Changing Behavior for Good: Community-Based Social Marketing

Jennifer Tabanico, President

Live Well San Diego Communications Summit
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Action Research

Applying marketing and social science research to outreach programs that promote safe, healthy, and sustainable communities
Behavior Change for the Public Good
Behavior Matters

- Environment, Health, Safety
- Technology & Infrastructure
- Policy & Law
- Encourage Voluntary Actions
THE Behavior Matters

- Diverse Actions
- Diverse Barriers
Changing Behavior

- Behavior is Predictable
- Behavior is Understandable
- Behavior can Change
- Social Science can Help
If people know what to do, they will do it.

Knowledge ≠ Behavior Change

If people know the severity of it, they will change.

Attitude ≠ Behavior Change

Information-Intensive Campaigns

Knowledge

Awareness
Knowledge

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Knowledge ≠ Behavior Change

Awareness

Information-Intensive Campaigns
Knowledge ≠ Behavior Change

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Information-Intensive Campaigns
Energy Conservation Workshops

- Attitudes and Knowledge
- Behavior Change
  - 1 of 40 hot water heater temp
  - 2 of 40 water heater wrap
  - 8 of 40 low flow shower head

Youth Anti-Drug Media Campaigns

- ~1 Billion $ (1994-2004)
- 9 – 18 years of age
- TV, Radio, etc.
- No impact on marijuana use
- May have increased usage

State and National Campaign Effects

Flex your Power

EAT 5 A DAY for better health

One-Tonne Challenge
Community-Based Social Marketing (CBSM)

- Origins in Social Science
- Community-based
- Removes Barriers
- Behavior-based
Community-Based Social Marketing

Select Behavior

Community-Based Social Marketing

Select Behavior

Barriers & Benefits

Develop Strategy

Pilot Test

Implement Broadly & Evaluate

Community-Based Social Marketing

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City of Oceanside, California

- SLR River Trail
- Water Quality
- Bacteria
- Pet Waste
Step 1: Behavior Selection

Who is Responsible?
- In-person surveys

Extent of the Problem
- Observations
Step 2: Barriers and Benefits

Mail Survey

> 50% responded

Results

- Social responsibility
- Trash cans too far
- No bag

Existing Signage
Step 3: Develop Strategy

Scoop the Poop

It's Your Doody
Do your part to prevent water pollution.

OCC 4.14, 4.16.2 & 40.2.1
Step 4: Pilot Test
Step 4: Pilot Test

23 % reduction in piles of pet waste left behind on trail
Step 1. Selecting Behaviors

- Strategic Selections
- Informed by Data
Figure 1. Percent distribution of injury deaths, by intent and cause among adults aged 65 and over: United States, 2012–2013

**All injuries, by intent**
- Unintentional injuries: 85%
- Suicide: 13%
- Homicide: 2%
- Undetermined and legal intervention or operation of war: 1%

**Unintentional injuries, by cause**
- Fall: 55%
- Motor vehicle traffic: 14%
- Suffocation: 8%
- Poisoning: 4%
- Fire: 2%
- Unspecified: 10%
- Other: 7%

Number of deaths 2012–2013 = 107,232
Number of deaths 2012–2013 = 90,640

NOTE: Percents may not total 100% due to rounding.
Bike Crash Causes

Reducing Your Risk

- Travel With the Flow of Traffic 45%
- Obey the Rules of the Road 25%
- Travel on the Roadway 12%
- Be Sober 6%
- Lane Control 5%
- Intersection Positioning 3%
- Other (undefined cause) 4%

Orlando Crash Study Data 2003-04
by Mighk Wilson
Prioritize Behaviors

- **Impact**: How significant is the behavior?
- **Probability**: How likely is adoption?
- **Penetration**: How many already engaged?
- **Applicability**: For whom is it relevant?
Step 2. Identify Barriers and Benefits

Why Not Engaging?

