

# “SAVE THE CRABS, THEN EAT ‘EM”: A CULINARY APPROACH TO SAVING THE CHESAPEAKE BAY

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PEER  
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## ABSTRACT

The Academy for Educational Development, a non-profit organization specializing in social change communications, implemented a campaign to reduce nutrient pollution flowing into the Chesapeake Bay from the greater Washington D.C. area. Funded by the Chesapeake Bay Program, the primary campaign goal was to convince area residents not to fertilize their lawns in the spring, when fertilizer runoff is most damaging to the Bay, but to do so in the fall, if at all. For the 16% of residents who hire a lawn service, the goal was to convince them to hire a Bay-friendly partner lawn service. To overcome message fatigue from previous Bay-oriented campaigns and motivate this urban audience with a meaningful connection to the Bay, the campaign message was framed not as an environmental appeal, but as a way to ensure the continued availability of Chesapeake Bay seafood. Television, newspaper, and out-of-home ads ran for a seven-week period during March and April 2005. In spite of a small budget, a post-intervention survey showed increased awareness of lawn care behaviors that contribute to Bay pollution, and decreased intent to fertilize in the spring.

## INTRODUCTION

The Chesapeake Bay is the largest estuary in the United States. A complex ecosystem, it includes the Bay itself, its rivers, wetlands, trees and land that encompasses parts of six states and the entire District of Columbia. This natural ecosystem is surrounded by a rapidly growing human population, growing by more than 100,000 people each year. Multiple sources of pollution threaten the Bay, its sea

life, and the livelihood of tens of thousands of people who depend on it for employment.

Under pressure for years to address the Bay's demise, regulation and education programs are nothing new to the residents of Virginia and Maryland – two of the states most identified with the Bay. The Bay is a source of continual public scrutiny. Hundreds of campaigns, political issues, partnerships, agendas, and proposals have been launched to save the Bay since the first comprehensive survey began in 1967. As recently as 2000, a large-scale partnership of public and private institutions in all six states known as the Chesapeake Bay Program signed an agreement not only to restore the Bay, but to protect its water quality into the future. The concept of yet another campaign to save the Bay would have to fight message fatigue and skepticism about its messages and motives.

Yet, great environmental issues require continual attention. They must cut through the fog of apathy and message fatigue and once again find a way to capture the imagination of people in a region where people must continue to care about the Bay. Environmental change is slow moving, multi-sectoral, and politically complex. It affects hundreds of self-interested agencies and advocates looking for opportunities to push their own, often critical, agendas. Unlike health problems, where a single straightforward behavior change (stop smoking, eat less, exercise, or get a check up) can make a huge difference in mortality and morbidity, environmental health requires multiple behaviors to change simultaneously and over time to restore such a complex eco-system as the Chesapeake Bay.

Despite the complexity of the problem, much progress has been made. Major advocacy organizations exist to

monitor and report on progress. State and federal governments have formed a comprehensive partnership, the Chesapeake Bay Program, to address many of the big issues. Awareness of the Bay's condition is almost universal in the region. But much remains to be done.

## THE PROBLEM AND RECENT PROGRESS

In order to restore water quality in the Bay, significant reductions in nutrient pollution must be made from each of the sectors that contribute nutrients to the Bay. Nutrients, and nontoxic pollutants, are considered to be the biggest Bay pollution problem. While the word nutrient generally has a positive connotation, in the context of the Bay, nutrients are the greatest barrier to a healthy ecosystem.

Nutrients from agricultural waste, sewage treatment plants, lawn fertilizer and other sources are either deposited into the Bay directly, or washed into the Bay via storm sewers and the region's many rivers. Once in the Bay, nutrients (particularly nitrogen and phosphorous) upset the ecological balance by promoting the growth of algae. These algae are a double-edged sword. They block out sunlight necessary for the growth of sea grasses, which are the primary breeding ground for many sea creatures. When these algae die and decompose, they deplete oxygen from the water, again depriving sea life of a necessary element for survival.

