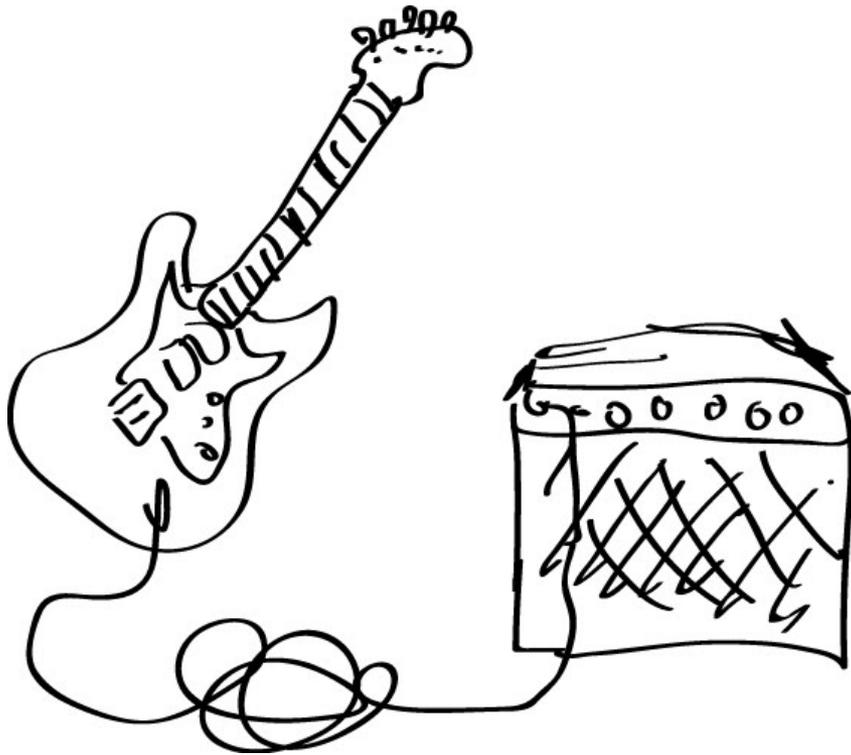


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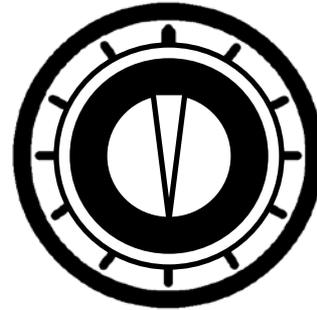
# Theory of Planned Behavior



Source: Fishbein, M., and I. Ajzen. 2010. Predicting and Changing Behavior: The Reasoned Action approach. New York: Taylor and Francis.



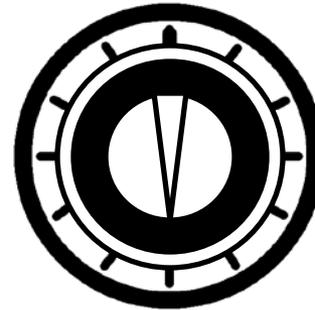
*It can take a lot of fine scale adjustments to get the 'sound' just right...*



### **Attitudes**

---

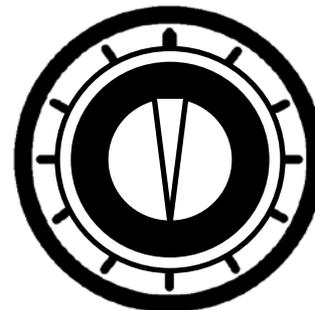
Behavioral beliefs x  
Outcome Evaluations



### **Subjective Norms**

---

Normative beliefs x  
Motivation to comply



### **Perceived Behavioral Control**

---

Control beliefs x  
Influence of control beliefs

# STAKEHOLDER PROFILES

## BEGINNING A COMMUNITY DISCUSSION ...

*Applied Social Science Lessons:  
No marketing firm would attempt  
to 'sell something' without first  
knowing something about their  
customers -- we need to learn  
from this example.*



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## STAKEHOLDER PROFILES

### UNDERSTAND MOTIVATION:

What are the key attitudes that influence their involvement in water quality efforts?

