



Social Marketing: Changing Behavior for Improved Water Quality

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What is social marketing?

<http://www.youtube.com/watch?v=2lXh2n0aPyw>

<http://www.youtube.com/watch?v=zSiHjMU-MUo>

CBSM defined:

- “...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**

Overview

- My background and interests
 - Sociology + “hard” science
 - What drives human choices and behaviors and how to do these choices affect the environment?
 - Audience-centered communication and messaging – meet people where they are!
- What is Community Based Social Marketing?
 - How can CBSM be useful for local efforts?
- CBSM Process
- Examples
- Listen and brainstorm in pairs

Ultimately....

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



Background – NFWF project

- Part of larger group effort to develop metrics to assess project performance (pre-, during, post-project)
- Accessible for small watershed groups
- Potential links to in-stream nutrient reductions and/or habitat restoration
- Assist grantees:
 - in evaluating their own progress
 - to ensure successful project outcomes
- My focus: social metrics
 - Changes in knowledge, attitudes
 - Changes in 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 TV advertising.
- Messages are often intended for the general public
- 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

- 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

- 3 reasons an audience won't adopt a behavior:
 1. Don't know about it.
 2. Do know about it, but perceive significant challenges (barriers)
 3. 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!)
- 3 key ideas:
 1. People gravitate toward behavior with most benefits and fewest barriers
 2. Barriers and benefits may be real or perceived and may vary significantly between individuals
 3. Desired behaviors compete with other behaviors. Adopting a new behavior often involves altering or rejecting another.

The Main Idea.....

Understanding target audience and what motivates their behavior is key!

CBSM Process

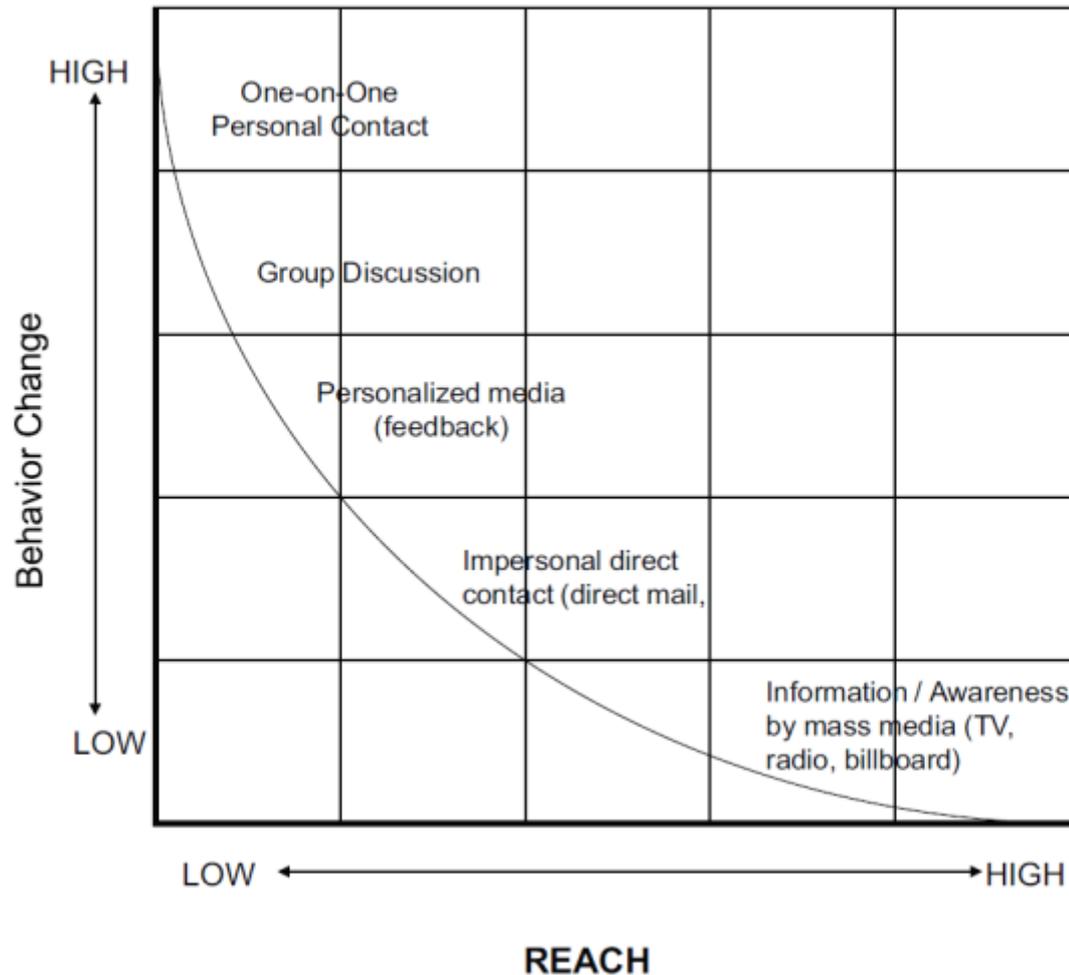
- Select behavior and audience
- Formative research – important to measure baseline!
 - Literature review of similar campaigns
 - Qualitative – observational studies or focus groups
 - Quantitative – surveys or interviews
- Identify barriers and benefits
- Develop strategies
- Pilot and adjust
- Broad implementation and Evaluation



