Community-Based Social Marketing: Promoting Sustainable Behavior Change

Liz Ross, M.S., Colorado State University

Agenda

- Overview of the CBSM methodology

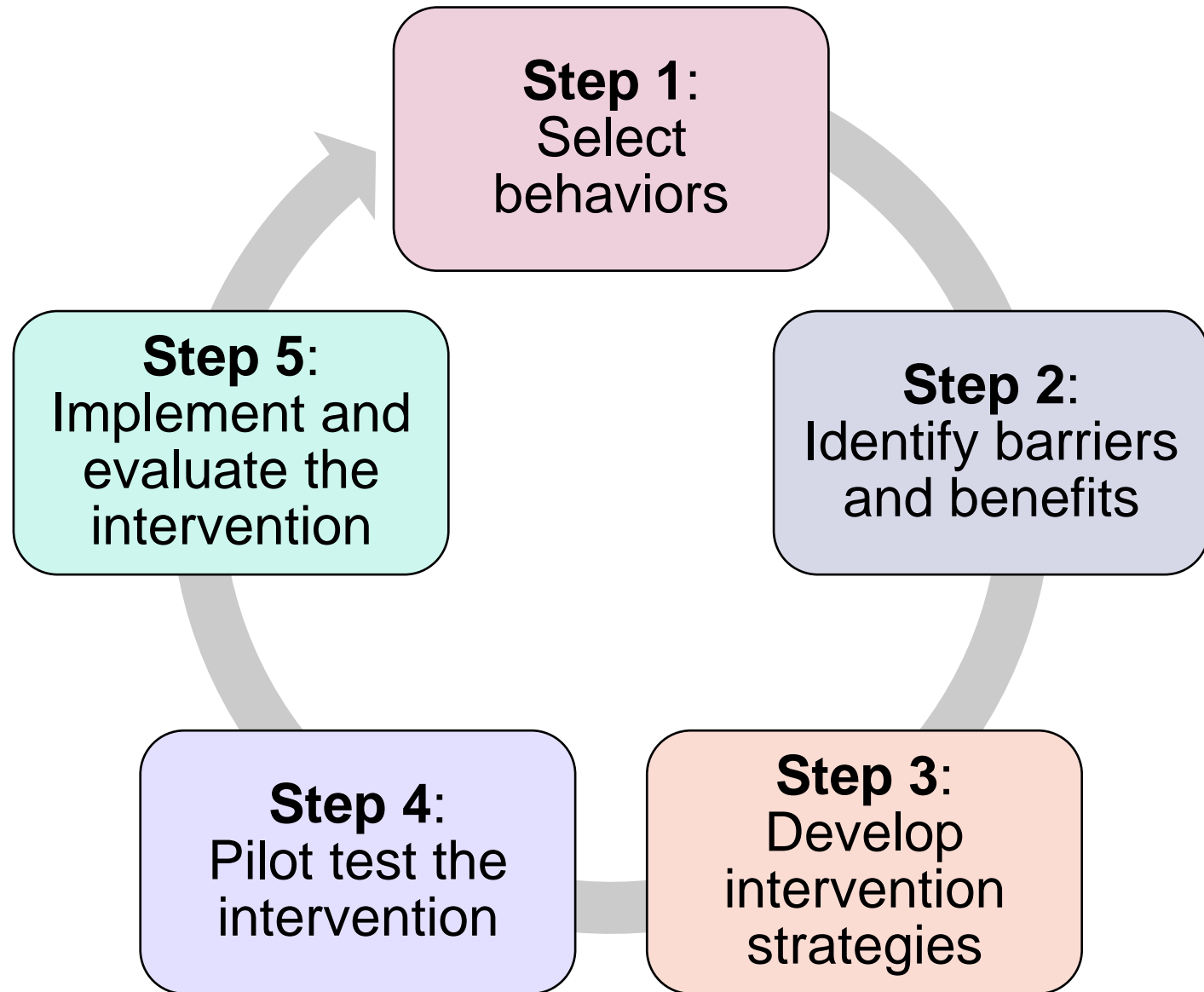- Description of the CBSM steps (with examples)

What is the CBSM methodology?