Barriers Can Vary by…

- Behavior
- Audience
- Season
- Over Time
Identify Behavioral Chains

- Get a bike
- Ensure bike is in good repair
- Identify storage location

- Obtain gear
- Skill
  - Physical training
- Identify route

- Identify storage location
- Repetitive
  - (check weather, clothes, etc.)
Step 2. Identify Barriers and Benefits

- Literature Reviews
- Observations
- Focus Groups
- Quantitative Surveys
Step 3. Develop Strategy

- Barrier and Benefit Research
- Social Science Tools
Step 3. Develop Strategy

- Tools from Social Sciences
- Remove Barriers
- Enhance Motivation
- Personal Contact

Behavior Change
Step 3. Develop Strategy

- Remove Barriers
- Enhance Motivation
- Tools from Social Sciences
- Personal Contact

Behavior Change
Step 3. Develop Strategy

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Behavior Change
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Behavior Change
Reach x Impact

Step 3. Develop Strategy

- Remove Barriers
- Enhance Motivation
- Tools from Social Sciences
- Personal Contact

Behavior Change
Removing Barriers

- Education
- Convenience
- Prompts
Removing Barriers

Education

- When Knowledge is a Barrier
- New Program
- Change in Existing Program
- Leverage Partners
Removing Barriers
Convenience

- Desired Behavior Easier
- Undesired Behavior Harder
- Reduce the Steps
- Leverage Partners
Removing Barriers

**Prompts**

- Visual or Auditory Reminder
  - Repetitive Actions

- Barrier is Forgetting

**Best Practices**

- Close in Space and Time
- Positive
- Self-Explanatory
Removing Barriers
Prompts

Urban Sustainability Directors Network – 2013
Residential Energy CBSM Pilot
Removing Barriers
Prompts

County of San Diego Watershed Protection Program
Removing Barriers
Prompts

Monterey Bay Aquarium
Removing Barriers

Prompts

1. **The Shower Check**
   - Stand upright, place your fingers on your breast and check for any lumps. Look for anything that is not normal for your breasts – changes in shape, size or firmness. If you notice any changes, see a doctor.

2. **The Bathroom Mirror**
   - Stand in front of a mirror and look at your breasts. See if they are symmetrical. Check for any lumps, changes in shape or size. If you notice any changes, see a doctor.

3. **Check Lying Down**
   - Lie down on your back with your arms above your head. Place your hands on your breast and check for any lumps. Look for anything that is not normal for your breasts – changes in shape, size or firmness. If you notice any changes, see a doctor.

Important:
- It is important to check your breasts at the same time each month. If you have periods, you should check 2-3 days after your period. If you do not have periods, check at least once a month.
- If you notice any changes, see a doctor.
Enhancing Motivation

- Commitment
- Social Norms
Enhancing Motivation Commitment

- Self-Perception Theory
- Motivated Audience
- Written, Public, & Durable
Enhancing Motivation
Commitment

I, ____________________________, pledge to turn off both my computer and monitor at the end of each workday.

Urban Sustainability Directors Network – 2013
Municipal Employee CBSM Pilot
Enhancing Motivation
Commitment

Oregon Coast Aquarium
Enhancing Motivation Commitment

California Integrated Waste Management Board (Cal Recycle)
Enhancing Motivation
Commitment

UNITED We Stand AGAINST Bullying AND DRUGS

I Promise To Stand Up... against Bullying
- I will speak out and do my best to help anyone who is bullied.
- I will report bullying to an adult.

against DRUGS
- I will refuse to use drugs.
- I will tell an adult if I see someone who has drugs.
Enhancing Motivation
Social Norms

- Types of Norms
- When Motivation is Low
- Highlight Desired Behaviors
- Avoid Boomerang Effects
Use Caution with Social Norms
Avoid Boomerang Effects

40% of 10th graders drink alcohol

85% of teens who say they drink and drive also binge drink

70% of teens admit to drinking

STOP TRASHING CALIFORNIA!
Enhancing Motivation
Social Norms

Ask Your Neighbors
Results from a recent survey in your neighborhood found that:

- Over 1/2 of your neighbors say they are using all or mostly cold water for their laundry.
- Those who wash in cold water feel strongly that it:
  - is better for the environment
  - saves energy
  - makes clothes last longer
  - saves money