CBSM Process

1. Define environmental objective(s)
 - What condition must be remedied?
2. Define target audience(s) and target behavior(s)
 - Who has the greatest potential to affect the environmental condition?
 - Prioritize if multiple audiences
 - Background research to understand
 - Literature review of similar audiences and campaigns
 - Qualitative – observational studies or focus groups
 - Quantitative – surveys or interviews

Importance of targeting an audience



CBSM Process

3. Identify barriers and benefits

- Changing behavior is complicated: requires altering or giving up existing behaviors
- Conduct background research to determine real and perceived barriers to adopting the target behavior
- Behaviors can be one-time or continuous
- Recognize component behaviors
- Don't assume you know what is driving target audience behavior – find out from them!
- Think of it as a “whine” list....



Identifying Barriers and Benefits

	<u>New (Target) behavior</u> Installing and maintaining a backyard rain garden	<u>Existing (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!

CBSM Process

4. Select approach and tools to use:

- Prompts
- Commitment
- Norms
- Communication
- Incentives
- Removal of external barriers

CBSM Tools

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

- Norms

- Opinions of others have a strong impact on behavior
- Affect behavior in two ways:
 - Compliance: change behavior to receive reward
 - Conformity: change behavior to be similar to 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)



Norms – The Elevator Experiment

<http://www.betterdaystv.net/play.php?vid=19442>

CBSM Tools

- 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



Community Based Social Marketing Process Tools

- Communication



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



Communication

- What behavior?
- What target audience?
- What barriers?

Dog waste is not fertilizer



Landfills are designed to safely handle substances such as dog waste, cat litter, and dirty diapers.
Yards are not.

**Scoop the poop, bag it,
and place it in the trash**

Clean yards. Clean streams. (And clean shoes!)

**101 REASONS TO PICK UP PET WASTE:
NUMBER 26**


Snohomish County
Public Works
Surface Water Management
www.sno.wa.gov/publicworks

CBSM Tools

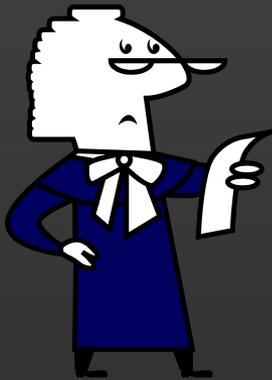
- Incentives

- 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

- Remove external barriers
 - Use research findings to determine significant external barriers
 - Examples: existing 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