Overview of CBSM

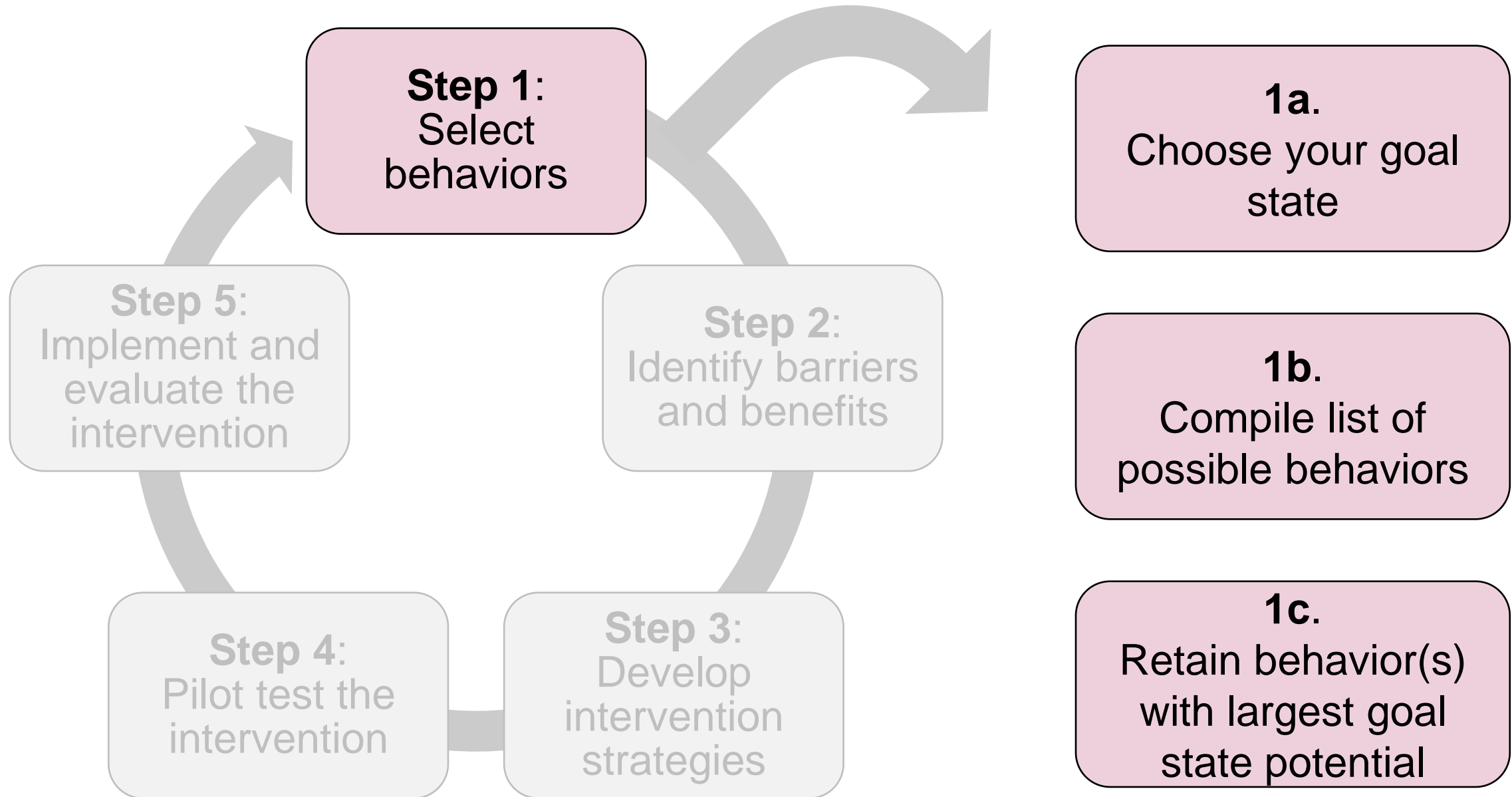Community-based social marketing (CBSM)

- **Promote behaviors** to achieve a specific goal with **systematic** and **audience-specific** decision-making

Step 1: Select behaviors

Step 2: Identify barriers and benefits

Step 3: Develop intervention strategies

Step 4: Pilot test the intervention

Step 5: Implement and evaluate the intervention

Step 1: Select behaviors

Step 1: Select Behaviors

Step 1: Select behaviors

Step 5: Implement and evaluate the intervention

Step 2: Identify barriers and benefits

Step 4: Pilot test the intervention

Step 3: Develop intervention strategies

1a. Choose your goal state

1b. Compile list of possible behaviors

1c. Retain behavior(s) with largest goal state potential

What's your goal state?

- NOT a specific behavior. Instead, think about what you want to achieve through adoption of the behavior.

✔ Reduce emissions   ✘ Bicycling

✔ Support pollinators   ✘ Gardening

✔ Divert waste from landfills   ✘ Composting

Step 1b: Compile list of possible behaviors

- Which behaviors will help achieve our goal state?

- Which behaviors make sense for our audience?

- Be sure behaviors are <u>non-divisible</u> and <u>end-state</u>

- Which behaviors will help achieve our goal state?

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✓ Bike to work   ✗ Drive car less

✓ Compost   ✗ Reduce food waste

✓ Use efficient clothes dryer   ✗ Use less energy

- Which behaviors will help achieve our goal state?

- Which behaviors make sense for our audience?

- Be sure behaviors are non-divisible and **end-state**

✔ Bike to work   ✘ Rent a commuter bike

✔ Compost   ✘ Buy a compost bin

✔ Grow specific plants   ✘ Receive seeds

Goal state potential = Impact x Probability x (1 – Penetration)

Step 1c: Find the largest goal state potential(s)

Goal state potential = **Impact** x Probability x (1 – Penetration)

- **Impact** = How well does each behavior help to achieve the goal state?

Goal: Supporting pollinators	Impact
Plant native plants	5
Eliminate pesticide use	4
Reduce GHG emissions	2

Goal state potential = Impact x **Probability** x (1 – Penetration)

- **Probability** = What's the probability that the audience will engage in each behavior?

Goal: Supporting pollinators	Impact	Probability
Plant native plants	5	2
Eliminate pesticide use	4	3
Reduce GHG emissions	2	1

Step 1c: Find the largest goal state potential(s)

Goal state potential = Impact x Probability x (**1 – Penetration**)

- Penetration = What proportion of the audience already engages in the behavior?

