

Time For A Change

Part I

Basics of Behavior Change

Personal and Promoted



Change Yourself

Popular goals



Eat Better!



Exercise



Save Money!



Spend more time with your children

Change Yourself

- ◆ Have you ever made a sustained lifestyle change (or you really want to change) ?
- ◆ What?
- ◆ Why?
- ◆ What was the tipping point?



Stages of Change Model

(Prochaska, J.O. & DiClemente, C.C. 1982)



Behavior Change Tips

- ◆ Be specific
- ◆ Tackle one goal at a time
- ◆ Be realistic
- ◆ Write it down
- ◆ Be good to yourself
- ◆ Don't go it alone



Change Others

Behavior Change Process

Everett M. Rogers, Diffusion of Innovations, 1995

Knowledge

Pre-contemplation

Persuasion

Contemplation

Decision

Preparation

Implementation

Action

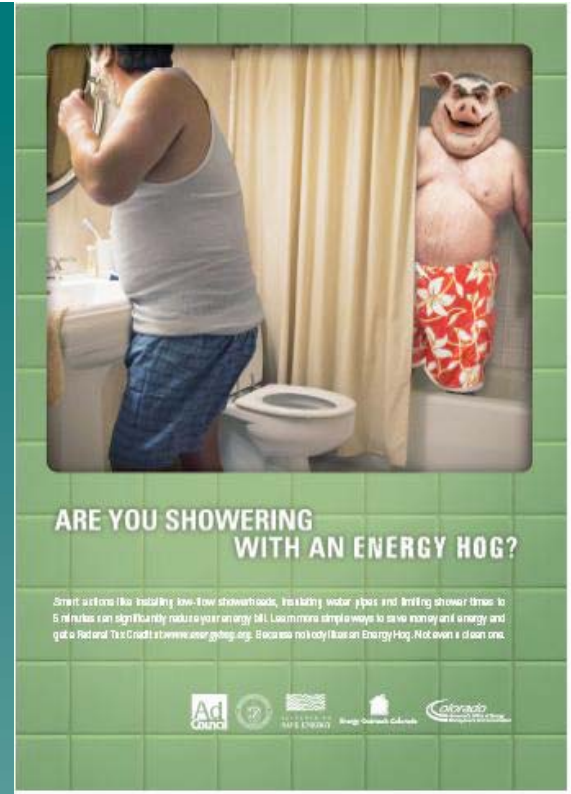
Confirmation

Maintenance



Part II

Social Marketing Basic Concepts and Principles



SOCIAL MARKETING

Selling Positive Behavior



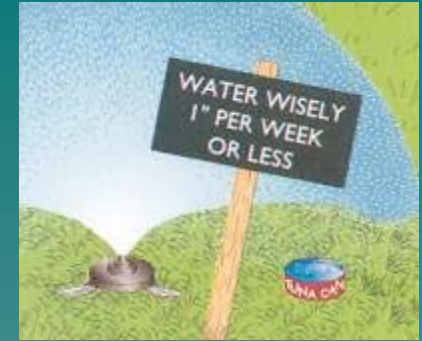
DEFINITIONS

INFORMAL:

“Influencing Public Behavior”



IT'S ALL ABOUT BEHAVIOR CHANGE



- ◆ Leave **oyster shells on the beach.**
- ◆ Mow high **and let it lie.**
- ◆ Pick up **after your pet**
- ◆ Keep **a litterbag in your car.**
- ◆ Ride **the bus or join a carpool to work.**
- ◆ Use **an organic fertilizer.**

Comparison

- ◆ Marketing and Social Marketing are Integrated Approaches:
 - Community Involvement
 - ◆ Events
 - ◆ Volunteerism
 - Media (news) Relations
 - Advertising
 - Education



HOW DIFFERS

- ◆ **Commercial Sector Marketing**
 - Typically goods and services
 - For a profit
 - Benefit of shareholders
- ◆ **Non-Profit Marketing**
 - Promoting services
 - Supporting fundraising
- ◆ **Social Marketing**
 - Changing behaviors



