Messaging for Change:

Strategies for Your Tool Box

"What if we don't change at all ... and something magical just happens?"

Community-Based Social Marketing

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Virginia Till – US EPA Region 8

Wyoming Solid Waste and Recycling Association Conference
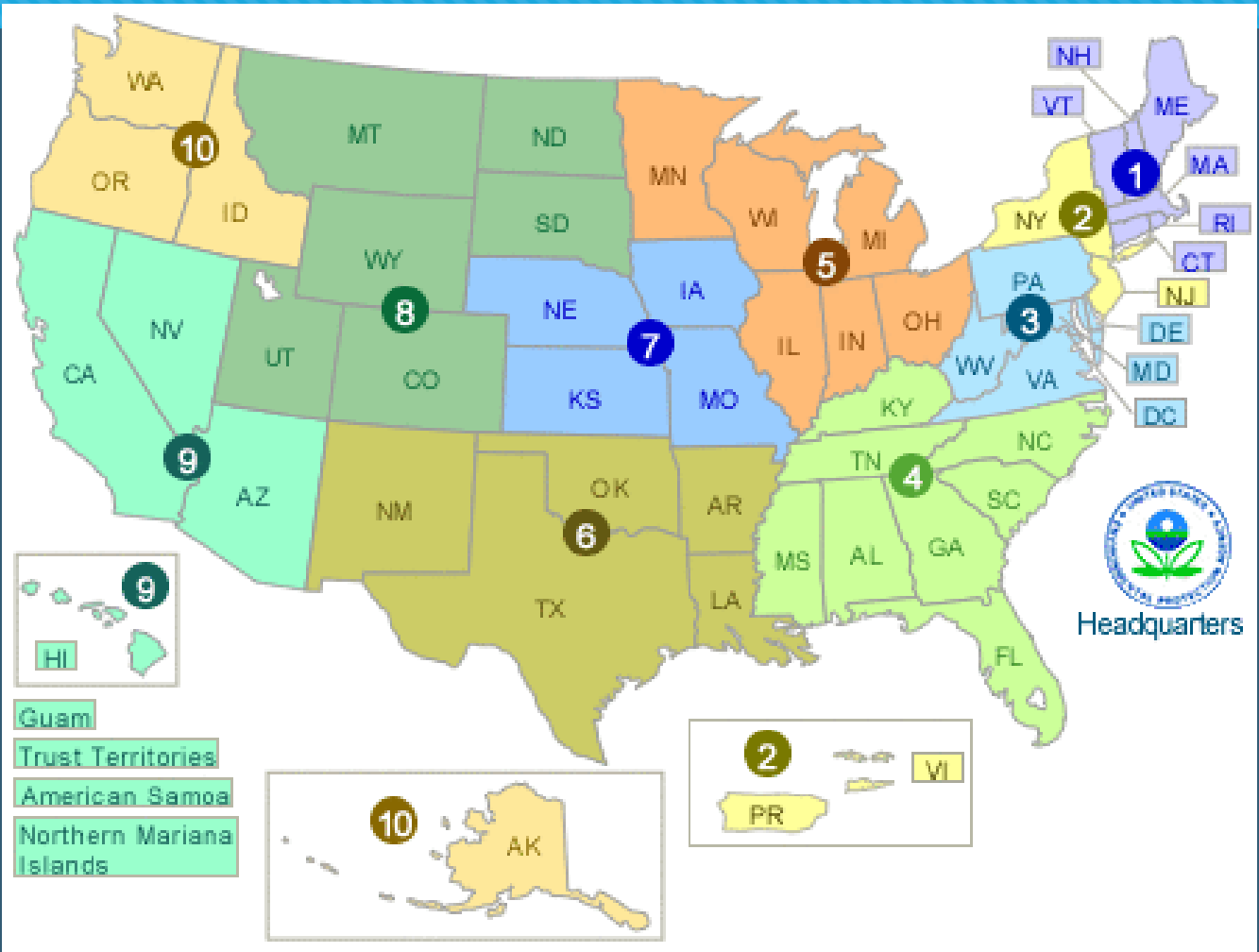
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Who are you talking to?

- **Sustainable Management of Food Lead**

- **Your EPA Contact:** Recycling, Composting, Food Waste Reduction, Bridging Urban – Rural Interface, Student of Agriculture, Messaging for Change Training

- **@ EPA 8 years**

- **Local to Colorado, attended UCD, Metro**

- **Amateur Mycologist**

EPA Region 8 Protects:
water, land, air, health, YOU!

IT'S ALL CONNECTED – SYSTEMS IN ACTION

AGENDA

- Current Knowledge of CBSM
- Brief Intro
- Exercise
- Wrap-Up

Current Knowledge of CBSM?

o **Consider your experiences**

o **Think about possible audience**

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CBSM (very) Brief Overview

"Not bad. They gave us $10.00 a pound for the Tin Man."

RESURCES

- cbsm.com

(free resources: Douglas McKenzie-Mohr)

- socialmarketingservice.com

- other (google search)

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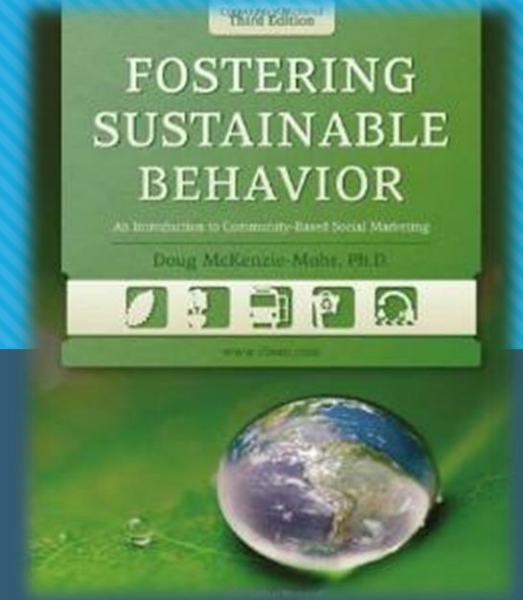
What is CBSM?

o **Focus is call to action** versus information-only

o **Tailors strategies, tools & messages** for specific audience to change behavior(s)

o **Pilots strategies & messaging** before scale-up

Why do I need CBSM?