CBSM Process: Refining approach and Implementing Strategy

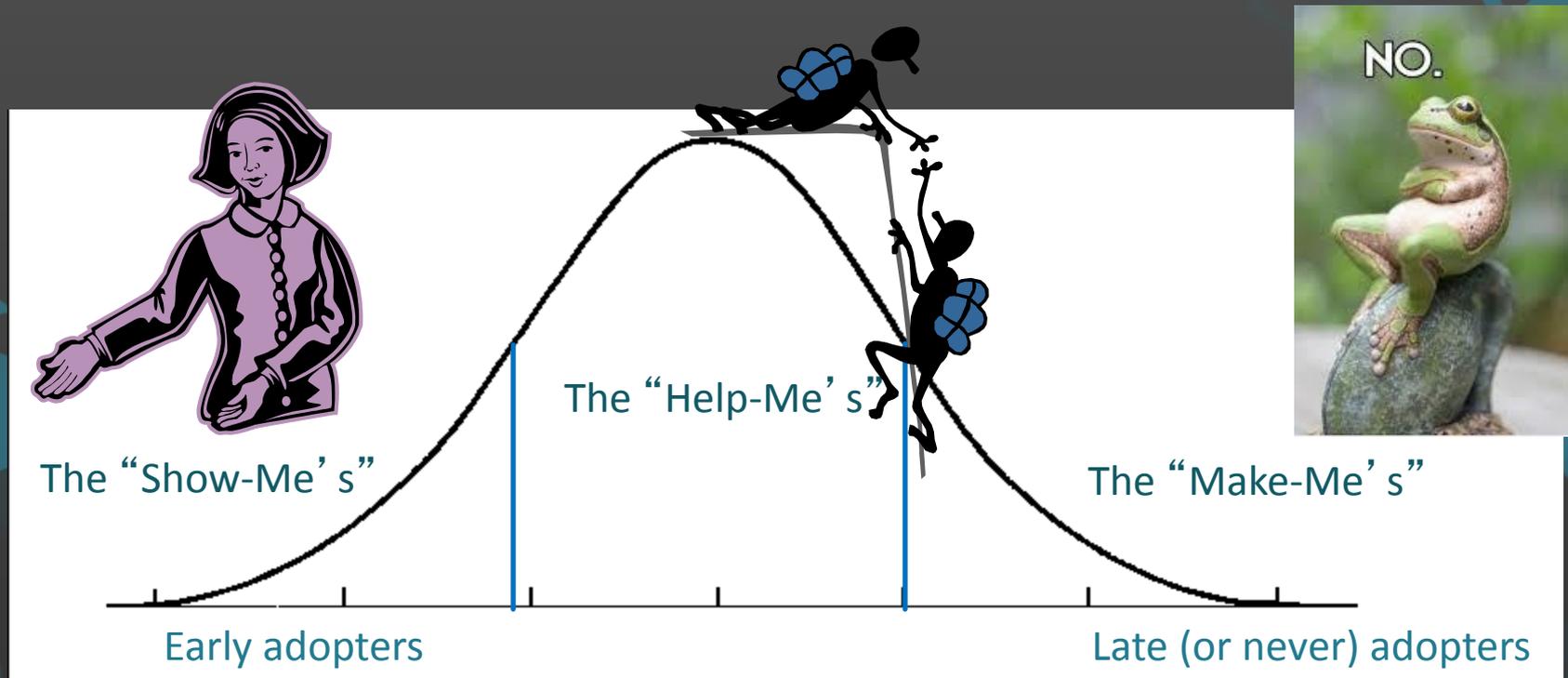
5. Pilot testing

- Use representative group from target audience
- Test specific approach, including message, format, media, and spokespeople
- Is attention of target audience captured? Is message clear and easy to understand? Does it address barriers?
- Refine strategy accordingly

6. Implementation and evaluation

- Structure evaluation measures from the outset
- Create ample opportunities for feedback at many points
- Be prepared to adjust and evolve to sustain behavior changes
- Impact is ultimately change in behavior

Nancy Lee's Categories of People....



