**Agenda:** Journey Mapping: A Tool for Encouraging Conservation Practices (In-Service Training 2018 – 2019: IST #31603) Register at pdec.ifas.ufl.edu

**Instructors:** Laura Warner, Colby Silvert

**Webinar elearning**

**Audience:** The intended audience is Extension professionals who conduct urban water conservation programming nationwide, but those who encourage social change in any context may find the material useful.

**Schedule:** April 25, 2019, 10:30am – 11:30am

- Introduction of participants, speakers, and technology
- Overview of the agenda
- What is journey mapping?
- What are the stages of change?
- Basic overview of this technique
- Applying journey mapping to good landscape practices: Results of a pilot project
- Resources available
- Discussion

**About**

Behavior change takes place in incremental stages, and providing information at points of decisions (or touchpoints) is one of the most important design features for effective household behavior change interventions.

A technique known as journey mapping can be used to understand an extension client’s point of view and illustrate their journey (for example, from not considering water conservation strategies, to making a decision about irrigation conservation technologies, to installing and using a soil moisture sensor). Journey mapping is used extensively in commercial marketing, but there is minimal documentation of this strategy being applied to social change or extension. We are developing resources to translate journey mapping into a tool that supports individuals’ adoption of conservation practices/technologies. This training will share the tools and provide an overview of how to use this technique to understand how extension clients adopt conservation practices.

Participants will: Become familiar with an innovative tool that can be used to understand Extension audiences / Increase knowledge of the key steps used to create journey maps / Examine the use of this technique in a pilot test project / Discuss potential application to extension programs.