



SOCIAL MARKETING: CHANGING BEHAVIOR FOR IMPROVED WATER QUALITY

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Overview

- Project background
- Community Based Social Marketing process
- Sharing experiences
- Lessons learned through work with NFWF and Technical Assistance Provider pool (2013-14)

Project Background

- My background
 - ▣ MEPC + MS Rural Sociology (Penn State): farmers + wq
 - ▣ What drives human choices and behaviors and how do these choices affect the environment?
- NFWF Project (2009-2014)
 - ▣ VT and UMCES effort to develop metrics to assess project performance (pre-, during, and post project)
 - ▣ Accessible for small watershed groups
 - ▣ Links to in-stream nutrient reductions and restoration
 - ▣ My focus: social metrics
 - Changes in knowledge, attitudes.....BEHAVIOR

CBSM defined:

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- ...the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify or abandon a behavior for the benefit of the target audience or society as a whole” (Kotler et al. 2002, Weinreich 1999).
 - ▣ defined **target audience**
 - ▣ desired **behavior change** for that audience
 - ▣ follows a **specific process** to understand the target audience and the barriers to adoption of the desired behavior
 - ▣ has as its primary goal **measureable and sustained behavior change**

Ultimately....

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Improving water quality from human-induced sources of pollution requires people to change their behavior.



Common Approaches



- Often taken to encourage behavior change:
 - ▣ Attitude-behavior approach
 - ▣ Economic self-interest approach
- Information campaigns are common - relatively easy to distribute printed materials or air radio or TV advertising.
- Messages are often intended for the general public
- Messages often phrased in ways that we understand, but our audiences don't
- The HUMAN element: people don't always act rationally, and don't always act on information given to them!
- Research shows a poor association between people's attitudes and intentions and their behavior

Measuring impact

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- Two types of metrics:
 - ▣ CONTACT – number of people reached by a campaign or effort (e.g., shoppers, homeowners, volunteers)



- ▣ CHANGE – measure of change as a result of contact. “The SO WHAT?”



Community Based Social Marketing – In Brief

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- 3 reasons an audience won't adopt a behavior:
 - ▣ Don't know about it.
 - ▣ Do know about it, but perceive significant challenges (barriers)
 - ▣ Do know about it, do not perceive significant barriers, but do perceive significant benefits to continue doing what they are doing (sometimes this is NOTHING!)



Community Based Social Marketing – In Brief

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- 3 key ideas:
 - ▣ People gravitate toward behavior with most benefits and fewest barriers
 - ▣ Barriers and benefits may be real or perceived and may vary significantly between individuals
 - ▣ Desired behaviors compete with other behaviors. Adopting a new behavior often involves altering or rejecting another.



<http://seekingsharedlearning.blogspot.com/2013/06/tug-of-war.html>

Source: McKenzie-Mohr, D. and W. Smith. 1999. Fostering Sustainable Behavior: An Introduction to Community-based Social Marketing. New Society Publishers, Gabriola Island, BC, Canada.

The Main Idea.....



Understanding target audience and what motivates their behavior is key!

CBSM Process



- ❑ Select BMP/behavior
- ❑ Know your Audience!
 - ▣ Targeting the audience – be specific!
 - ▣ Formative research – do your homework.....
 - ▣ Identify barriers and benefits associated with BMP
- ❑ Marketing BMP
 - ▣ Strategies
 - ▣ Pilot test, adjust, then implement
- ❑ Measuring success: Evaluation

Select BMP/Behavior

- ❑ What [environmental] condition must be remedied?
- ❑ Behaviors should:
 - ▣ Have a high likelihood of adoption
 - ▣ Be high impact
 - ▣ Be something that many people aren't doing
 - ▣ Be end-state (will remedy condition)
- ❑ Ask yourself:
 - ▣ Is the behavior one-time or continuous?
 - ▣ What are possible competing behaviors?