○ **Builds understanding, trust, and community by improving communication**

○ **At the same time reducing barriers and increasing benefits for audience.**

"Traditional" Marketing vs. CBSM

"Traditional" Educational Campaign

Belief: Increase knowledge = behavior change. Information is **ONLY** component.

Community-Based Social Marketing

Belief: Identify audience-specific barriers & address these barriers through benefits/incentives & commitments = behavior change. Information is **ONE** component, but not only component.

Traditional Marketing vs. CBSM

"Traditional" Educational Campaign

Focus: information, facts, science

Community-Based Social Marketing

Focus: changing a specific behavior for positive environmental or health impact

Traditional Marketing vs. CBSM

"Traditional" Educational Campaign

Implementation: Broad info distributed; Difficult to measure impact; Top-Down.

Community-Based Social Marketing

Implementation: Pilots to measure impact & effectiveness, then scaled up; Bottom-Up.

Traditional Marketing vs. CBSM

"Traditional" Educational Campaign

Wide-scale, broad audience

Community-Based Social Marketing

Smaller-scale, specific community/audience

Traditional Marketing vs. CBSM

"Traditional" Educational Campaign
General messaging, mass-appeal

Community-Based Social Marketing
Framed messages, audience-specific, clear

Traditional Marketing vs. CBSM

"Traditional" Educational Campaign

Tools: Brochures, ads, images, direct mail

Community-Based Social Marketing

Tools: commitments, prompts, personal engagement

5 Steps of CBSM

1) Select Behavior(s) & Specific Audience

2) Identify Barriers & Benefits for behavior(s)

3) Develop Customized Strategies

4) Pilot Messaging & Strategies (VITAL for success) & Evaluate Effectiveness

5) Implement on Wider Scale & Continually Evaluate

Messaging for Change Approach (B.A.B.B.S.)

- o **B**ehavior
- o **A**udience
- o **B**arriers / Challenges
- o **B**enefits / Offsets
- o **S**trategies

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Select **Audience**

o Can **define** by demographics, location, organization, etc.

o All members of the audience **MUST have** common barriers, need similar messaging.

o **Do not combine audiences** with different barriers who need different incentives.

Select Audience-Specific Behavior, Barriers, and Benefits

BEHAVIOR

○ Choose non-divisible & **end-state** behavior

    ○ need behavior chain?
        ↳ **behavior + behavior = end-state behavior**

○ Which behavior has **best** health/environmental impact?

○ Which behavior = **most impact** on community?

BARRIERS/OFFSETS

○ Which barriers/offsets are: **doable** and **impactful**?

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Develop Strategies

o Select strategies based on barriers & benefits

o **Strategies:** commitments, social norms, social diffusion, prompts, communication, incentives, convenience

o Pilot test your strategies, ask focus groups

Piloting (VERY important)

o Pilot = Test Run

o Don't use participants from previous research; Minimum 2 pilot groups; Random assignment

o Create measurements for evaluation

o Calculate return on investment

o Revise until effective

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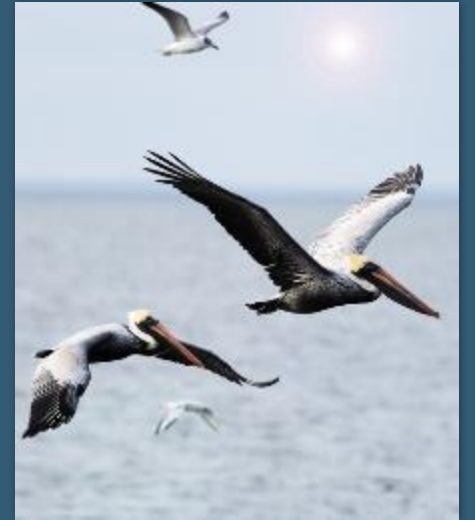
Scale-Up

o Collect baseline info & impact data from pilot prior to scale-up

o Media events promote campaign & provide feedback

o Continually evaluate at various intervals over long period

Example

Fork It Over! To reduce hunger and waste

- **Behavior:** donate surplus prepared food
- **Audience: Food Service Professionals** (restaurants, cafeterias, groceries, schools)
- **Barriers:** food safety, food storage, liability concerns, time & labor
- **Benefits:** tax write-off, avoid disposal costs, right thing to do

Fork It Over - Strategies

Commitments

- Pioneer donors made written public comments in publication as, on website, in earned media
- Window clings touting participation

Prompts

- Magnets

Norms

- Posters
- Letters to peers encouraging participation

Social Diffusion

- Health inspectors gave out brochures

Convenience

- Recycling info line
- Local government "Recycle at Work" specialist visiting a business to set up program
- Online self-help system

GROUP ACTIVITY: TRY IT!

1) Audience ⬍

2) Behavior ⬍

3) Strategies

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FOR TODAY'S ACTIVITY:

KEEP ASKING YOURSELF

#1 - Does what I'm doing SUPPORT the **end-state behavior** I want the community to DO to achieve desired health / environmental / financial outcome?

#2 - Is what I'm doing addressing the particular BARRIERS this community has to DOING the desired end-state behavior?

Wrap – Up

- General Impressions

- "Aha Moments"

- Confusion / Questions

THANK YOU

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