Introduction
Bottled water consumption is increasing across the United States. It was predicted that bottled water sales would increase by more than 7% in 2014, averaging over 30 gallons consumed per person. While there is an increase in bottled water being consumed there have been over seventy college campuses, fourteen National Parks, and two cities that have banned bottled water from being sold in the United States. Bottled water is perceived as a healthy and convenient option, but in reality the health benefits are negligible while the social and environmental impacts are detrimental. The University of Washington brands itself as being ‘eco-conscious’ but lags behind other universities that have banned bottled water. The student body of the University of Washington fits into the Behavior Theory for ‘pro-environmental’ behavior presented by Kollmuss and Agyeman because they are educated, emotionally involved, and socially inclined to engage in the behavior. However, there remains a disconnect between being a model for ‘pro-environmental’ behavior and actually engaging in it. This research explores what type of educational messaging would be most persuasive at changing consumption habits of students at the University of Washington.

Methods
- Identical paper and online surveys were designed
- The survey asks about current consumption habits and presents facts about bottled water, which is quantified, and students respond to how the fact impacts their behavior
- 1 indicates an increase in consumption, 2 suggests no impact, 3 a reduction in consumption, and 4 indicated discontinued purchasing
- The survey was distributed to a convenience sample of students at the beginning of Spring Quarter 2015 over 2 weeks in the HUB, ByGeorge Café, Suzzallo Library, and the Quad
- Response subjects completed the survey in the surveyor’s presence
- Online surveys were designed using canvas and distributed over social media and shared by multiple individuals
- All data entered into Microsoft Excel which was also used for analysis
- Data was analyzed by category of social, health, and environmental education, and the mean was taken for each demographic
- A one-way ANOVA test was run on each category in each demographic to determine if results are statistically significant

Results
- Masters students, rural students, and those with unspecified majors were statistically significant
- Overall trend was social education would be most influential at impacting behavior, followed by environmental education, and health education is least impactful
- Health was never sited as being most likely to influence behavior, the mean is never the highest

Conclusions
- Best approach to changing bottled water consumption is through social justice education
- Close link between social education and environmental education
- Look at ‘pro-environmental behavior’ through a social justice lens: environmental justice