

Resource List – June 7, 2007
SOCIAL SCIENCES SUPPORTING
WATERSHED MANAGEMENT IN THE
HUDSON ESTUARY

Web-based

Biodiversity Project

<http://www.biodiversityproject.org/> This website addresses communication strategies that motivate people to protect biodiversity.

Community-Based Social Marketing,

www.cbsm.com Doug McKenzie-Mohr's work, with guides, articles, case studies and a listserv.

EPA Wetlands, Oceans and Watersheds

<http://www.epa.gov/owow/> The EPA has many websites which provide resources on watersheds including training modules.

HD.gov: Human Dimensions

www.HD.gov is a joint effort by several U.S. and International agencies, NGOs and academic institutions to establish a credible online information resource and "one-stop shop" dedicated to the human dimensions of natural resource management and environmental problem solving. This is a new resource.

New England Interstate Water Pollution

Control Commission, which despite its name, includes parts of New York.

<http://www.neiwpcc.org> has resources on water quality and non-point source pollution.

<http://www.neiwpcc2.org/AVGWLF/index.asp> is a downloadable calibrated and validated GIS-based, watershed-scale model which uses hydrology, land cover, soils, topography, weather, pollutant discharges, and other critical environmental characteristics to model sediment and nutrient transport within a watershed.

Social Assessment: Tools and Techniques for Coastal Managers, A Training Workshop on the Human Ecosystem Framework

http://www.shawndalton.com/hefgui/hef_t.html

Tools of Change

www.toolsofchange.com is based on the principles of community-based social marketing. It has specific tools and case studies.

Water Words that Work

www.waterwordsthatwork.com " is a blog and web video series that explores the intersection of language, technology and environmental protection" in the words of author, Eric Eckl.

Books

Americans and Climate Change: Closing the Gap between Science and Action, Daniel R. Abbasi

Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing. Doug McKenzie-Mohr and William Smith, 1999, New Society Publishers

Getting In Step: A Guide for Conducting Watershed Outreach December, 2003: EPA 841-B-03-002)
<http://www.epa.gov/owow/watershed/outreach/documents/>

Getting Your Feet Wet With Social Marketing – A Social Marketing Guide for Watershed Programs, Jack Wilbur, Utah Department of Agriculture and Food
<http://www.ag.utah.gov/conservation/GettingYourFeetWet1.pdf>

Marketing in the Public Sector: A Roadmap for Improved Performance. Philip Kotler and Nancy Lee, Wharton School Publishing (2006)