- **1 – Penetration** = What proportion of the audience *doesn't* engage in the behavior?
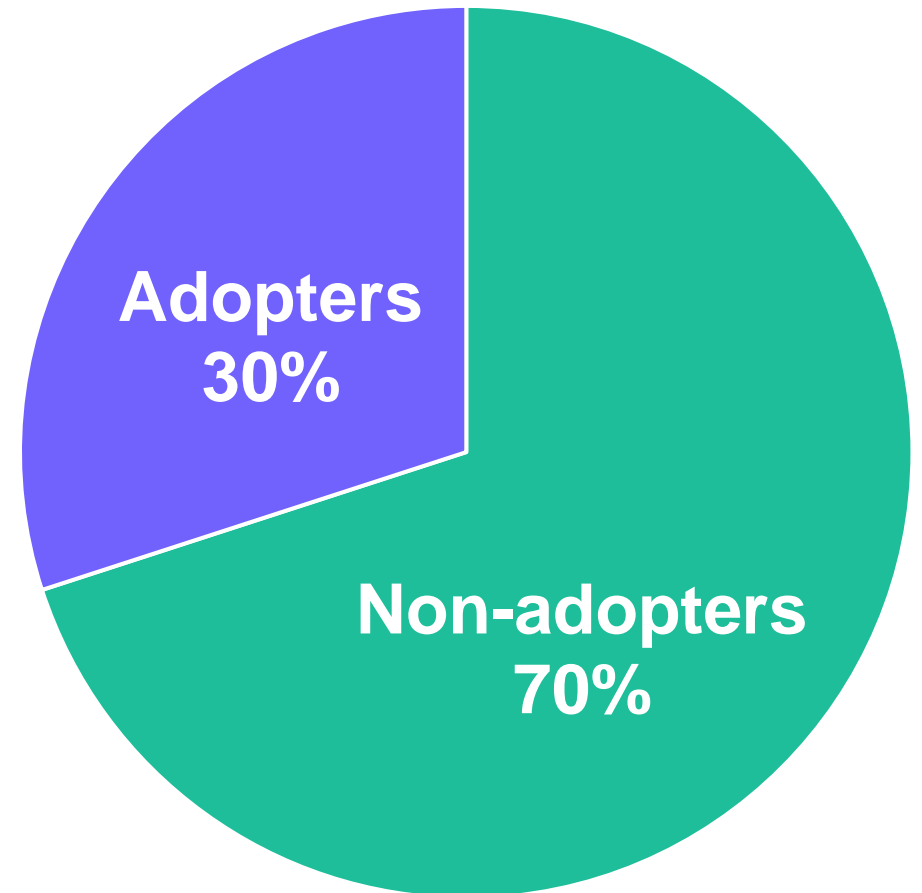
Adopters 30%

Non-adopters 70%

Goal state potential = Impact x Probability x (**1 – Penetration**)

- **1 – Penetration** = What proportion of the audience **doesn't** engage in the behavior?

Goal: **Supporting pollinators**	Impact	Probability	1 – Penetration
Plant native plants	5	2	4 (.70)
Eliminate pesticide use	4	3	4 (.70)
Reduce GHG emissions	2	1	5 (.90)

Goal state potential = Impact x Probability x (1 – Penetration)

▪ Which behavior(s) has the largest goal state potential?

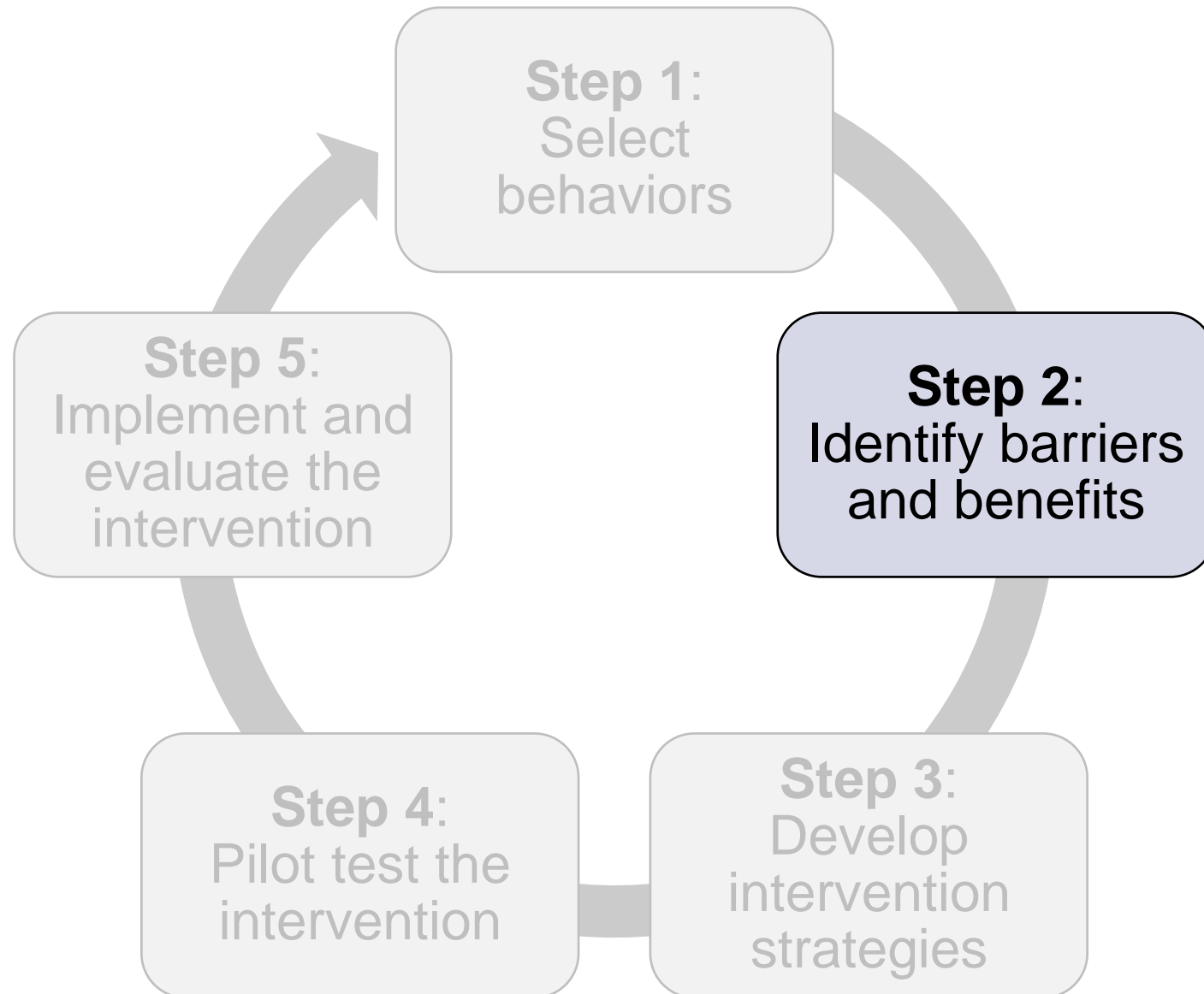| Goal: Supporting pollinators	Impact	X	Probability	X	1 – Penetration	=	Goal state potential
Plant native plants	5	X	2	X	4	=	40
Eliminate pesticide use	4	X	3	X	4	=	48
Reduce GHG emissions	2	X	1	X	5	=	10