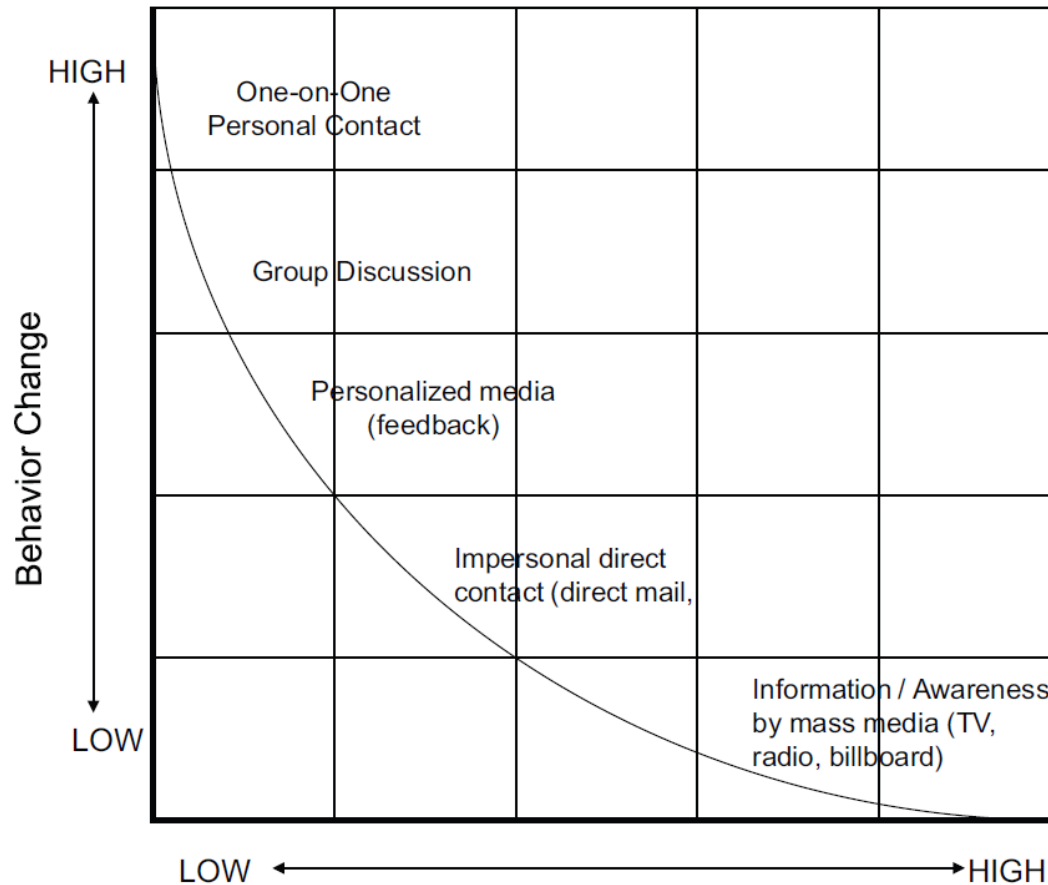
Know your audience: The Basics

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- Who is your TA? Can you be more specific?
 - ▣ Prioritize if multiple audiences
 - ▣ Formative research:
 - Literature review of similar audiences and campaigns
 - Discern unique aspects of your own audience:
 - Qualitative – observational studies or focus groups
 - Quantitative – surveys
- What else can you find out?
 - ▣ Demographics
 - ▣ Media outlets
 - ▣ Trusted messengers/social groups
 - ▣ Norms



Importance of targeting an audience



Source: Schultz, P.W. May 2010. Social Marketing: A Community-Based Approach. Presentation prepared for the USEPA, RCC Web Academy. May 20, 2010.

Know your audience:

Barriers and Benefits

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- Don't assume you know what is driving target audience behavior – find out from them! What are the barriers?
- What external factors may be influencing your TA?
 - ▣ Regulations, policy, infrastructure, social norms?
- Changing behavior is complicated: requires altering or giving up existing behaviors
 - ▣ What are the benefits of the competing behaviors?
- Think of it as a “whine” list....



Identifying Barriers and Benefits

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	<u>New (Target) behavior</u> Installing and maintaining a backyard rain garden	<u>Exisiting (Competing) behavior</u> Continuing to maintain backyard as in the past
Perceived benefits	<ul style="list-style-type: none"> • Increase wildlife habitat • Prevent standing water in yard and mosquitoes • Improved water quality for nearby creek 	<ul style="list-style-type: none"> • Looks nice, the way I like my yard to look • Not limited in the type of vegetation I can plant • Can do things the way I am accustomed • Yard looks like the others in my neighborhood
Perceived barriers	<ul style="list-style-type: none"> • I don't fully understand the function and benefits of installing a rain garden • Concern about time and money required to build • Maintenance may be too much 	<ul style="list-style-type: none"> • Not improving water quality of nearby creek • Issues with standing water, runoff and mosquitoes • Basement floods a few times a year • I hate mowing and fertilizing!