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

Virginia CZM Program



- Increase in native vegetation will provide water quality benefits:
 - Maintain drinking water supply
 - Protect shellfish aquaculture industry
 - Provide migratory birds habitat
- Conducted focus groups, interviews and surveys
- Identified barriers to planting:
 - Natives are ugly! Wait, what are natives?
 - Not available through local dealers
 - Unaware of importance for habitat and water quality

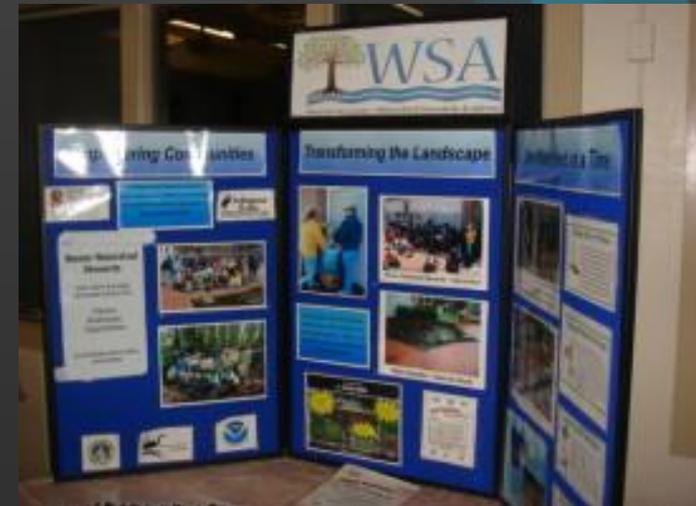
Virginia CZM Program



- Messaging
 - Logo, pins, yard signs and decals to brand program
- Outcomes:
 - 10% increase in sales of natives in first year!
 - One garden center will grow their own stock of over 40 species of natives
 - New garden center provides special section and offer classes
 - Now big box stores like Lowe's are offering and labeling native species!