Step 2: Identify barriers and benefits

Step 2: Identify Barriers and Benefits

Step 1:
Select behaviors

Step 2:
Identify barriers and benefits

Step 3:
Develop intervention strategies

Step 4:
Pilot test the intervention

Step 5:
Implement and evaluate the intervention

Step 2: Identify Barriers and Benefits

Why?

1. Informs intervention
   - How can we help the audience **overcome the barriers** and **realize the benefits**?

2. It's also <u>crucial</u> during the behavior selection process
   - Are there significant barriers that can't be addressed in the intervention?

Plant native plants   40

Eliminate pesticide use   48

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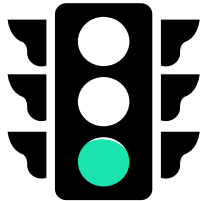
Eliminate pesticide use   48

How?
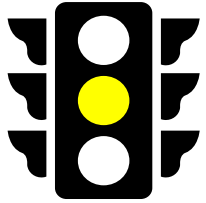
- Personal experience, "hunches"

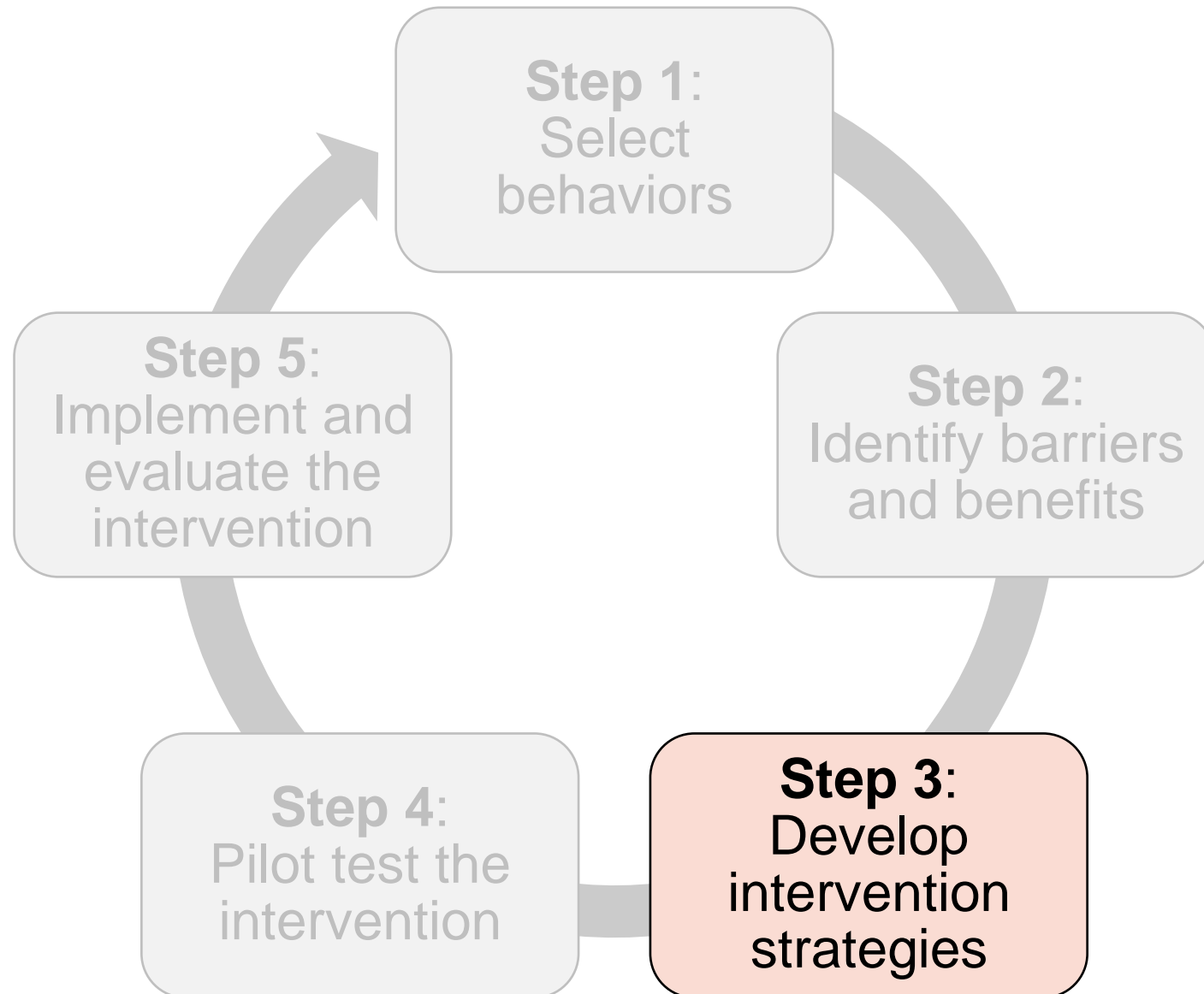- Interventions in other neighborhoods/with different audiences

- Ask your target audience

- Observe your target audience

Step 3: Develop intervention strategies

Step 3: Develop Intervention Strategies

Step 3: Develop Intervention Strategies

What should our intervention look like?