Marketing the BMP/Behavior

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- CBSM Tool Selection
 - Prompts
 - Commitment
 - Norms
 - Communication
 - Incentives
 - Removal of external barriers

CBSM Tools

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Prompts

- ▣ Audio or visual cue
- ▣ Intended not to change behavior, but remind to do a behavior already predisposed to do
- ▣ Best used close in time and space to where activity will/will not happen



CBSM Tools

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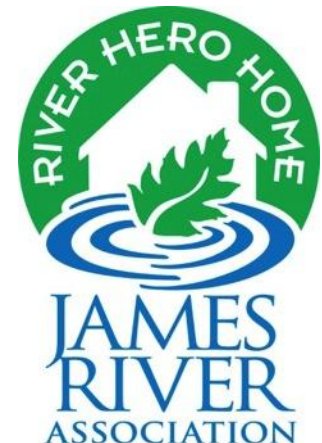
Commitment

- Obtaining a small initial request to encourage more significant behavior change in the future; “foot in the door”
- Written more effective than verbal
- Public (in groups) commitment most effective
- May help people see themselves as environmentally responsible

Students for Sister Schools - Virestake

I (name) would like to see Virestake High School appoint any number of certified water patrols on Lake Champlain by the end of 2010. I understand the large task, but would like to have the CHSBC and VHS administration cooperate with the Students for Water Between Initiative to raise enough funds for the school's water testing. Virestake should set an example for all of us by going green.

Patrol Name	Signature	Phone Number
Patrol 1	John Smith	555-1234
Patrol 2	Jane Doe	555-5678
Patrol 3	Bob Johnson	555-9012
Patrol 4	Alice Brown	555-3456
Patrol 5	Charlie White	555-7890
Patrol 6	Diana Green	555-2345
Patrol 7	Frank Black	555-6789
Patrol 8	Grace King	555-0123
Patrol 9	Henry Lee	555-4567
Patrol 10	Ivy Hill	555-8901
Patrol 11	Jack Adams	555-2345
Patrol 12	Karen Baker	555-6789
Patrol 13	Liam Clark	555-0123
Patrol 14	Mia Evans	555-4567
Patrol 15	Noah Foster	555-8901
Patrol 16	Olivia Garcia	555-2345
Patrol 17	Peter Hall	555-6789
Patrol 18	Quinn Ives	555-0123
Patrol 19	Rachel King	555-4567
Patrol 20	Samuel Lee	555-8901
Patrol 21	Tina Miller	555-2345
Patrol 22	Uma Nunez	555-6789
Patrol 23	Victor Ortiz	555-0123
Patrol 24	Wendy Perez	555-4567
Patrol 25	Xavier Quinn	555-8901
Patrol 26	Yara Reed	555-2345
Patrol 27	Zoe Scott	555-6789
Patrol 28	Adam Taylor	555-0123
Patrol 29	Bella Thomas	555-4567
Patrol 30	Chris Turner	555-8901
Patrol 31	Dora Vance	555-2345
Patrol 32	Ethan Webb	555-6789
Patrol 33	Fiona White	555-0123
Patrol 34	George Young	555-4567
Patrol 35	Hannah Zane	555-8901



CBSM Tools

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Norms

- ▣ Opinions of others have a strong impact on behavior
- ▣ Affect behavior in two ways:
 - Compliance: change behavior for reward
 - Conformity: change behavior to be like others
- ▣ Modeling – see others doing the behavior
- ▣ Social diffusion – share info with others
- ▣ Must be VISUAL and INTERNALIZED (believe it's how they should behave)



CBSM Tools

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- Communication
 - Capture attention!
 - Messages should be vivid, concrete, specific to target audience
 - Easy to remember
 - Demonstrations or talks from key target audience members
 - Provide feedback about impacts changes are having



<http://www.vtnews.vt.edu/articles/2010/08/081210-cals-nrvfieldday.html>;

http://www.cuyahogawcd.org/EuclidCreekFiles/ECEventsPast_Upcoming/2008EuclidCreekWatersEvents.htm