- “I have always washed my two boys' clothes in cold water, and they have been very clean, and last much longer. I would tell all my neighbors to forget the idea that whites need to be washed in hot water, since no one has ever commented that our whites weren't so white.” —Gretchen Lewis, Asheville

- “I've been washing our laundry in cold water for over 10 years. We save energy and have lower utility bills without sacrificing anything, since we never noticed any problems with our clothes. You can lower your costs, and be good stewards of the environment at the same time.” —Grace Curry, Asheville

Cool is Clean
and Clean is Cool

Clean Clothes
Change temperatures, not brands. You don't need a special detergent to get your laundry clean in cold water. Consumer Reports gave these detergents high marks for cleaning in all temperatures.

<table>
<thead>
<tr>
<th>Detergent Brand</th>
<th>Price Per Load</th>
<th>Washer Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tide for Cold Water</td>
<td>$2.50</td>
<td>Top-Load</td>
</tr>
<tr>
<td>Up &amp; Up Ultra Concentrated (Target)</td>
<td>$1.99</td>
<td>Top-Load</td>
</tr>
<tr>
<td>Tide Ultra plus Bleach*</td>
<td>$2.99</td>
<td>Front-Load</td>
</tr>
<tr>
<td>Tide Pode</td>
<td>$2.21</td>
<td>Front-Load</td>
</tr>
<tr>
<td>Sears Ultra Plus Concentrated</td>
<td>$1.99</td>
<td>Front-Load</td>
</tr>
</tbody>
</table>

*Spotted detergent award

Save Energy
90% of the energy used to wash a load of laundry goes to heating the water. Source ENERGY STAR

- Cold/Cold Wash
  - 460 per load
  - $0.49 per load
  - $97 per year
  - Based on energy electricity costs and about 300 loads per year.

- Hot/Warm Wash
  - 640 per load
  - $2.05 per load
  - $126 per year

Get Clothes Clean And Save Energy By Using Cold Water!
Enhancing Motivation
Social Norms
Enhancing Motivation
Social Norms

Let's All Do Our Part!
A recent survey found that San Diego County residents care about keeping our waterways clean. In fact, 85% of those surveyed said they would talk to friends, family, and others about polluting behavior.

To help you do your part, the County of San Diego Watershed Protection program visited your neighborhood to provide personal and tips for reducing water runoff from yards, lawns, and gardens—a major contributor to pollution.

Here is what you can do better:

☐ Adjust sprinklers so they don't spray onto streets and sidewalks.
☐ Repair leaking or broken sprinklers.
☐ Water in short cycles to allow water to absorb into the soil.
☐ Water in the early morning or late evening when it is cooler outside.

Thank you for doing your part to protect our waterways.

County of San Diego
Enhancing Motivation

Social Norms

November Neighbor Comparison

- Efficient Neighbors: 1,450
- You: 1,851
- All Neighbors: 2,759

You used 28% more.
Combine Tools

Three-for-One
Effective Communication

- Capture Attention
- Social Media
- Message Framing
- Identify Formation
More and more New Yorkers are carrying reusable bottles. Join in! Bring Your Own bottle and fill it with tap quality NYC tap water.

**BYO BOTTLE**

**SMALL STEPS, BIG STRIDES.**

**greenNYC**

**DRINK TAP WATER**

NYC has some of the best water in the world. It travels to us from pristine reservoirs in the Catskill Mountains. Mmmmm...

**STOP JUNK MAIL**

Opt out of receiving unwanted catalogs, credit card offers, phone books and more. Sign up here, it's free!

**BYO MUG**

More and more New Yorkers are carrying reusable mugs. Join in! Bring Your Own mug to work and on-the-go.
Step 4. Pilot Testing

- Identify and Address Problems
- Test Variations
- Evaluate ROI
- Cost-Savings
Community-Based Social Marketing

Select Behavior

Barriers & Benefits

Develop Strategy

Pilot Test

Implement Broadly & Evaluate

Additional Resources

- **Web**
  - www.cbsm.com
  - www.toolsofchange.com
  - UCSD Extension Sustainability & Behavior Change Certificate Program

- **Books/Guides**
  - Fostering Sustainable Behavior
  - Social Marketing, 6th Edition