1. Address the barriers and benefits

   - Make the sustainable behavior **more** desirable

   - Make the unsustainable behavior **less** desirable

2. Use social science methods

   - Commitments
   - Social norms
   - Prompts

   - Feedback
   - Convenience
   - Social diffusion

Step 3: Develop Intervention Strategies

Commitments

- Individuals who commit to engaging in a behavior are more likely to follow through

  - **Written commitments** are more effective than **verbal commitments**

  - **Public commitments** are more effective than **private commitments**

- How?

  - Signed or verbal commitments in neighborhood meetings, door-to-door, over the phone, or in online forums
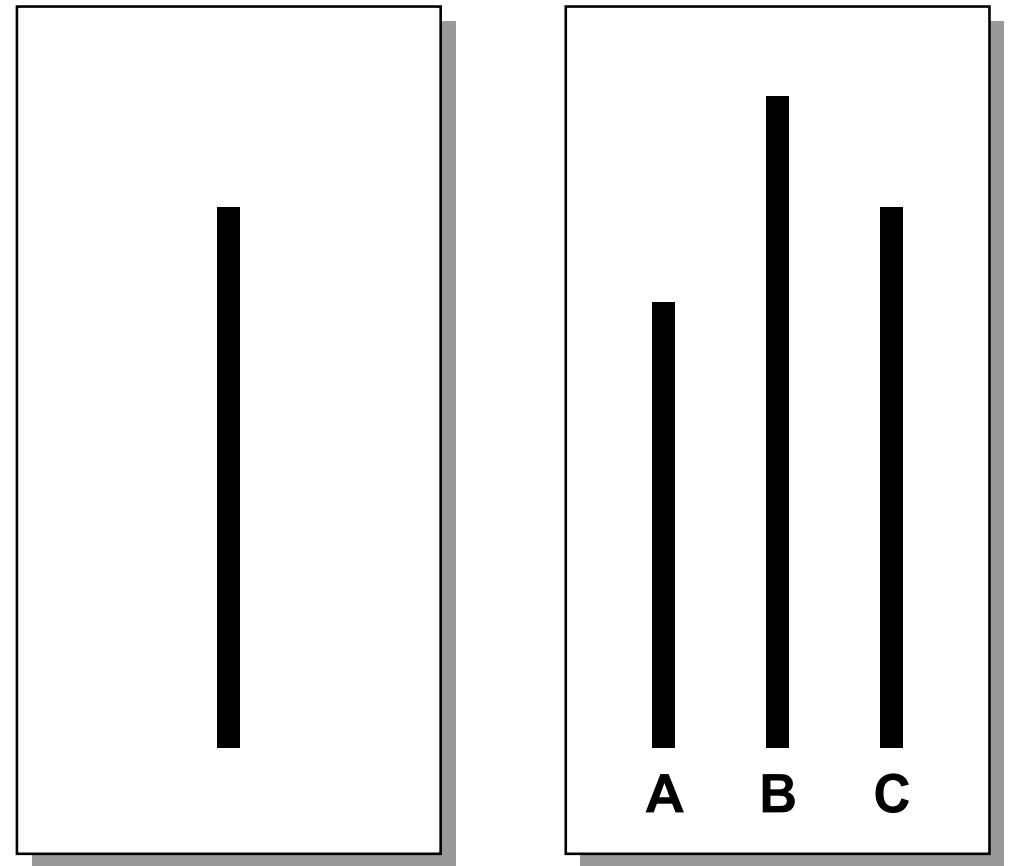
"I, [name], agree to grow only native plants in my yard."

Step 3: Develop Intervention Strategies
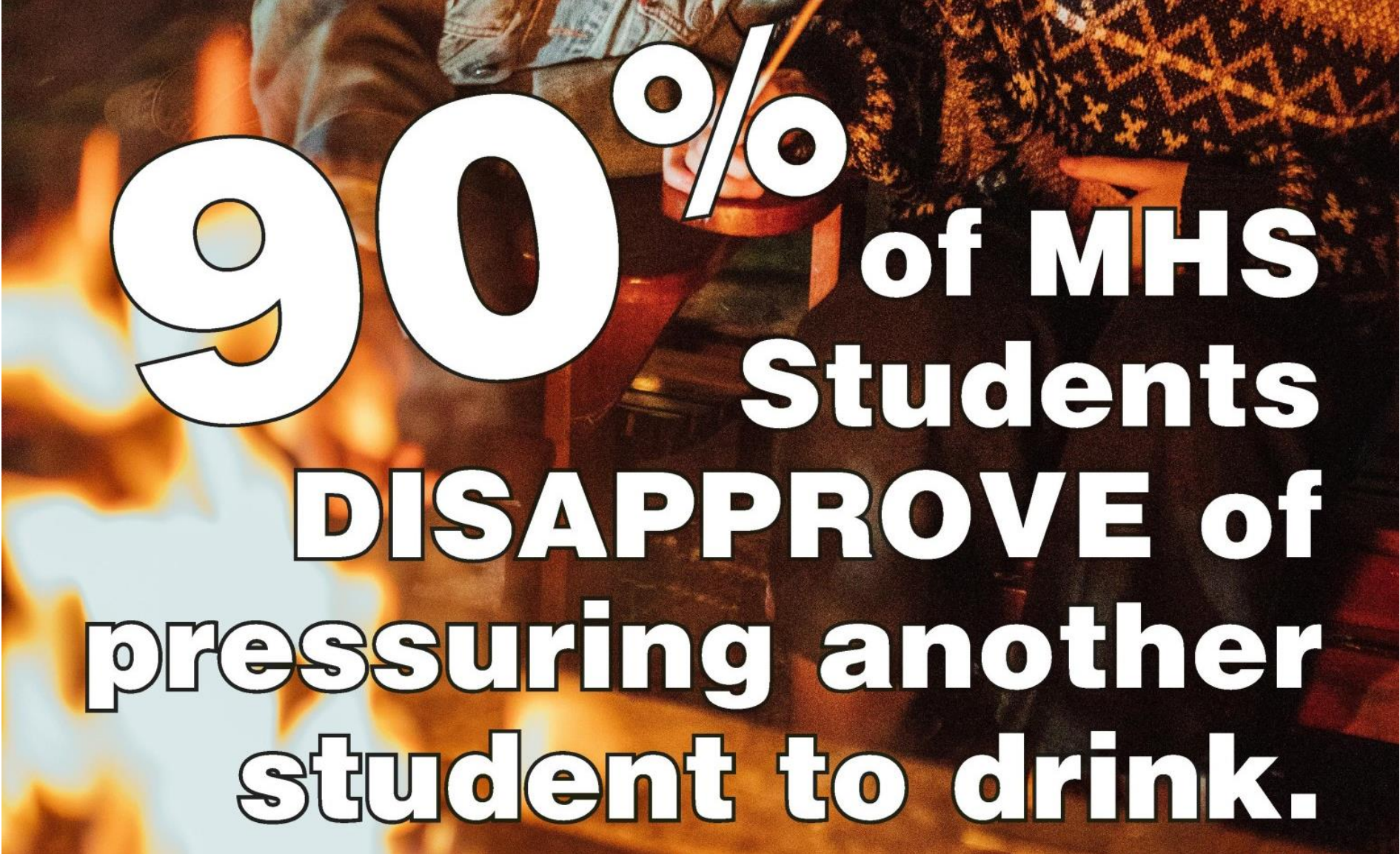
Social norms

