

# National Environmental Education Foundation



[www.neefusa.org](http://www.neefusa.org)



# A Vision for the Future

*By 2022, 300 million Americans actively use environmental knowledge to ensure the wellbeing of the earth and its people.*



# Key to the Vision

*...actively use environmental  
knowledge...*

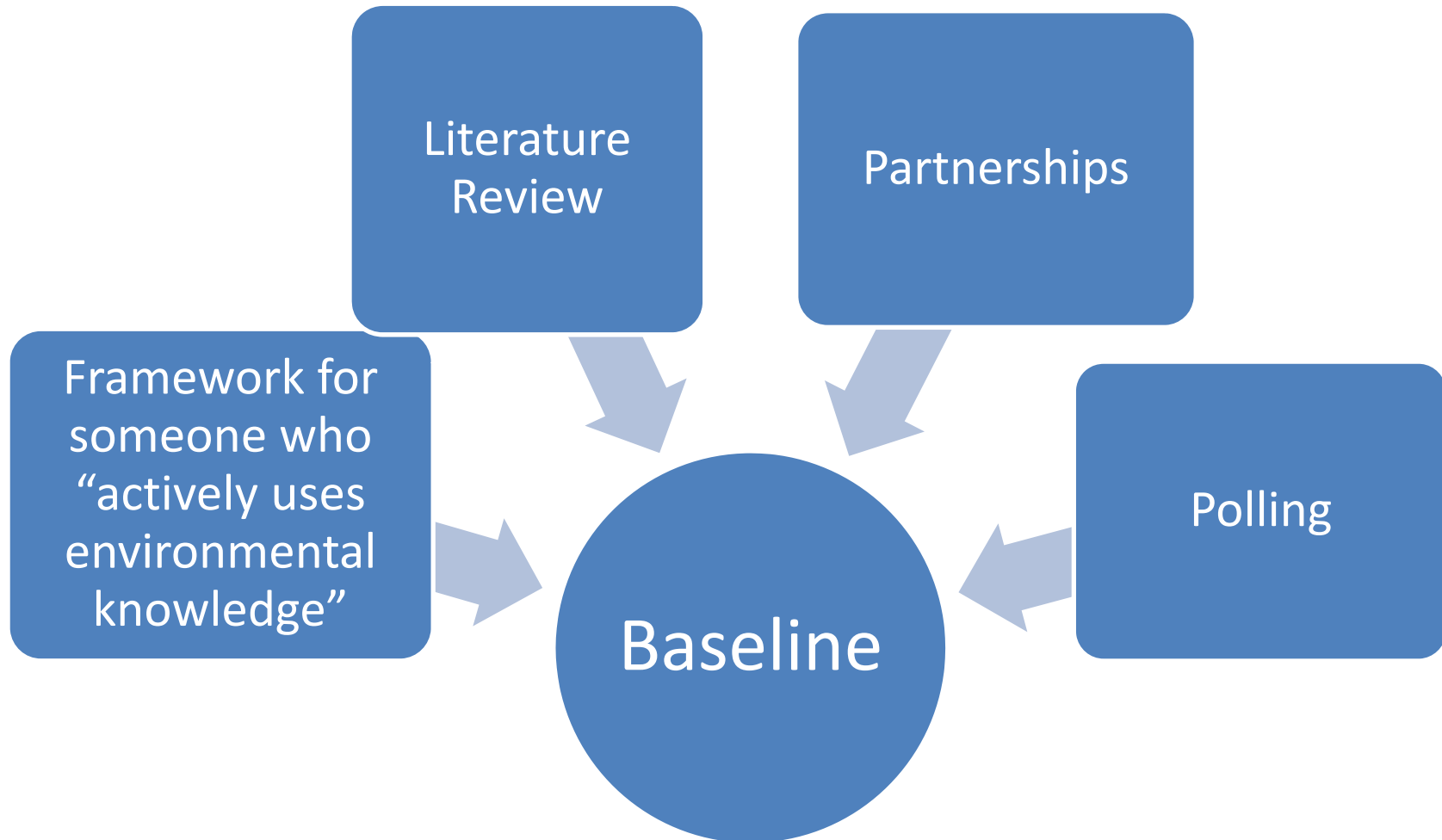
Behavior Change

Building a Baseline

Basis for future  
measurement



# Working Towards a Baseline





# Frameworks

## Topic Based

- Topic Areas
  - Volunteering
  - Voting
  - Civic Health
- Topic based questions on behavior

