Community-Based Social Marketing

Data Driven Program Design

September 25, 2014
Behavior Matters

- **Human Behavior Origins**
  - Pollution and Waste
  - Climate Change

- **Technology and Policy Solutions**
  - Technical, economic, institutional, societal obstacles
  - Time to penetrate markets, implement policies
  - Some technologies only effective if people *use* them

- **Behavioral Solutions**
  - Solutions will require changes in behavior
  - Guidance from psychology
THE Behavior Matters

- Diverse set of behaviors
  - One-time (e.g., install LED)
  - Repetitive (e.g., transportation habits)

- Vary in cost, difficulty, and other obstacles
So how do we change behavior?
Traditional Approaches

Knowledge

If people know what to do, they will do it.

Knowledge ≠ Behavior Change

Awareness

Economic
Traditional Approaches

**Knowledge**
- If people know what to do, they will do it.
- Knowledge ≠ Behavior Change

**Awareness**
- If people know the severity of it, they will change.
- Attitude ≠ Behavior Change

**Economic**
Traditional Approaches

Knowledge
- If people know what to do, they will do it.
- Knowledge ≠ Behavior Change

Awareness
- If people know the severity of it, they will change.
- Attitude ≠ Behavior Change

Economic
- If it is in their financial best interest, they will do it
- Enlightenment ≠ Behavior Change
Campaign Effects

- National effort in Canada to reduce CO2
- Heavy media advertising
- 51% knew program
- Few changed behavior

- 2001-2010
- $200 million advertising campaign
- One-time and repetitive actions
- Little impact behavior change
Beyond Brochures

- Behavior change requires a different approach
  - Process not a product
- Community-Based Social Marketing (CBSM)
  - Origins in 100 years of social science
  - Research-driven
  - Community-based
  - Removes barriers
  - Outcomes (behavior change) not Outputs (# of impressions)
Community-Based Social Marketing

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Select Behavior

Barriers & Benefits

Develop Strategy

Pilot Test

Implement Broadly & Evaluate

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Select Behavior → Barriers & Benefits → Develop Strategy → Pilot Test → Implement Broadly & Evaluate

Step 1: Selecting Behaviors

- Are we Focusing on Behaviors that Make Sense?
  - What is desired outcome?
  - What sectors/audiences are linked with outcome?
  - Is behavior linked to outcome?

- Informed Choices
  - Our hunches are often disconfirmed
  - Technical data
  - Survey data

- Prioritize
Prioritizing Behaviors

Penetration
- How many already engaged?
- Is there room to change?

Probability
- How difficult is change?

Impact
- How much is change linked to outcome?
## Sample: Energy Savings

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Impact 0-10</th>
<th>Probability 0-10</th>
<th>Reach 0-1</th>
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</thead>
<tbody>
<tr>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unplug charged devices</td>
<td></td>
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Reach = 1 - Penetration
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Step 2: Identify Barriers and Benefits

- **Why aren’t people engaging the desired behavior?**
  - **Internal:** motivation, knowledge, convenience, attitudes, time
  - **Structural:** structural changes, convenience, difficulty, access

- **Multiple barriers can exist simultaneously.**
  - Prioritize

- **Barriers can vary by:**
  - Behavior
  - Audience
  - Season
Step 2: Identify Barriers and Benefits

- **NOT** based on a hunch!
  - Find target population

- **Starting point**
  - Literature Reviews
  - Observations
  - Focus Groups

- **Surveys**
  - In-person
  - Telephone
  - Mail
  - Web-based
Step 3: Develop Strategy

- Remove Barriers
- Enhance Motivation
- Tools from Social Sciences
- Personal Contact
Step 3: Develop Strategy

- Remove Barriers
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Behavior Change
Step 3: Develop Strategy

- Remove Barriers
- Enhance Motivation
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Behavior Change
**Personal Contact: Reach vs. Impact**

![Graph showing the relationship between Reach and Behavior Change]

- **High Reach**: One-on-One Personal Contact, Group Discussion, Personalized media (feedback), Impersonal direct contact (direct mail).
- **Low Reach**: Information/Awareness by mass media (TV, radio, billboard).

Step 3: Develop Strategy

- Remove Barriers
- Enhance Motivation
- Personal Contact

Tools from Social Sciences

Behavior Change
Step 3: Develop Strategy

Step 4: Pilot Testing

- Preliminary data about the efficacy of intervention
- Small sample (but out of the office)
- Refine, modify, re-pilot
- Cost-savings mechanism
Data Driven at Every Step

Select Behavior

Barriers & Benefits

Develop Strategy

Pilot Test

Implement Broadly & Evaluate
CBSM In Practice

- **Pollution Prevention**
  - Pet waste, manure management
  - Litter prevention
  - Outdoor washing (e.g., hosing, car washing)

- **Energy Conservation and Efficiency**
  - Energy efficiency home improvements
  - Residential energy conservation
  - Municipal employee behavior

- **Waste Diversion and Recycling**
  - Household Hazardous Waste
  - Municipal recycling programs
  - Agricultural use of industrial byproducts

- **Transportation**
  - Commute Trip Reduction
  - Vanpools
  - Walking and Biking
CBSM Successes

- Computer & Monitor Shutdown
- Municipal Employees
- Email & In-Person
  - Reminder
  - Start up Time Information
  - Policy Clarification
  - Commitment
CBSM Successes

Computer & Monitor Shutdown Rates

- Control
- Treatment

- Computers Off: 64% (Control), 72% (Treatment)
- Monitors Off: 23% (Control), 53% (Treatment)

Research • Social Marketing • Results
CBSM Successes

- Significant increase in reported cold water washing across diverse cities

**Asheville**
- All or Mostly Warm/Hot: 14.6%
- All or Mostly Cold: 51.7%

**Tucson**
- All or Mostly Warm/Hot: 20.3%
- All or Mostly Cold: 60.7%

**Berkeley**
- All or Mostly Warm/Hot: 24.2%
- All or Mostly Cold: 59.0%
CBSM Successes

- 23% reduction in piles of pet waste left behind on trail
CBSM Successes

- 89% decrease in outdoor washing
- 67% decrease in dry-weather flow into storm drains

La Jolla Shores Business Outreach CBSM
Think Blue, 2009
CBSM Successes

- 248% increase in curbside oil pick ups

Used Oil Recycling CBSM Pilot
Cal Recycle, 2003
References

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