Asch conformity study (1951)

- When individuals believe that a behavior is normal and common, they are more likely to engage

A   B   C

75% OF PEOPLE WHO STAYED AT THIS HOTEL REUSED THEIR TOWELS AT LEAST ONCE DURING THEIR STAY

Uxplanet.org

90% of MHS Students DISAPPROVE of pressuring another student to drink.

University of Wisconsin-Madison

Please consider our environment

70% OF MEMBERS USE MORE THAN 1 TOWEL PER VISIT

Only use one towel per visit.

Towel06

Medium.com

The MSC/ASC certification contributes to sustaining marine resources

28% of all customers buying seafood in our shop yesterday chose MSC/ASC

Richter et al., 2018

B.Y.O. BAG

More and more New Yorkers are carrying reusable bags. Join in! Remember to Bring Your Own bag when shopping.

Nyc.gov

Prompts

- Help people remember to engage

- How?

  - Use decals, signs, stickers, notepads

  - Encourage a **specific** positive behavior

  - Make the reminder **noticeable** and **self-explanatory**

  - Place the reminder **near** the behavior (in space and time)

Feedback

- Communicate a behavior's progress and impact

- Be specific!

  - How many native plants have been planted?

  - How many cans have been recycled?

  - How much energy has been saved?

  (And how much CO_2?)

"Our neighborhood planted 25 native plants last summer!"

"This street has recycled over 500 cans this year!"

"Our complex has saved 2,400 kWh of energy this month!"

Convenience

▪ Make the behavior as easy as possible

  by addressing external barriers

▪ How?

  ▪ Give people as much help and social support as possible. For example:

    ▪ Bike racks

    ▪ List of native plants

    ▪ Recyclable materials decal

    ▪ Compost bins

    ▪ LED bulbs

    ▪ Bike-to-work events

Social diffusion

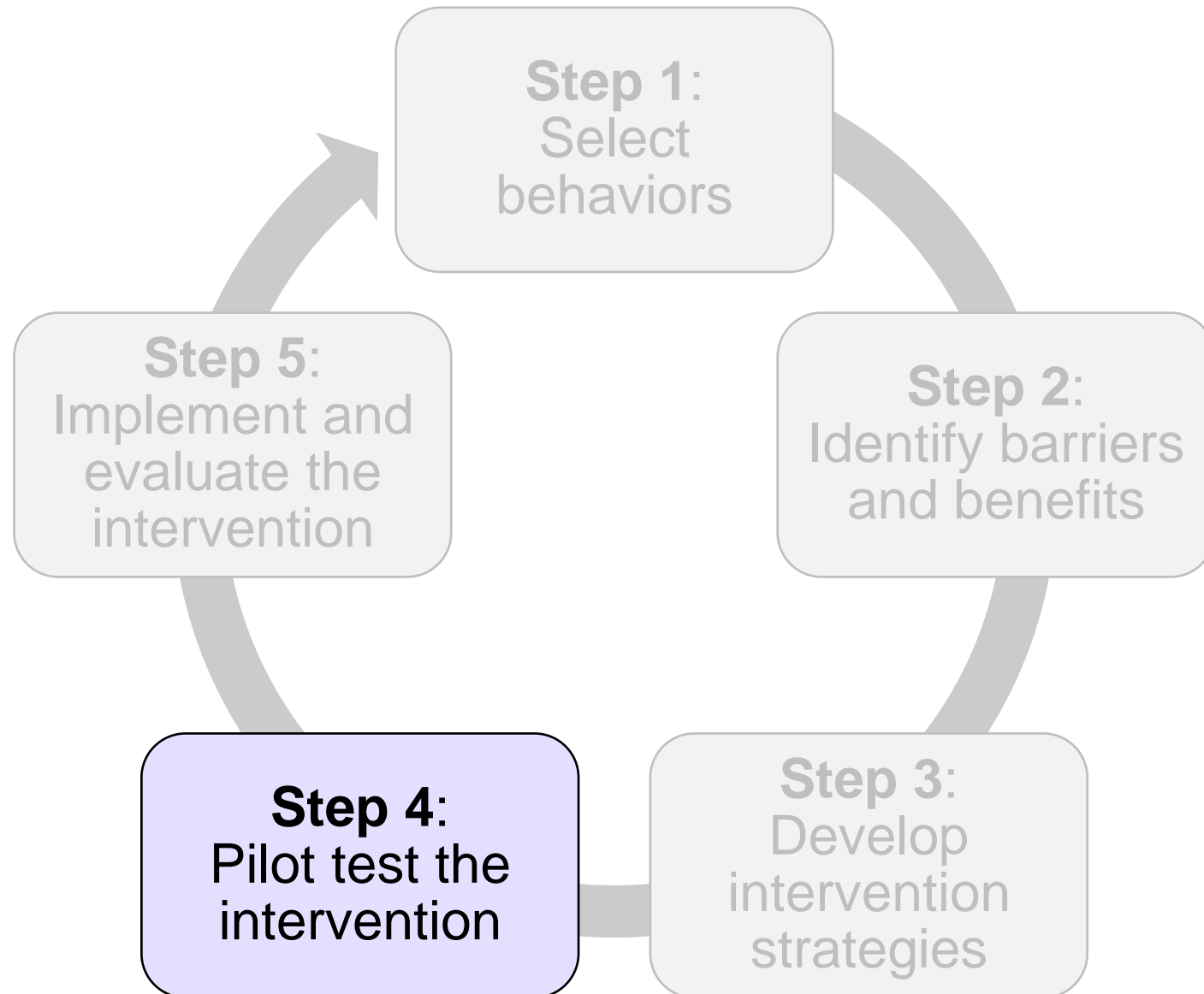- Behavior engagement spreads through **communication** and **visibility**