### (GOALS) ASSESS PRIORITIES:

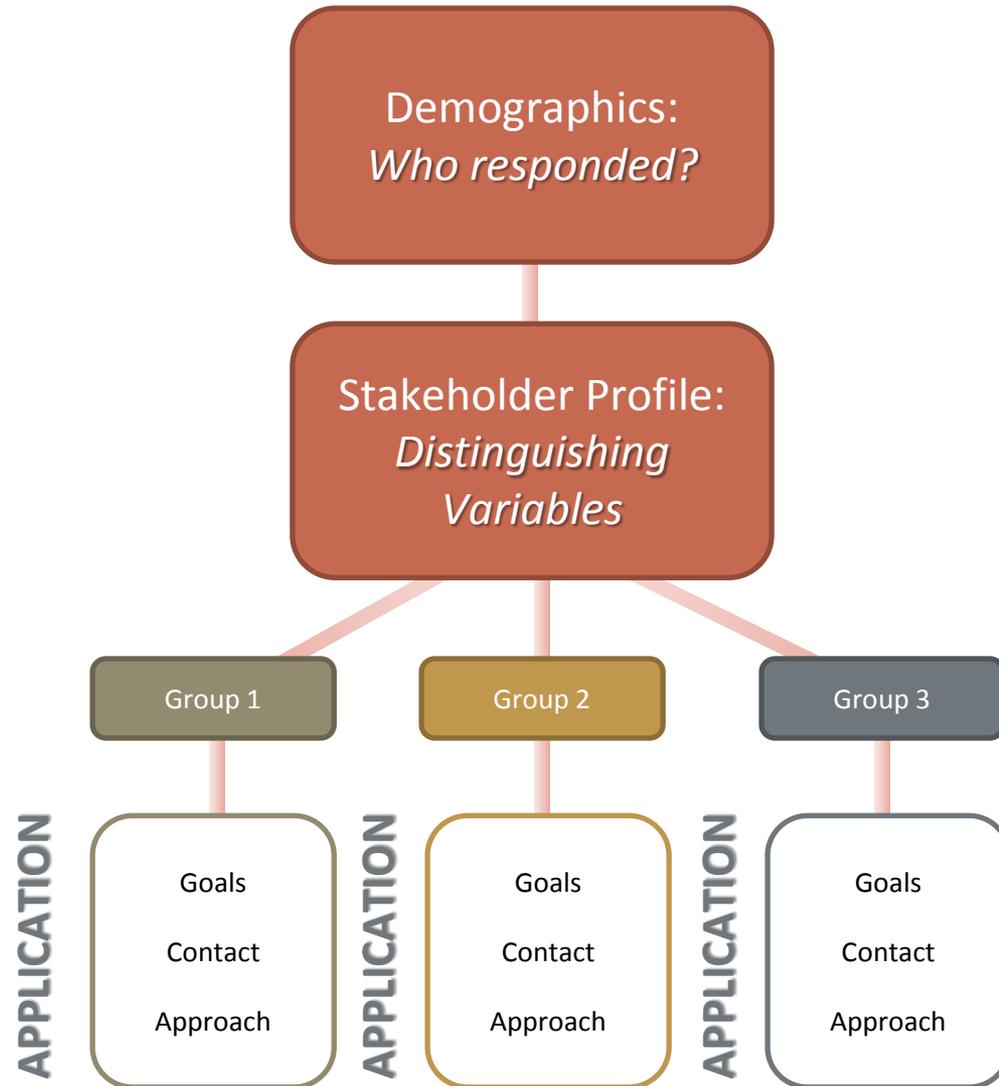
What will they / won't they support?

### (CONTACT) MATCH PARTNERS:

Which groups / agencies are trusted?

### (APPROACH) POWER SHARING:

What will it take for individuals to get involved / take ownership?



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# Craft your message

## Applied Social Science Lessons:

### Where to begin:

- a. Establish priorities – Where do your goals coincide with the community?  
**(TARGET SPECIFIC BEHAVIORS INDIVIDUALLY)**
- b. Assess the likelihood of support from key stakeholder groups  
**(KNOW YOUR AUDIENCE)**
- c. Grow new networks: Create teams that work to engage with community on key issues  
**(BEHAVIOR CHANGE TAKES SUSTAINED EFFORT)**



1 size fits all solutions don't work

Message for A group with reason to act

Unlikely to get this 100% right on the first try – be adaptive



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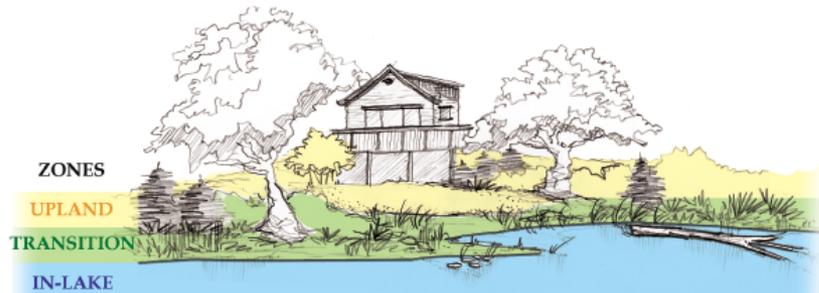
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## TAKING ACTION FOR WATER QUALITY

In the following section you'll be presented with information about 5 practices that landowners can place on their property to help address water quality problems in Bass Lake. Please respond to the series of questions about each practice to help us understand your interest in taking action on your property.