HOW DIFFERS

From Education:

- Education typically just informs
- Social Marketing is intent on influencing behavior change

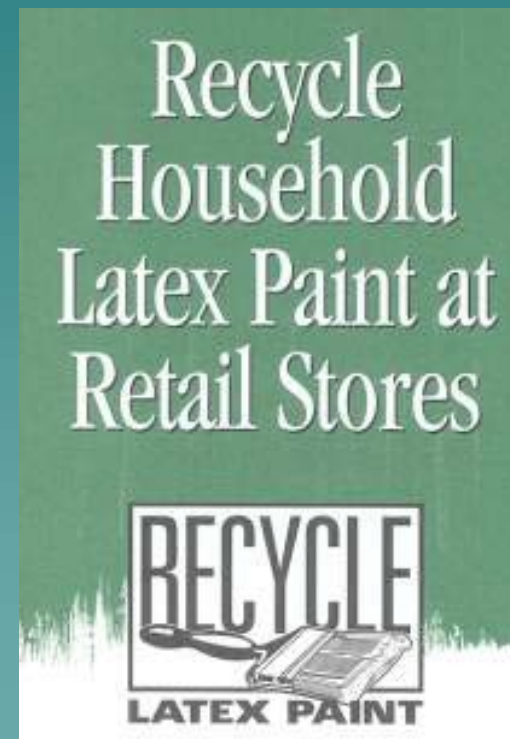
From Advertising:

- Advertising is only one of the communication options (Promotion Tool) for influencing behavior
- There are other powerful tools

WHY IT'S HARDER.

We ask people to

- ◆ Be uncomfortable
- ◆ Risk rejection
- ◆ Reduce pleasure
- ◆ Give up looking good
- ◆ Be embarrassed
- ◆ Go out of their way
- ◆ Spend more time
- ◆ Spend more money



Promoting Behavior Change

- ◆ Social Marketing Process
 - Identify the action/behavior
 - Target a segment of the audience
 - Research the audience
 - Create and Test messages
 - Implement
 - Evaluate
 - Adjust



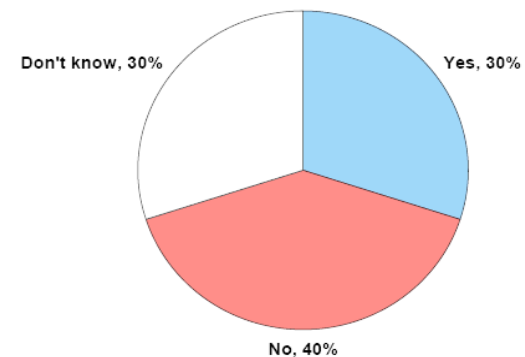
Key Concepts to Social Marketing Success

Concept #1



- ◆ *“Get to know your audience”*
 - Know what they know
 - Know what they do
 - Know why

Question 39. STORM WATER is the water from rain, melted snow, and sleet....from what you know or have heard, does neighborhood storm water go to a treatment plant?



Techniques

- ◆ Surveys
- ◆ Focus groups
- ◆ Individual interviews
- ◆ Observation, or
- ◆ ...just ask someone



Who do you Target?

- ◆ ***“TARGET MARKETS MOST READY FOR ACTION”***



Diffusion

◆ Social Dynamics within an audience

– Social Diffusion Theory

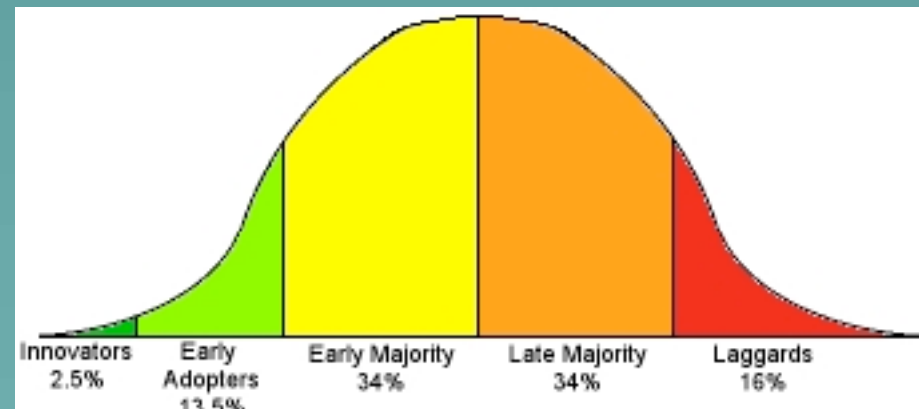
◆ Dr. Everett Rogers *Diffusion of Innovation* 1995