- Model the behavior

felixwong.com

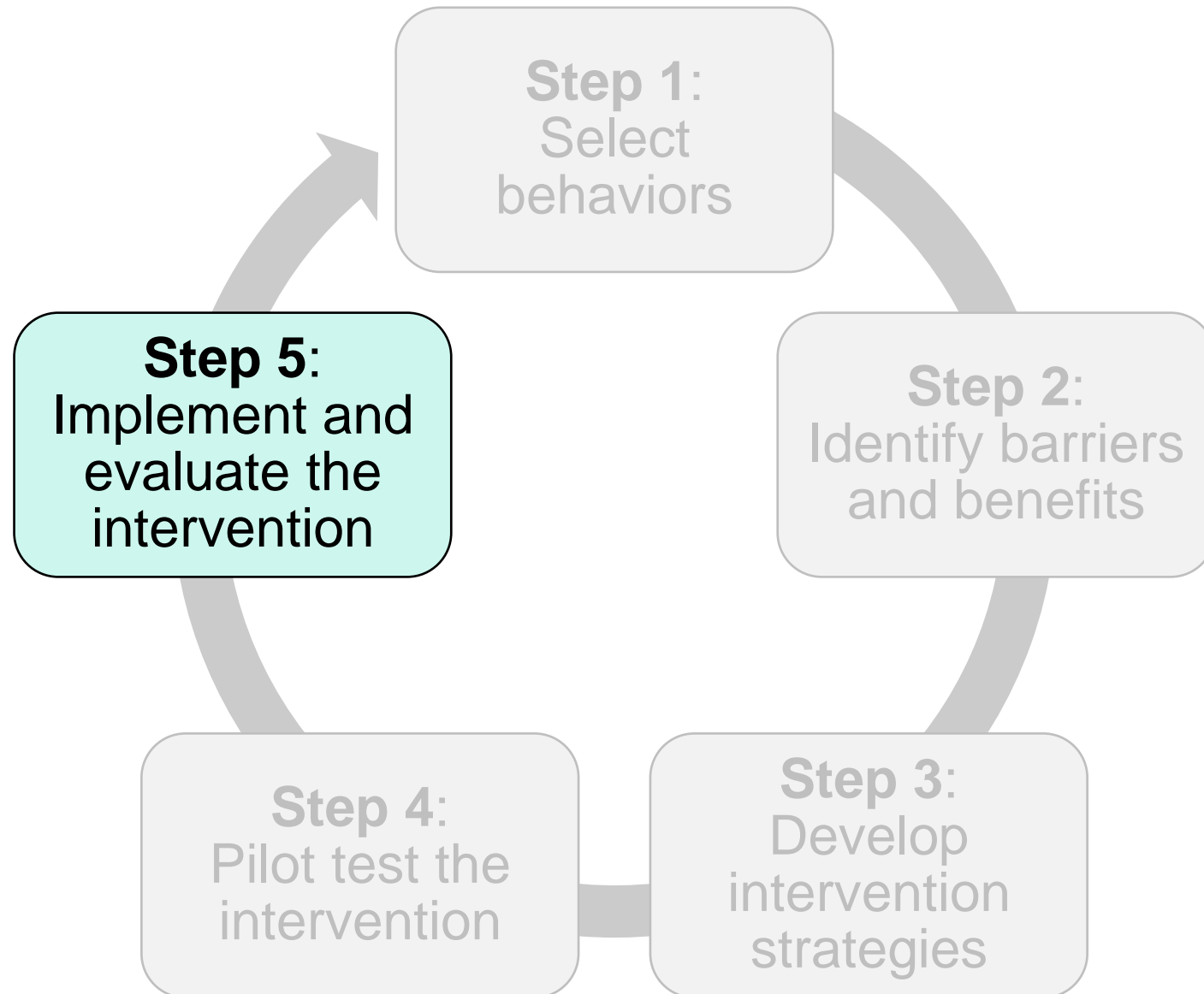# Step 4: Pilot test the intervention

Step 4: Pilot Test

Step 1:
Select
behaviors

Step 2:
Identify barriers
and benefits

Step 3:
Develop
intervention
strategies

Step 4:
Pilot test the
intervention

Step 5:
Implement and
evaluate the
intervention

Step 4: Pilot Test

- "Test run"