The 5 practices presented below (and on the next page) are appropriate for different parts of a lake front property, this diagram shows the 3 zones where these practices could be installed.

### TRANSITION ZONE PRACTICES

**NATIVE PLANTINGS** are large areas (not small patches) of tall grasses, trees, and shrubs adjacent to the lake that can be designed to meet different goals depending on the property owner – such as plantings to control erosion or create bird habitat.

What is your level of interest in installing **NATIVE PLANTINGS** on your property?

(-2) = Not Interested    (0)=Neutral    (2) = Very Interested  
 -2    -1    0    1    2

**DIVERSION PRACTICES** use a berm or shallow trench to intercept runoff from a path or road and divert it into a dispersion area. Depending on the site, multiple diversion practices may be necessary.

What is your level of interest in installing **DIVERSION PRACTICES** on your property?

(-2) = Not Interested    (0)=Neutral    (2) = Very Interested  
 -2    -1    0    1    2

Please describe your level of agreement or disagreement with the following statements based on your views of the **Transition Zone Practices**.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	SD	D	N	A	SA
Installing these practices on my property will help reduce algal blooms or other undesirable water quality problems in the lake.	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Installing these practices will negatively affect how my property looks.	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2
I have the skills and knowledge necessary to install or maintain these practices on my property.	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2
I lack the funding to install or maintain these practices.	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2
I'm concerned that my neighbors would disapprove of me installing these practices on my property.	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2

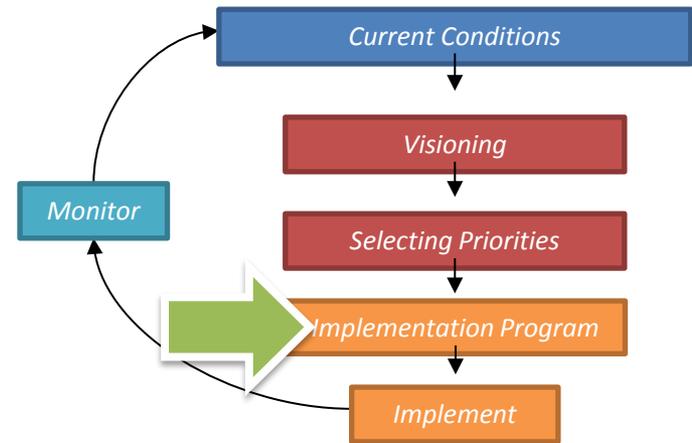
- 4 -

## INFORM DECISIONS

### BEHAVIOR CHANGE:

We all want to be able to do this – but it's a commitment!

### Rational Comprehensive Planning -- Phases



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SHORELINE LANDSCAPE PREFERENCE

There are many different viewpoints on what makes an attractive, healthy, safe, and enjoyable lake front property landscape and we'd like to know more about your preference. For each of the following please respond by indicating how strongly you agree or disagree with the views expressed in each statement.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	SD	D	N	A	SA
An attractive lake front landscape is one that maintains some of the wild characteristics of an undeveloped shoreline.	-2	-1	0	1	2
An attractive lake front landscape is one that is well kept and doesn't look weedy or overgrown with vegetation.	-2	-1	0	1	2
Lake front properties that have a large vegetative buffer between the lake and the house have a big impact on clean water quality in the lake.	-2	-1	0	1	2
Developed shorelines with lawns to the water's edge have little impact on clean water quality in the lake.	-2	-1	0	1	2
As long as there is safe access to the water I don't need a lawn near my shoreline.	-2	-1	0	1	2
Maintaining a lawn, or other low vegetation, across my entire shoreline is necessary to ensure visibility that allows for safe water recreation.	-2	-1	0	1	2
Leaving vegetation in the water near shore allows me to enjoy the fish and wildlife that use this habitat.	-2	-1	0	1	2
Vegetation in the water near shore prevents me from doing the types of activities I enjoy most.	-2	-1	0	1	2
I appreciate lake front landscapes that protect native vegetation while also allowing places for people to gather and access the water.	-2	-1	0	1	2
Tall grasses and other vegetation along the shoreline should be removed because they are full of ticks or other unwanted insect pests.	-2	-1	0	1	2
Having a number of plants and trees between the house and shoreline provides me the privacy I seek.	-2	-1	0	1	2
I want a landscape that provides for wildlife, but it has to have a managed look to its appearance.	-2	-1	0	1	2

Please describe your level of agreement or disagreement with the following statements based on your views of the In-Lake Zone Practice.