- Once 10 – 15 percent of a given segmented audience adopts an innovation/new behavior, that behavior has the momentum it needs to diffuse on its own with less or no external marketing and promotion.

◆ Social structure and classifications

- Rogers Identified five groupings of people within any audience

- ◆ Innovators
- ◆ Early Adopters
- ◆ Early Majority
- ◆ Late Majority
- ◆ Laggards



Concept #2

◆ *“Take Advantage Of What’s Been Done Before that Works”*



- Saves time
- Saves money
- More success



Washington vs. Michigan

...and no, it's not a college football game



WHEN YOUR PET GOES ON THE LAWN,
REMEMBER IT DOESN'T JUST
GO ON THE LAWN.



When our pets leave those little surprises, rain washes all that pet waste and bacteria into our storm drains. And then pollutes our waterways. So what to do? Simple. Dispose of it properly (preferably in the toilet). Then that little surprise gets treated like it should.

A cooperative venture between the Puget Sound Action Team, Department of Ecology, King County and the cities of Bellevue, Seattle and Tacoma.

Remember, you're not just walking the dog



Clean up after your pet

Concept #3

"Promote single, simple doable behaviors."

- ◆ Ones that will make a difference.
- ◆ Ones your audience will understand.
- ◆ Ones you can observe/measure.



Single and Simple, but
not Doable

Better, though you
still have to read to
know what to pump

A vertical poster with a white background. At the top, the text "pump it out!" is written in a bold, sans-serif font. Below the text is a black and white photograph of a muscular man flexing his right bicep. At the bottom of the poster, there is a block of text providing information about septic system maintenance and contact details for the local water utility.

When was the last time you had your **septic system** pumped? Can't recall? Then it's been too long. Protect your investment in your water treatment system. Have your septic system pumped and inspected every three years by a licensed septic tank service contractor. Remember, a failed septic system is expensive to replace and it compromises water quality.

Protect your **investment**.
Protect the **river**. It's that **easy**.

A partnership of the Huron River Watershed Council,
City of Ann Arbor Water Utilities Department, USEPA and MDEQ.
Want more information? Call 313.769.3123 and ask for a free 800 card.

Concept #4

"UNDERSTAND AUDIENCE BARRIERS TO BEHAVIOR CHANGE."

- ◆ Some are perceived.
- ◆ Some are real.
- ◆ Most of the time, you can help.

Overcoming Barriers

- ◆ Everyone else is doing it (or not doing it)
- ◆ We'll teach you how to do it
- ◆ Save money/get money
- ◆ It takes 5 minutes or less
- ◆ It's the cool thing to do
- ◆ You'll get a reward if you do it



HANDLING ONE BARRIER



HANDLING ANOTHER ONE



Concept #5

"Choose the Best Media Mix of Channels and Messages...for Your Audience."



USE MEMORABLE MESSAGES

- ◆ North Carolina launched the “Click It or Ticket” campaign in 1993:
 - Increased from 65% usage to 84%
 - Fatal and serious highway injuries were cut by 14%