CBSM Tools

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While being
good to your
lawn, **don't be
bad to the
river.**

Over-applied lawn care
products can wash into
and pollute our streams
— apply these
sparingly only
in the fall.

www.rivanna-stormwater.org



CBSM Tools

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Incentives

- ▣ Rewards for performing a behavior
- ▣ Monetary or non-monetary (e.g., societal approval)
- ▣ Must be visible and large enough to get attention
- ▣ Best used when an increase in motivation is needed and to reward preferred behavior, not punish negative

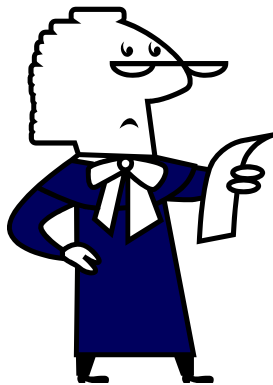


CBSM Tools

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Remove external barriers

- ▣ Use research findings to determine significant external barriers
- ▣ Examples: regulations, lack of infrastructure or funding
- ▣ Some external barriers a matter of perception, not reality
- ▣ Use of other behavior change tools will not be effective if external barriers exist



Marketing BMP/Behavior

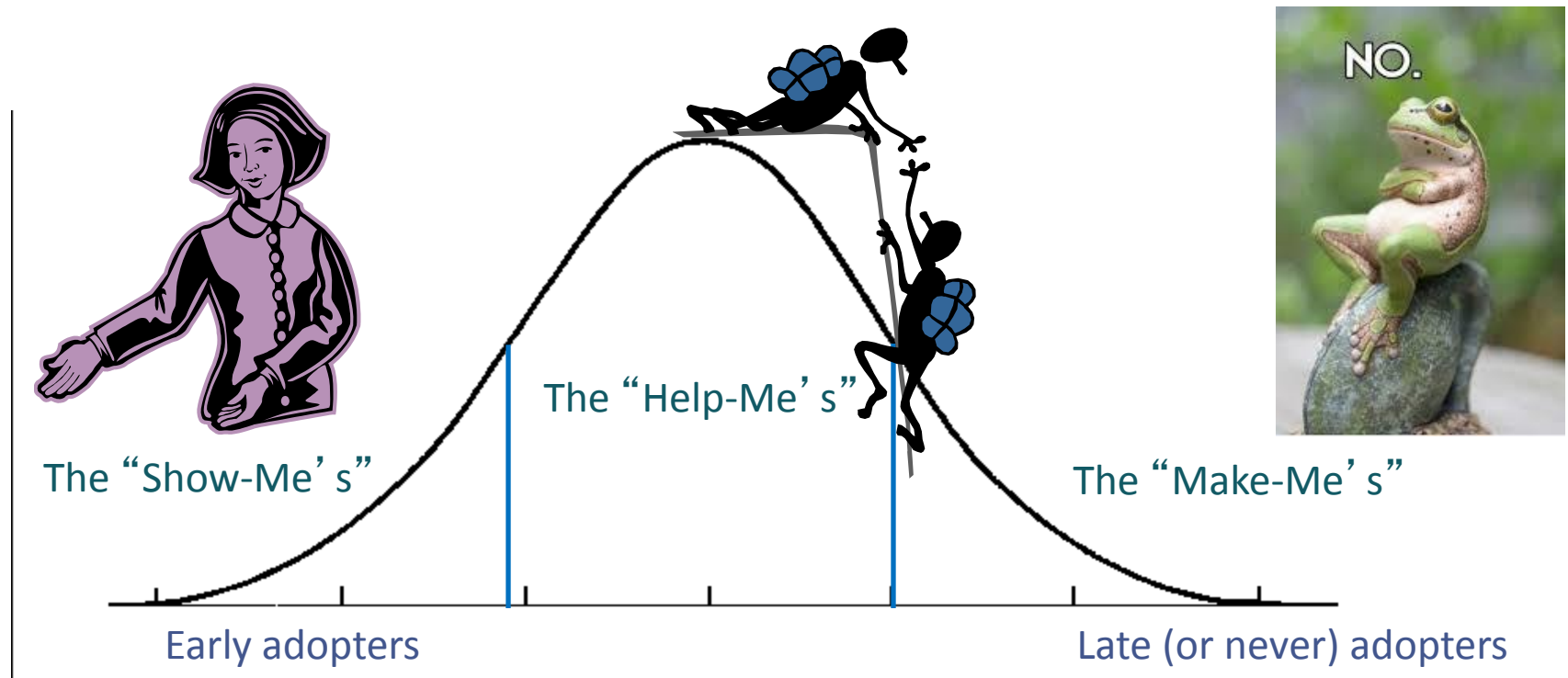
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- Pilot test with members of TA!
 - ▣ CBSM tools – think about which to use, and why
 - ▣ Primary messages and media outlets
 - ▣ Adjust as needed based on feedback
- Place: Where and when will behavior happen?
- Products: What will TA receive?
- Trade off/cost: What is someone giving up to participate or adopt?