Installing these practices on my property will help reduce algal blooms or other undesirable water quality problems in the lake.

Installing these practices will negatively affect how my property looks.



**Attitudes**

Behavioral beliefs x Outcome Evaluations



**Subjective Norms**

Normative beliefs x Motivation to comply



**Perceived Behavioral Control**

Control beliefs x Influence of control beliefs

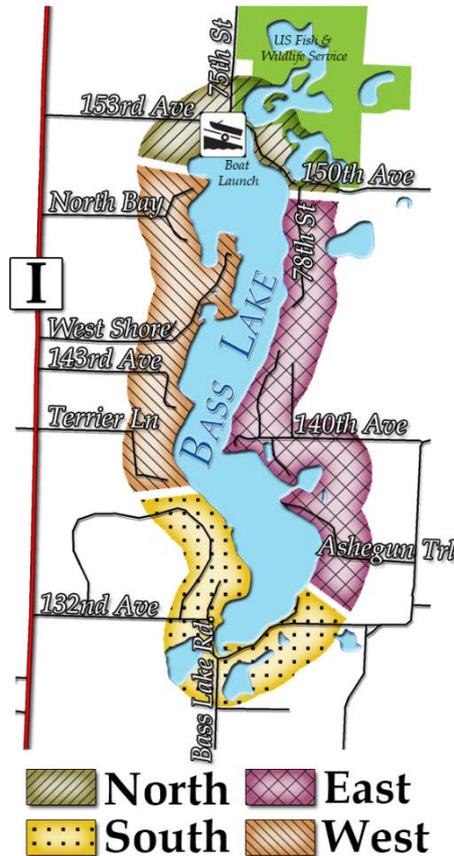


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## LOCATION

Each of these variables is unlikely to be accurately measured by a single survey item, but 'real estate' is limited so we have to focus our efforts.

\*This study is emphasizing assessing landscape preference.



## NORMS

I'm concerned that my neighbors would disapprove of me installing these practices on my property.



### Attitudes

Behavioral beliefs x  
Outcome Evaluations



### Subjective Norms

Normative beliefs x  
Motivation to comply



### Perceived Behavioral Control

Control beliefs x  
Influence of control beliefs



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## TRUST (SOURCE)



### Attitudes

Behavioral beliefs x  
Outcome Evaluations



### Subjective Norms

Normative beliefs x  
Motivation to comply



### Perceived Behavioral Control

Control beliefs x  
Influence of control beliefs



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# COLLABORATIVE PLANNING

## *Applied Social Science Lessons*

### *Requires:*

**AVOID QUICK DECISIONS** – Need to understand existing social conditions of the watershed

**PROCESS IS GOAL DRIVEN** -- Develop networks for translating consensus into results

**DECISIONS MUST BE COMMUNITY DRIVEN**  
--Community ownership of the process = local solutions for local problems  
-Meet stakeholders where they are at!

# COLLABORATIVE PLANNING



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## AVOID QUICK DECISIONS

**Issue:** a community needs adequate time to understand issues, explore options, and work toward consensus

### *Collaborative Process:* **LEARNING**

**Public Meetings / Field Trips:** *Opportunities to gather information and collect meaningful input*



**Resource Teams:** *Small groups tasked with answering key questions / collecting input and reporting back to the community*

# PROCESS IS GOAL FOCUSED

**Issue:** a community must first decide on what is most important and work toward these goals

## Big Eau Pleine Community Survey

### DISSOLVED OXYGEN ISSUES IN THE RESERVOIR

Preventing winter fish kills due to low oxygen levels

25.0 25.0 22.5

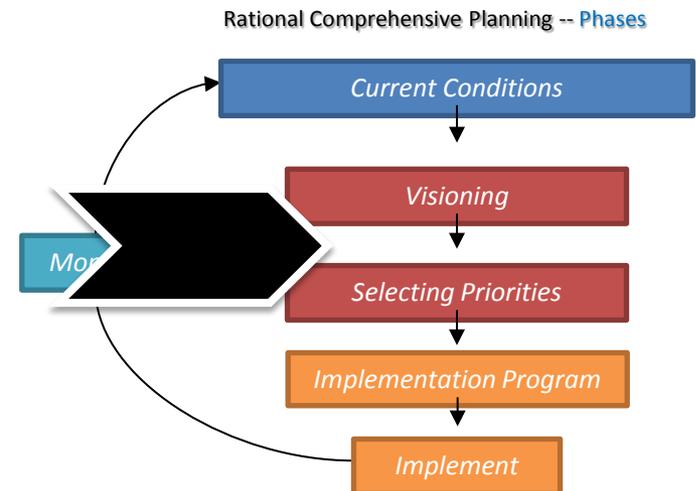
Avg. Points  
(out of 100)