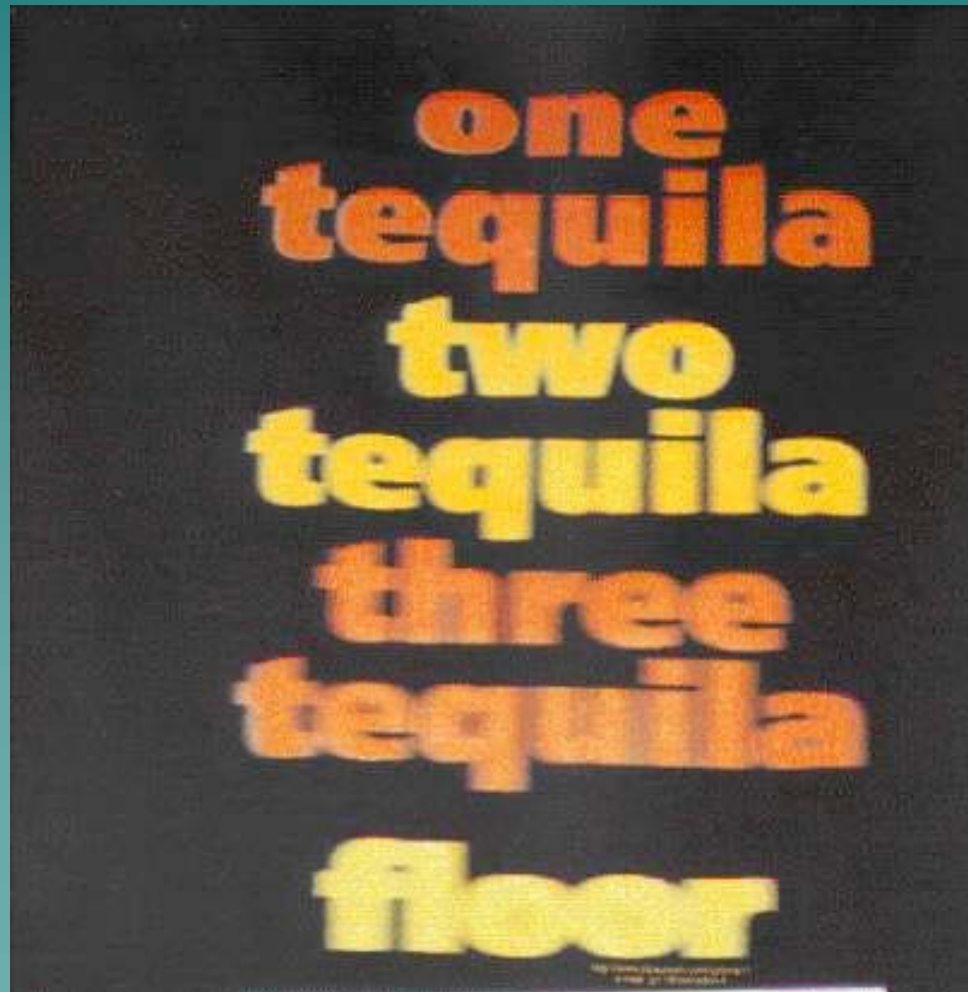
HAVE SOME FUN



MORE FUN



EVEN MORE FUN



CUSTOMERS KEEP PLEDGES

Healthy Lawns, Healthy Families!

Act now, take the pledge OR pledge online! Go to www.healthylawns.org and we'll send your free lawn sign.

Fill out the form below and pledge to use alternative lawn and garden chemicals. You'll have a great looking lawn that's healthier for your children, pets and the environment. *Available only to Oregon residents.*

I pledge to practice natural lawn care!

The information below will not be shared. Your information is required to submit this form and will only be used for follow-up to assess the effectiveness of our campaign.

May we contact you for follow-up? Yes No

First name _____

Last name _____

E-mail _____

Phone _____

Address _____

City _____

State: Oregon Zip _____

After you take the pledge, we'll send you a lawn sign to post in your yard so you can let others know you practice natural lawn care!



Actual sign size is 12" x 12" (wire stakes included)

USE PROMPTS.



IN SUMMARY



- ◆ **Social Marketing is about influencing behaviors.**
- ◆ **Incorporate principles that work.**
 1. Get to Know Your Audience
 2. Use what has already worked
 3. Promote single, do-able actions/behaviors
 4. Understand audience barriers to behavior change
 5. Choose the best media mix of channels...for your audience