The greater D.C. area has about two million households with roughly 530,000 acres of lawn. Every year, it is estimated that excess lawn fertilizers in the D.C. primary metropolitan statistical area (PMSA) contribute about 4.7 million pounds of nitrogen and 560,000 pounds of phosphorous to local streams and rivers that lead to the Bay. An estimated 11% of

the total amount of nitrogen loading from this area comes from lawn fertilizer (Chesapeake Bay Program, 2002 data).

The Chesapeake Bay Program (the major entity charged with Bay cleanup and restoration), state and local governments, and advocacy organizations have worked for decades to reduce nutrient pollution from the largest sources, namely agriculture, sewage treatment, and urban runoff. Both regulatory and voluntary programs implemented in these sectors have significantly reduced nutrient contributions to the Bay.

## THE CAMPAIGN

The Bay is still in serious danger. In order to meet the Chesapeake Bay Program's science-based restoration goals, additional ways to reduce nutrient pollution must be identified and carried out.

In 2004, the Chesapeake Bay Program funded the non-profit Academy for Educational Development (AED) to design and implement a communications campaign targeting an untapped source of potential nutrient reductions – the residents of the greater D.C. area. This campaign would strive to change personal behaviors that impact Bay water quality, and heighten awareness of Bay pollution among this audience of busy, yet socially aware and often influential, individuals.

## CAMPAIGN OBJECTIVES

Given the history of environmental action in favor of the Bay, the program created and implemented by AED was a small, highly targeted effort to accomplish three specific objectives:

1. To refresh attention to the Bay's problems in a large-scale population suffering from message fatigue.
2. To bring a new group of stakeholders to the table.

3. To popularize a new target behavior with significant potential to improve water quality if implemented on a large scale.

## AVAILABLE RESOURCES

Note that none of the three objectives above necessarily requires a large number of people to change their behavior (only those with the greatest impact on water quality), nor is the expectation that this campaign by itself will significantly improve water quality in the Bay. The reasons are practical. The Chesapeake Bay Program could allocate only limited funds to such a campaign (\$550,000, over half of which was to be allocated for paid advertising) for a one-year period of time, and naturally wanted to accomplish something meaningful. The decision was made to focus on these three practical objectives that, if accomplished, would contribute to a much wider and sustained effort.

Some of the most significant challenges were to choose a behavioral "product" that was both practical and useful, to reduce the barriers to adopting that behavior, to find a new set of long-term allies for the Bay, and to break through the public fatigue of messages about the Bay.

## WHAT'S THE PRODUCT BEING MARKETED?

The product is a simple behavior that requires a lot of structural support and attitude change, but not much effort, to accomplish. Homeowners with lawns would be asked to fertilize their lawns in the fall rather than in the spring to avoid fertilizer run-off, which is damaging to many Bay species.

Fertilizers contain high levels of algae-promoting nutrients that lead to a reduction in the Bay's underwater grasses, the most critical habitat for blue crabs and

other Bay creatures. Areas of the Bay covered in grasses are home to about 30 times more underwater life than barren areas. Without this habitat, there are fewer areas for juvenile sea creatures to live and grow.

Waiting until fall to fertilize lawns has the triple benefit of 1) keeping more fertilizer on the lawn where it can do its job, due to less rain, 2) promoting grass root growth instead of blade growth, making the lawn stronger and healthier than with spring fertilization, and 3) being less harmful to the Bay, as less fertilizer is washed into it, and fertilizer that does reach the Bay does so outside of peak algae bloom season.

Choosing fall lawn fertilization as a target behavior made sense for a number of reasons, including:

1. Lawn care is probably the single individual action individuals have control over that most affects Bay water quality.
2. Changing lawn care behavior by waiting until fall to fertilize is not hard to do.
3. Lawn fertilization is a public behavior that is subject to social reinforcement.

A one-day retreat with local watershed managers, academics, and other stakeholders was convened to present the concept of targeting this behavior (and other behavioral options) for the campaign, and a consensus was reached that changing lawn care would have the greatest potential to impact Bay water quality.