*#1 Issue for all Riparian Stakeholder Groups*

*Developing a vision for the BEP requires acknowledging that minimizing the threat of winter fish kills is key to building lasting support among riparian landowners.*

Y/N Mentioned 60% solution or winter water levels in comments

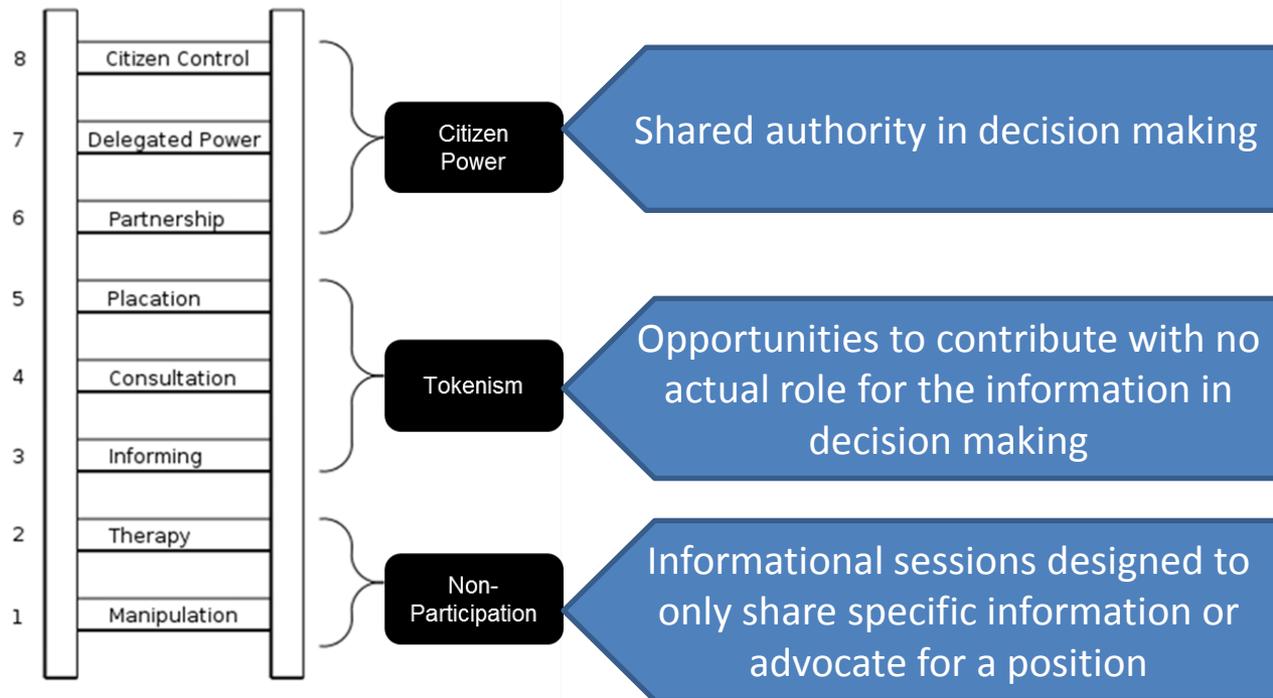
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	32	20.1	47.8	47.8
Valid Yes	35	22.0	52.2	100.0
Valid Total	67	42.1	100.0	
Missing System	92	57.9		
Total	159	100.0		



## DECISIONS MUST BE COMMUNITY DRIVEN

**Issue:** use appropriate expertise when needed, but community members must be allowed to decide what is best and how to move forward

### Citizen Participation = Citizen Power *(Sherry Arnstein, 1969)*



# QUESTIONS?

Aaron Thompson, PhD

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University of Wisconsin - Stevens Point



## *Crafting Your Lake Message: Applied Social Science Approaches*

### **My goals:**

- **Promoting planning with community capacity building in mind**
- **Using social science to improve implementation success**



Center for Land Use Education  
College of Natural Resources  
University of Wisconsin - Stevens Point

# BUILDING CAPACITY

**LW**  
**Extension**

University of Wisconsin-Extension