



U.S. Fish & Wildlife Service

# National Conservation Training Center

## *Training Announcement*

### Human Dimensions of Natural Resources Conservation Broadcast Series

#### Series Description

Human Dimensions of Natural Resources Conservation addresses the relationship of people to the land and wildlife. In this series, we introduce you to the subject through educational broadcasts. The broadcasts provide up-to-date academic theory and on-the-ground natural resource management examples.

#### Community-Based Social Marketing: Behavior Change Strategies That Work

As conservationists, it seems we spend a lot of time encouraging people to “do” things like bring reusable bags when they go to the grocery store, pick up trash around campsites so wildlife isn’t attracted, or remove mud from boots or clean gear to stop the spread of invasives. Sometimes, it may feel that these efforts aren’t working as well as we would hope. So, what really works to influence people’s behavior to act responsibly? How do we instill awareness *and* commitment to take environmentally responsible action? In this broadcast, we will explore the principles and strategies of community-based social marketing, an approach to behavior change based in behavioral psychology and general marketing principles. We’re not talking about Facebook, Twitter, or other social *media* marketing. We *are* talking about an approach that has been successfully applied across the U.S. and the globe, including nationwide efforts by USFWS and partners to eradicate invasive species. Learn from our expert panelists how you can use behavior change strategies that work.



Photo credit: Lisa Hupp/USFWS

#### Objectives

Upon completion of this broadcast, you will be able to:

- Identify opportunities in your work where community-based social marketing principles and techniques can be used to generate behavior change.
- Recognize barriers to desired behavior, and develop strategies to remove those barriers or encourage people to overcome them.
- Incorporate the principles of community-based social marketing into your communication, outreach, and engagement with your communities.

#### Date & Time

Thursday, November 17, 2016  
Noon - 1:00 PM (ET)

#### Presenters

Lori Large  
Director of Research Operations  
Action Research

Susan Burks  
Forestry Invasive Species Program  
Coordinator  
Minnesota Department of Natural Resources

#### Host

Kaylin Clements, USFWS  
Social Scientist  
Department of Human Dimensions  
Natural Resources Program Center

#### Who Should Attend the Series

Those working with natural resource issues and with the public, this includes conservation employees, biologists, managers, outreach specialists, outdoor recreation planners, partnership coordinators.

#### To View

Programs are broadcast live and archived for on-demand viewing at:

<http://training.fws.gov/broadcasts>

Closed captioning can also be accessed through this link.

#### Email Questions during the Broadcast

[broadcast@fws.gov](mailto:broadcast@fws.gov) or use the built-in chat room on the Livestream video player.

#### Contact

Linda Lufkin, Course Leader  
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Randy Robinson, Producer  
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The new USFWS HD Resource Portal is here! Go to [my.usgs.gov/hd/team/usfws](http://my.usgs.gov/hd/team/usfws)