## **BARRIERS TO BEHAVIOR CHANGE**

There are many barriers to adopting fall fertilizing, including:

1. It is deeply ingrained behavior for lawn owners to fertilize in the spring.

2. Commercial marketing of lawn fertilizers is driven by seasonal demand and changes in supply systems or suppliers.

3. The segment of the population being targeted is further divided into those who fertilize their own lawns and those who hire a professional lawn service, each requiring a different message.

Changes in the anticipated cycle of the supply, demand and promotion of lawn fertilizers represent significant potential losses to large distributors who sell fertilizer to do-it-yourself customers, and/or to lawn care professionals, with little or no pay-off for the risk. The proposed behavior is simple, but runs counter to the self-interest of the major players.

Another major barrier is a general lack of willingness for most people to significantly alter behavior, and relinquish the benefits of that behavior, for the sake of the environment alone (McKenzie-Mohr and Smith, 1999). Anyone who has ever promoted environmental behavior change knows that trying to motivate a mainstream target audience by appealing solely to their sense of environmental consciousness is difficult, to say the least.

Formative research, in the form of a random-digit-dial telephone survey of approximately 600 area homeowners, corroborated previous Bay watershed surveys in that although a large portion of the target audience expresses concern for the environment and the Bay, this concern rarely translates into environmental action. This research also confirmed that most people in the area had no strong personal connection to the Bay.

Social marketing campaigns require an "exchange" – giving up an ingrained behavior in exchange for a valued benefit. The campaign would need to find such a benefit that is valued by this urban and suburban audience.

## USING BLUE CRABS TO SELL BEHAVIOR CHANGE

The blue crab is a regional icon. For centuries, Chesapeake Bay blue crabs were considered the best blue crabs in the world. They once provided an indispensable food source to early Native Americans and later to colonial America. Today, they provide a critical employment base for the fishing and restaurant industries across the region. Of all the species under threat, the Chesapeake Bay blue crab is the best known and best loved.

Chesapeake blue crab harvests declined to near record lows at the end of the 20th century. The three-year (2001–2003) commercial harvest average of 50 million pounds is 32% below the long-term average (from 1968 to 2003) of about 73 million pounds per year. In 2003, the Chesapeake blue crab harvest hit a nearly historic low (Chesapeake Bay Program, 2005 data).

With this knowledge at hand, the campaign theme of “saving the seafood” was born. While people in the D.C. area may have only limited concern for the Bay, many are passionate about their seafood, as is evidenced by the many thriving seafood restaurants throughout D.C. and its Maryland and Virginia suburbs.

## TACTICAL CAMPAIGN DESIGN

The random digit dial telephone survey of 602 D.C. area homeowners conducted prior to the campaign design phase, indicated that 1) most respondents expressed environmental concern, but rarely engaged in behaviors that deliberately reduce environmental impact, 2) an attractive lawn is important to homeowners in the greater D.C. area, 3) approximately 84% of homeowners do their own yard work, while 16% hire

a lawn service, and 4) those who care for their own lawns are most likely to fertilize in the spring only, or to fertilize in both spring and fall.

Reframing the problem of a polluted Bay as a culinary, not an environmental, problem was the cornerstone of the campaign. The exchange for adopting the desired behavior would be helping to ensure that delicious Bay blue crabs and other seafood would continue to grace the plates of people in greater D.C. Preachy, and therefore likely ineffective, messaging would be avoided through introducing an element of humor.

Messaging would focus on waiting until fall to fertilize, as this was the desired behavior for 84% of the target audience. The other 16% would also be targeted, but with a message of hiring an environmentally responsible lawn service. Messages would emphasize creating a healthy lawn, as opposed to a green lawn.

Lawn care partners would be recruited to co-develop and offer customers a Bay-friendly service option. Early discussions with local university researchers and extension agents, and lawn companies themselves, indicated that by limiting the timing and quantity of fertilizer applied, lawn services with the proper technology and training can apply fertilizer throughout the growing season in a Bay-friendly way that the general public cannot. In return for offering such a service option, the campaign would promote these participating businesses to the target audience.

