

Coastal Messaging and Behavior Change The Beaches Conference June 14, 2019

Moderator: Jessa Kellogg, Town of Kittery

Note Taker: Ely Spenser, Kennebec Estuary Land Trust

Water Quality Friendly Lawn Care Julia Peterson, NH Sea Grant

- Lawn fertilizers can lead to eutrophication (nitrogen, phosphorous)
- But we also want nice lawn spaces to live and play
- Changing behavior is not easy; often the best you can do is change behavioral intent, but this does not always translate
- Many respondents stated that they enjoy spending time on their lawn; so asking them to make a time commitment is better considering the impact of their practices may not be a bad idea
- Most people use all of their excess fertilizer rather than store it
- People's lawn-care priority tends to be fitting in with the rest of the community
- People tend to think that organic fertilizers effectively address water quality issues

- In reality: nitrogen is nitrogen
- Over-watering pushes fertilizer out of the root zone: as bad as over-applying
- Entirely possible to grow quality lawns without fertilizer
- Question: How much behavior change has come out of this?
 - o A: Surveys indicate 55% of respondents lessened their fertilizer use, but only 25% were getting reached

Perceptions of Beach Water

Quality George Voigt, University of Maine

- Maine's coastal water quality is deteriorating
- Visitation to Maine coast is continuously increasing
- Consumption of shellfish is also increasing
- Psychological distance/risk perception component: how close are people to the issue? i.e.: how close are they geographically to the coast? How often do they visit the beach? Has anybody in the household gotten sick because of shellfish? Etc.

- Question: Would a multi-benefits framing of the outreach be effective in this situation?

- o A: It probably would be effective, but not completely sure

Plastic Consumption Gabriela Bradt, NH Sea Grant/UNH Extension

Patricia Jarema, University of New Hampshire

- Is the single-stream recycling/anti-single use plastic rhetoric sinking in/having an effect on the UNH campus and on local residents?

- Messages seem mixed/garbled

- No rhyme or reason between conserving plastic bottles and purchasing single-use plastics

- o Except females tended to consume single-use plastic a bit less

- Question: Does UNH have composting? Because Greenware is only effective if it can be composted

- o Answer: No