Watershed Stewards Academy

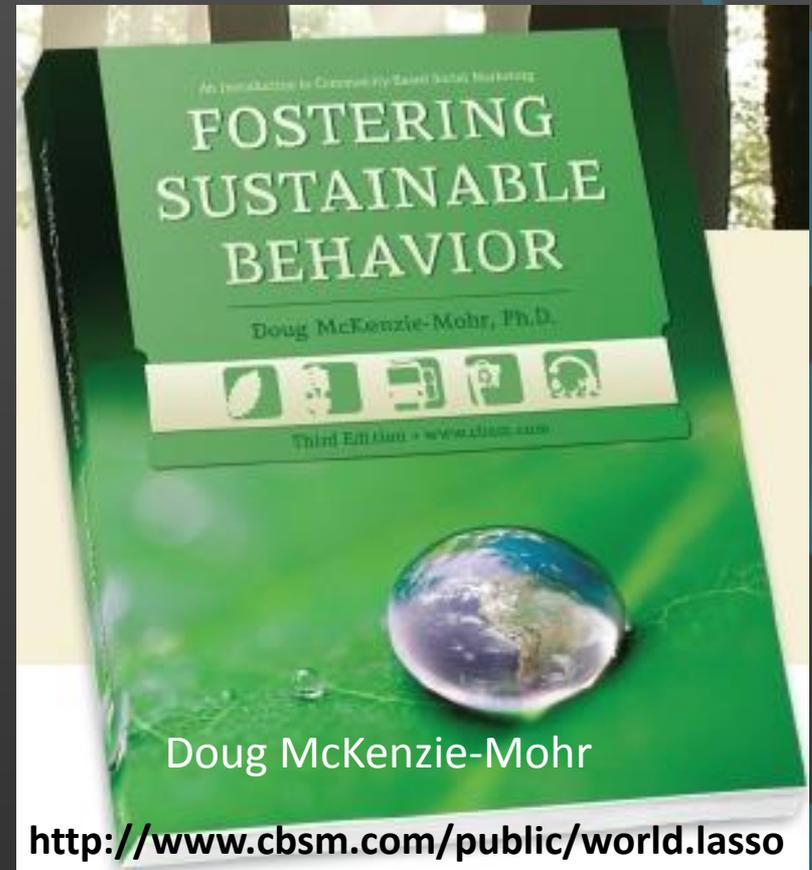
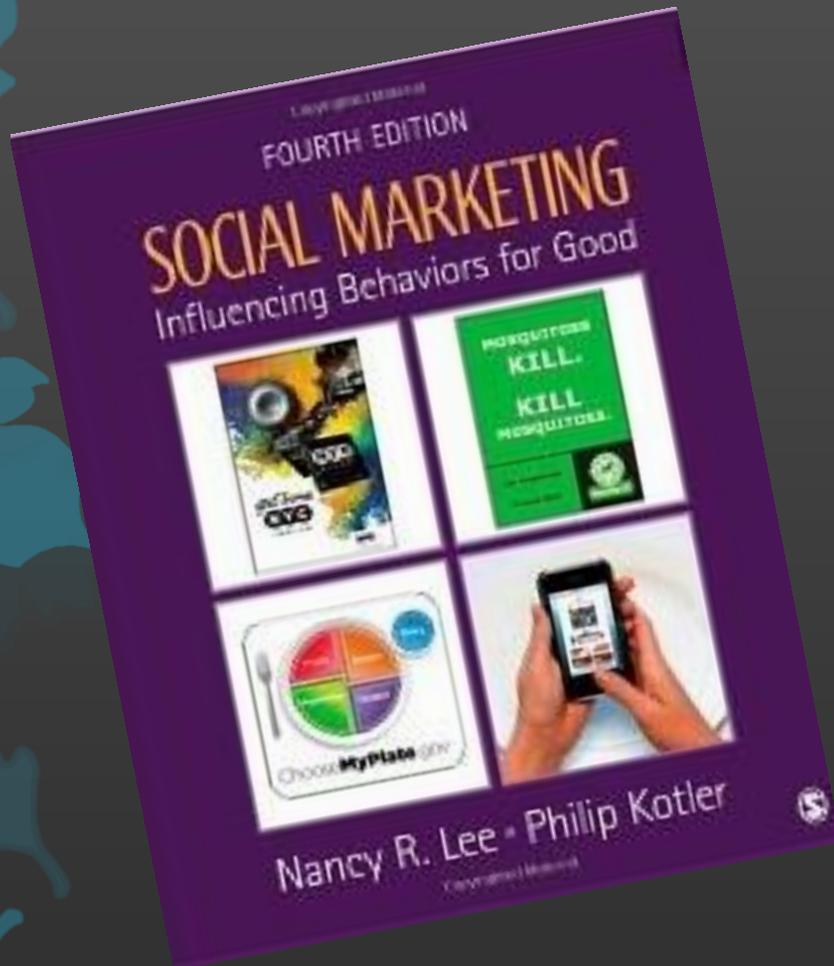
- Part of Arlington Echo Outdoor Education Center in Anne Arundel, MD
- Trains and supports community leaders to serve as Master Watershed Stewards in the protection, restoration and conservation of our watersheds
- Intensive, research based, hands on training including a capstone project in their community
 - Assess watersheds
 - Educate communities
 - Reduce pollutants
 - Take action
- Includes CBSM training!



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.
- Target audience and think in terms of barriers and benefits!
- This method becomes a way of “seeing” over time, that helps you to become a better listener and communicator!

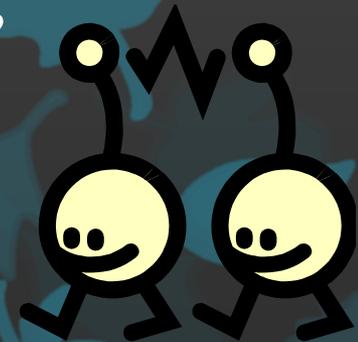
Want to learn more?



<http://www.cbsm.com/public/world.lasso>

Pair sharing and discussion

1. 15 mins each
2. One person talks, the other person listens and asks questions
 - a) Have you implemented a social marketing campaign in the past?
 - b) If so, what was your experience?
 - c) What social marketing campaigns stand out in your memory?
 - d) What target audience and behavior would you like to focus on?
 - e) How can you build all or parts of the social marketing process into your current volunteer and/or outreach work?
 - f) What are your barriers to doing this?





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