Bringing lawn care companies into the campaign as partners would not only help prevent a backlash from a perceived threat to their businesses, it would help to address the problem downstream – in other words, help remediate a problem after it’s a problem. In addition, the campaign would seek to address the fertilizer problem upstream. Recognizing

**FIGURE 1**  
The Chesapeake Club Logo



that lawn fertilizing is a spring ritual for many homeowners, developing and promoting an alternative spring "product," i.e., a spring lawn care behavior to take the place of spring fertilizing, would also be a component of the campaign.

The campaign would create advertisements for TV and print media, to run at the time of year when most homeowners are contemplating lawn care. Ad placement would be purchased, as opposed to relying on PSAs, to ensure that a significant number of people would see them often enough to absorb the message.

Direct messaging would be coupled with the use of a campaign website, reinforcing the fall fertilization message and offering additional information about how to create a healthy lawn using Bay-friendly techniques. Ads would drive viewers to the website, where they would find, not only lawn-related information, but suggestions for fun day trips to the Bay area, and seafood recipes. Earned media would augment a limited media buy, and additional partners would be sought and recruited to help disseminate campaign messages.

The campaign would be branded as the "Chesapeake Club," in order to create a sense of membership, participation, and practicing a behavior that is the accepted social norm – a sense that "this is what people like me do."

## EXECUTION

Three television ads (two 15-second spots and one 30-second spot) were developed under the direction of Marketing for Change creative director David Clemans, each encouraging viewers to wait until fall to fertilize their lawns and each using humor to lighten the message. One ad explains (with mock seriousness) that fertilizer is carried by spring rains into the Bay, where blue crab harvests are at an all-time low. The narrator proclaims that "No crab should die like this . . ." and as he bites into a lump of crabmeat, opines that "they should perish in some hot, tasty butter." Each ad ends with the tagline "Save the crabs, then eat 'em" and the website address. An additional 30-second PSA was also developed and offered to the Washington television stations, but it is unclear how often it ran, if at all.

These television ads were pre-tested using a virtual focus group of 24 individuals (acquaintances of the campaign staff) who were not connected to the campaign, and who were members of the target demographic (homeowners with yards). The ad clips were emailed to focus group participants, each of whom provided feedback. All respondents were able to correctly describe the intent of the ads, and most liked them and found them persuasive (2 respondents mildly objected to saving the crabs merely so we can eat them).

A total of 1,200 rating points of air time was purchased on Washington's four major broadcast television networks over

**FIGURE 2**  
Chesapeake Club Bumper Sticker, Provided Free of Charge to Customers of Partner Lawn Services and Restaurants



the seven weeks of the campaign, beginning with a two-week launch at 250 rating points a week. This translates into reaching 83% of intended television audience an average of 14 times over the campaign period, or about twice a week.

In addition, five similarly themed out-of-home executions were also developed as posters for display inside the cars on two Washington metro lines (blue and orange) that reach suburban Virginia, and to blanket the kiosks and banner space in Union Station, the final stop for the Maryland and Virginia commuter trains. One ad depicts an empty sandwich bun, the type that might ensconce one of the area’s locally-revered crab cakes, with the message “The lunch you save may be your own,” and a plea to wait until fall to fertilize to keep the blue crabs coming. Another billboard depicts a suburban house with a sprawling yard, and the claim

that “No appetizers were harmed in the making of this lawn.”

Print ads also ran once a week in the Sunday *Washington Post*, and in a free tabloid handed out at Metro stops called *Express* (also owned by The Washington Post Company). Six of those 14 executions urged consumers to consider asking for a Chesapeake Club lawn service, and one listed the names and phone numbers of participating lawn services. These ads were also made into flyers and handed out, along with drink coasters calling the slogan “Save the crabs, then eat ‘em,” at major subway stops by campaign interns.