- Piloting takes time, but it will save time in the long run and will increase the impact of the intervention

- Ideally:
  - Small subset of audience, divided into two groups: intervention + control

- But at least:
  - Consistent, in-depth discussion and review of intervention

Step 5: Implement and evaluate the intervention

Step 5: Implement and Evaluate

Step 1: Select behaviors

Step 2: Identify barriers and benefits

Step 3: Develop intervention strategies

Step 4: Pilot test the intervention

Step 5: Implement and evaluate the intervention

Real-world Example Intervention

- Goal state: Reduce residential water use

- 3 regions in Ontario, Canada: York, Durham, & Halton

- **York**

    What: Information-based campaign

    How: Gave water-efficiency brochures, rain gauges, and prompt tags to homeowners

    Result: 1% reduction in water use

Real-world Example Intervention

- Goal state: Reduce residential water use

- 3 regions in Ontario, Canada: York, Durham, & Halton

- **<u>Durham</u>**

  What: CBSM-based campaign

  How: College students went door-to-door
  Obtained public commitments by providing window stickers; placed prompts on outdoor faucets

  Result: 32% reduction in water use

Real-world Example Intervention

- Goal state: Reduce residential water use

- 3 regions in Ontario, Canada: York, Durham, & Halton

- **<u>Halton</u>**

    What: CBSM-based campaign

    How: Staff went door-to-door
                  Obtained public commitments by providing window
                  stickers; gave homeowners rain gauges

    Result: 45% reduction in water use

Summary

Summary

Choose a behavior

1. Identify your goal state

2. Compile list of behaviors that will help achieve the goal state

3. Select 2-3 behaviors with largest product of:

    ✓ Impact   ✓ Probability   ✓ 1 – Penetration

4. Identify the barriers and benefits of behavior engagement

5. Choose a behavior with manageable barriers

Summary

Design the intervention

6. Address the barriers

7. Use social science methods. Consider:

    - Commitments
    - Social norms
    - Prompts

    - Feedback
    - Convenience
    - Social diffusion

8. Pilot test to the extent possible

9. Run the intervention! (And don't forget to make notes for the future!)
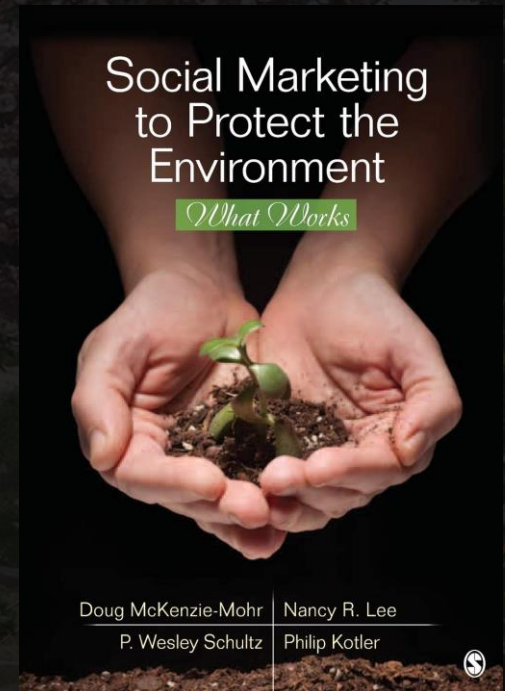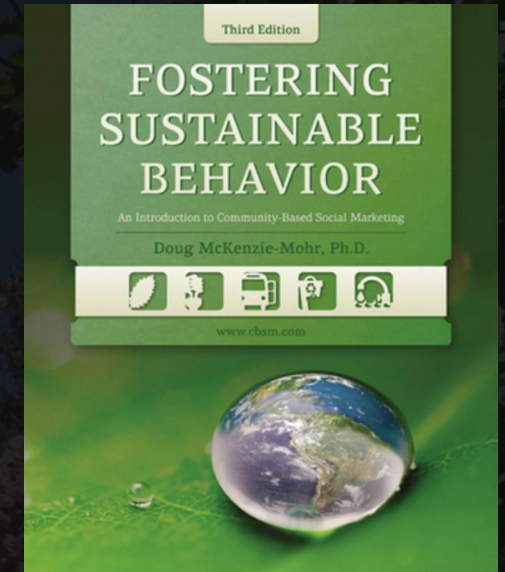
Thank you! Questions?

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Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing, 3rd ed.
by McKenzie-Mohr

Social Marketing to Protect the Environment: What Works
by McKenzie-Mohr, Lee, Schultz, & Kotler

www.cbsm.com

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2c. Retain behavior(s) with largest **goal state potential**

Goal state potential = **Impact** x Probability x (1 – Penetration)

- How well does each behavior help to achieve the goal state?

Goal: Reducing emissions	Rating scale (1-5)	kg CO_2-equivalent (per person per year)
Eliminating car use	5	2,450
Plant-based diet	2	841
LED bulbs	1	170

2c. Retain behavior(s) with largest **goal state potential**

Goal state potential = Impact x <mark>**Probability**</mark> x (1 – Penetration)

- What's the probability that the audience will engage in each behavior?

Goal: Reducing emissions	Impact	Probability
Eliminating car use	5	1.8
Plant-based diet	2	2.0
LED bulbs	1	3.6

2c. Retain behavior(s) with largest **goal state potential**

Goal state potential = Impact x Probability x (<mark>1 – **Penetration**</mark>)

- **1 – Penetration** = What proportion **doesn't** engage in the behavior?

Goal: Reducing emissions	Impact	Probability	1 – Penetration
Eliminating car use	5	1.8	.79 (4)
Plant-based diet	2	2.0	.94 (5)
LED bulbs	1	3.6	.34 (2)