About One Change

- One Change empowers people to believe that simple actions matter and to make smart choices.

- Inspired by CBSM theory since 2006:
  - Over 3.8 million conversations in engagement programs across North America
  - 1,200 communities
  - 15,000+ volunteers and advocates

www.onechange.org
1-866-585-6359
What we do

- Design/deliver and consult re engagement campaigns that reach directly into communities: encouraging individual and community action
- Use the best of CBSM-based approaches combined with traditional marketing to encourage behavior change
- Help sponsors/partners communicate important messages and cross-promote programs
- Use data analysis and targeting to reach specific audiences
- Deliver measurable outcomes
Why CBSM?

- Inspiration for change
  - The power of community
  - The shattering of barriers
- Method and magic
  - Methodology guides, magic inspires

- When combined with traditional marketing tactics works on a large scale
- There is opportunity to do better
Why it works

• Identifying barriers – informs program design and delivery
• Authentic engagement harnesses the power of person-to-person communication
• Networks of people become committed to messages and are willing to share
• Simple first acts set people on a path for change
• Building relationships and trust overcomes disengagement
Not confusing people helps too
A continuum of action – over time
Sometimes we feel like this
Questions?

Stuart Hickox
@stuarthickox
@onechangeorg
Stuart@onechange.org
613 232 5892