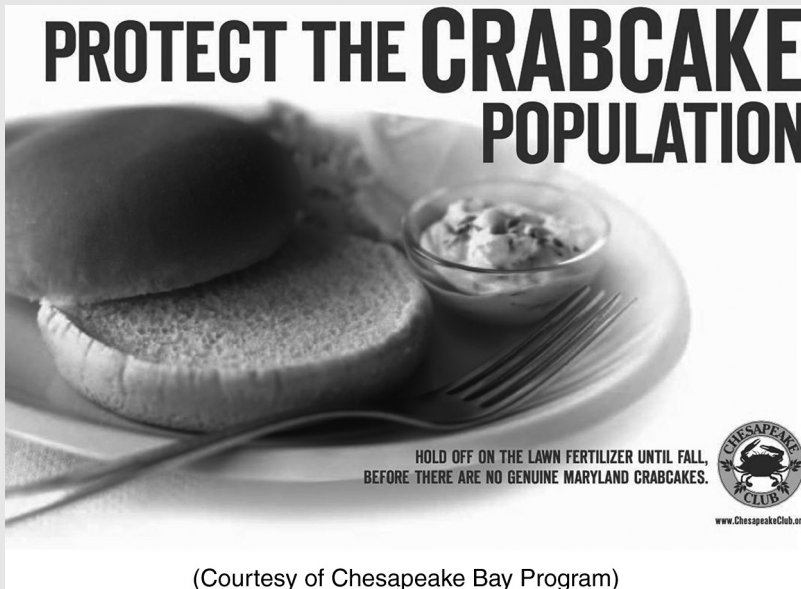
To focus maximum attention on the ads, the campaign was launched with a press event in early March, at which local chefs convened and signed a petition asking D.C. area residents to wait until fall to fertilize, or to hire a Chesapeake Club

**TABLE 1**  
Summary of Formative Research Methodologies

Methodology	Sample Size	Type
Random digit dial pre-intervention survey	602	quantitative
Virtual focus group testing TV ads	24	qualitative
Retreat with experts	32	qualitative

**FIGURE 3**

One of Five Ads Placed in the *Washington Post*, and Throughout the Union Station Commuter Hub



(Courtesy of Chesapeake Bay Program)

lawn care partner so that they can more reliably serve delicious local Chesapeake seafood. Two local network affiliates covered the story.

Lawn care partners were also listed prominently on the campaign website, to which viewers of all ads were directed. Print collateral was developed to support several campaign components. A color brochure promoting the Chesapeake Club lawn care option was developed and provided to all participating lawn care partners for distribution to existing and potential customers. Lawn care partners were also given free promotional items like Chesapeake Club window stickers, “No appetizers were harmed in the making of this lawn” cards to hang on customers doors after receiving a Chesapeake Club service, and Chesapeake Club lawn signs to publicly reward their decision to hire a Bay-friendly lawn service.

Branded “Save the crabs, then eat ‘em” drink coasters were printed and distributed without charge to local seafood restaurants, to use and hand out to patrons. The coasters sported the “fertilize in the fall” message on the back, and restaurant wait-staff were informed regarding the purpose of the campaign and why fall fertilizing is more environmentally sound. In this way, restaurants also became partners in disseminating the campaign message, and as an extra incentive, were also promoted on the campaign website.

Media opportunities were pitched to local news outlets and national newswires throughout the seven-week ad run, and a number of stories ran as a result. Several media outlets were interested in the angle of a non-environmental theme for an environmental campaign, and others focused on the partnership with lawn care



companies, which they deemed an unlikely but beneficial partnership. A number of news outlets outside of the target area, including the *Los Angeles Times* and an English-language radio program in Germany, picked up on the story of this unusual approach to environmental advocacy.

## EVALUATION AND RESULTS

A post-intervention random-digit dial telephone survey was administered over two-and-a-half weeks, beginning the last week of the television buy, reaching 599 area residents who reported they cared for their lawn or hired someone to do it. Respondents were asked the same questions regarding environmental concern and practices as in the pre-intervention survey, with the addition of several others to determine whether they had seen, remembered, and liked the ads. Homeowners were also asked whether they plan to fertilize this year, and if so, when they plan to do so.