Measuring Success

- Evaluation plan is key!
- How will you follow-up with TA to measure impact and change?
 - ▣ Observation best, then self-reporting
- Communicating success:
 - ▣ Outputs (tangible products created)
 - ▣ Outcomes (changes in knowledge, attitudes or behavior)
 - ▣ Impacts (environmental/WQ benefits)
 - ▣ Public value? Return on investment?

Nancy Lee's Categories of People....



So, where should we focus our efforts as social marketers?

CBSM in summary....

- “Initiatives to promote behavior change are often most effective when they are carried out at the community level and involve direct contact with people.” -- D. MacKenzie-Mohr
- Need to utilize lessons learned from similar initiatives, but build in local context and specifics.
- Clear documentation is key!
- Target audience and think in terms of barriers and benefits
- Take the time to talk to and listen to your audience. What drives their behavior?

Start where you are with what you have



Online survey to listserv

Intercept interviews

Focus groups



Phone interviews

Observation studies

Casual conversations



Questions added to stormwater audit

Train volunteers to ask questions and document answers



Lessons learned

- ❑ Enthusiasm for CBSM in Bay watershed growing; work here getting attention
- ❑ Pieces of CBSM process can be plugged in to any outreach project....but more successful if planned and done fully
 - ▣ Takes additional time, funding
- ❑ Training beneficial – TAP Network with Nancy Lee
- ❑ Many grantees still
 - ▣ Encourage adoption of too many behaviors
 - ▣ Often don't target audience
 - ▣ Still believe that K and A predicts B

Sharing our stories....

- Be specific about definition of BMPs/behaviors
 - ▣ Common language is key
 - ▣ Value the CBSM process
- Concise, clear summaries...the “elevator speech”
- Development of live case study database online
 - ▣ Ranked #1 priority for Residential SW Outreach Forum (40 attend.)
 - ▣ Need grantees to use rigorous, research based approaches
 - ▣ Document successes, lessons learned
 - ▣ Share formative research findings by TA and BMP
 - ▣ Share surveys, interview and focus group questions
 - ▣ Management oversight; hosting?
 - ▣ Mentoring network; interaction at Forum, Retreat, etc.
 - ▣ Collaboration of numerous funders to support will strengthen



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<http://www.nfwf.org/chesapeake/Pages/home.aspx#.U6sEsPl3N8E>



Additional CBSM Resources

For more on CBSM:

- Nedra Weinreich
 - Website: <http://www.social-marketing.com/>
 - Book: <http://www.social-marketing.com/book.html>
- Doug McKenzie-Mohr
 - Website: <http://www.cbsm.com/public/world.lasso>
 - Online book: <http://www.cbsm.com/pages/guide/preface/>
- Nancy Lee
 - Website: <http://www.socialmarketingservice.com>
 - Lee and Kotler book: <http://www.socialmarketingservice.com/publications/books/>
- CBSM Webinar (This presentation; Virginia Tech/NFWF)
 - <https://www.youtube.com/watch?v=tDVEe-usFRM>
- Chesapeake Bay Trust-funded CBSM resources:
 - http://www.cbtrust.org/atf/cf/{EB2A714E-8219-45E8-8C3D-50EBE1847CB8}/RA_StandAlone_Final.pdf
 - http://www.cbtrust.org/atf/cf/{EB2A714E-8219-45E8-8C3D-50EBE1847CB8}/Guide_StandAlone_Final.pdf