## Outcome Based

- Outcome Areas
  - Higher aspirations, greater confidence
  - Avoidance of risky behaviors
  - Educational success
- Measures they look for in each area.

## Core Value Based

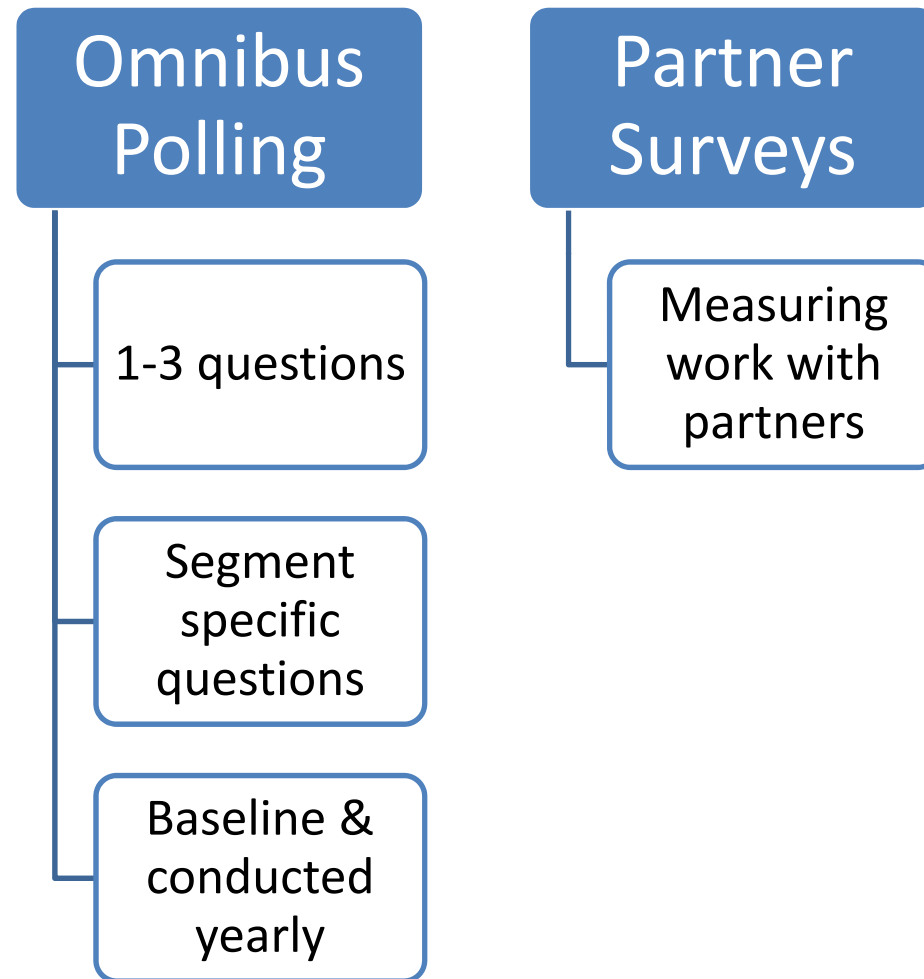
- Value topics
  - Health
  - Shelter
  - Religion
- Measure behavior changes in each value area.

## Indicator Based

- Metrics that indicate a mind shift
  - Number of sources they have for environmental info.
  - Change in energy use.
  - Change in park attendance



# Measurement Approach





# Your Perspectives