## WHAT WORKED, WHAT DIDN'T

Overall, the campaign realized some measure of success in each of the three objectives: to use fresh messages to draw attention to the Bay, to enlist new partners and stakeholders, and to popularize a new behavior with potential to positively impact Bay water quality. Quantitative results are tabulated in the next section.

Campaign successes include:

- Despite the campaign's limited advertising budget, the post-campaign survey indicates that many people heard and retained the Chesapeake Club brand name and tagline. Of those surveyed, 72% were able to recall a major theme of the campaign (brand name, tagline, or what they were being asked to do) without any prompt other than asking if they'd heard anything this year about fertilizer use and the Chesapeake Bay. Of those surveyed, 37% were able to recall specifically the Chesapeake Club brand, and/or the "Save the crabs, then eat 'em" tagline, again without any prompts.
- Despite a campaign budget that is miniscule in comparison to that of the Scotts lawn product company, the Chesapeake Club brand seems to have a respectable level of brand recognition. When the campaign name and tagline were included in a list of brand names read to respondents in the post-campaign survey, 76% of respondents recognized the Scotts brand, while 43% recognized the Chesapeake Club brand, and/or the campaign tagline of "Save the crabs, then eat 'em." Other choices received lower recognition scores (e.g., the website SaferCar.gov at 11%), suggesting that falsely reported recognition of the brand name and tagline were low.
- Few people seemed to dislike the brand or tagline. Of those surveyed who recognized the phrase "Save the crabs, then eat 'em," 50% liked the tagline, and 43% had no opinion, while only 7% disliked it. Of those who recalled the Chesapeake Club brand, 34% reported liking the name, 64% had no opinion and only 1% disliked it.
- Post-campaign survey data suggest that some people heard and retained the basic message of the campaign. When those who reported hearing something about fertilizer use and the Bay were asked what they heard, 38% said they'd heard that they should not fertilize in the spring, and/or that they should put off fertilizing until

the fall. Both responses reflected the basic campaign message, and again, these respondents recalled the messages without being given any prompts.

- The question regarding what people saw in the ads was repeated in a rephrased question, asking what the ads wanted people to do (again without any prompted responses from which to choose). Similarly, 39% of respondents said that the ads asked people not to fertilize in the spring, and/or to put off fertilizing until the fall.
- Another indication that the campaign met or surpassed its intended reach, was that respondents to the post-campaign survey remembered seeing the ads on television (29%), in the newspaper (18%), on billboards (17%), on subway cars (10%), and/or on a flyer or drink coaster (4%). Again, these responses were unprompted. (It is worth noting, however, that 26% also recalled hearing messages on the radio, when no radio ads were produced.)
- While respondents were asked in both the 2004 and 2005 surveys when they planned to fertilize their lawns that year, close analysis of the data showed that their answers had been recorded differently for these survey. The data for this response were not considered valid. However, inferences were drawn from comparing those respondents who were exposed to the campaign (i.e. recalled a major theme) with those who were not. After the campaign in spring 2005, 42% of those surveyed reported that they were planning to fertilize their lawn in the spring (the behavior that the campaign tried to discourage). Although not statistically significant, 46% of those not exposed to the campaign planned to fertilize their lawn in the spring, compared to only 40% of those who were exposed to the campaign ( $P = 0.12$ , Fisher's exact test).
- Post-campaign survey data suggest that the campaign may have influenced some people's decisions regarding whether or not to fertilize their lawns at all in 2005. In the 2004 pre-campaign survey, 23% of respondents reported that they were not planning to fertilize their lawn at all that year, while 28% of those in the 2005 post-campaign survey reported that they were not planning to fertilize their lawn.
- A statistically significant difference also emerged post-campaign, such that 30% of those who were exposed to the campaign reported they were not planning to fertilize their lawn at all in 2005, compared to only 22% of those not exposed to the campaign ( $P < 0.05$ , Fisher's exact test).
- A surprising number of people (approximately 100) took time to email via the website to express their appreciation of the campaign messages and use of humor – the most frequently made comment was that the campaign should print and sell "Save the crabs, then eat 'em" T-shirts. Surprisingly few people (four) wrote to express displeasure with our suggestion that we should save the crabs solely so they can be eaten.
- The campaign's use of partnerships significantly enhanced the penetration and overall success of the campaign. By recruiting a potentially adversarial group of stakeholders (lawn care companies) and making

