

Jack Wilbur

Jack Wilbur has been a public information and social marketing specialist for the State of Utah Department of Agriculture and Food for the past 16 years. Jack works primarily with watershed groups to plan, develop, implement and evaluate public information campaigns and social marketing behavior change campaigns.

For the past eight years Jack has been the co-chair of the national States-EPA Nonpoint Source Outreach Work group. In that time he has helped organize four national NPS Outreach conferences, participated in writing the most recent version of the Getting in Step guidebook to conducting watershed outreach campaigns produced the Getting in Step companion video and most recently wrote a social marketing guidebook for watershed groups: Getting Your Feet Wet With Social Marketing....



Jack also trains agency personnel and watershed groups in Utah and throughout the country in the social marketing process, and advises local groups nationwide in their local social marketing efforts. Jack lives in Salt Lake City with his wife, Kari. They have two grown children and two dogs.