**TABLE 2**  
 Summary of 2005 Post-Intervention Survey  
 Results—Unprompted Recall

Unprompted Recall	% of Respondents
A major campaign theme	72
The brand name and/or tagline	37
What the ads were about (Not to fertilize lawn in the spring and/or to put off fertilizing until the fall)	38
What the ads asked people to do (Not to fertilize lawn in the spring and/or to put off fertilizing until the fall)	39

them campaign spokespeople, the campaign gained reach and legitimacy.

- Seafood restaurants and their chefs were natural but untapped allies; a vested interest in preserving Chesapeake seafood, plus free coasters and free publicity, made partnering with them nearly effortless.
- The campaign approach of reframing the issue to appeal to the target audience’s stomachs rather than their

environmental consciousness was sufficiently newsworthy to gain significant media coverage, also enhancing the campaign’s reach and legitimacy.

However, several components of the campaign were not as successful, including:

- “Hits” to the campaign website were much lower than expected, possibly due to the web address being insufficiently prominent in the advertising.

**TABLE 3**  
 Summary of 2005 Post-Intervention Survey  
 Results—Differences in Respondents Who were  
 Exposed to Campaign and Those Who Were  
 Not Exposed

	Exposed to Campaign (%)	Not Exposed to Campaign (%)
Plan to fertilize lawn in spring (undesirable)	40	46
Plan to not fertilize lawn at all*	30	22

\*P < 0.05, Fisher’s exact test.

**TABLE 4**

### Comparison of 2004 Pre-Intervention Survey Results with 2005 Post-Intervention Survey Results

	2004 Pre-Intervention Survey (%)	2005 Post-Intervention Survey (%)
Do not plan to fertilize lawn at all	23	28

- Some lawn care partners were unhappy that most of the ads featured the message of fall fertilization, without pairing it with the option to hire a Chesapeake Club partner lawn service.
  - Insufficient time was allotted for development and distribution of print collateral to support the lawn care partners, who each year begin customer outreach as early as January. As a result, they were unable to promote the Chesapeake Club service option along with their first customer contacts of the year.
  - An effort to partner with Scotts, a major manufacturer of lawn chemicals, to develop a product for use in the springtime in place of lawn fertilization did not result in a plan to come up with a replacement product. Scotts, who sells most of its lawn care products in the spring, did indicate that the company would consider changing fertilizer packaging in the future to promote more responsible fertilizing.
- SUMMARY OF QUANTITATIVE FINDINGS**
- CONCLUSIONS**
- Reframing an environmental problem as an issue with a stronger connection to a target audience may help to refresh the environmental message and tune in audiences that may have tuned out.
  - Reframing an environmental issue may also help bring new and unexpected partners to the table.
  - A new twist on an environmental issue may also attract the attention of the news media, thus enhancing the campaign's potential for tapping earned media to improve reach.
  - A campaign media buy need not be exorbitantly expensive to have measurable impact. Again, messaging that is unconventional and contains an element of humor may help to compensate for minimal media buy dollars.
  - Carefully weighing the need for simplicity of message with the need to maintain healthy relationships with partners can be an important step in a campaign. Doing so may help to identify ways to meet both needs prior to campaign initiation.
  - While a worthwhile pursuit, tackling an environmental problem upstream (e.g., partnering with a manufacturer to develop an alternative product to replace spring fertilization), will likely require more time and effort than a

one-year campaign can support. Continued support of this community, however, could yield important results and ideas on how to maintain that continuity have been given to the primary client.

## CAMPAIGN PARTICIPANTS

This program was funded by the Chesapeake Bay Program, the Virginia Department of Environmental Conservation and Recreation, and the District of Columbia.

The campaign marketing agency was the Center for Social Marketing and Behavior Change at the Academy for Educational Development.

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