

Community-Based Social Marketing

Data Driven Program Design



September 25, 2014

ACEEE SEE Action Webinar Series

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 \neq
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

Select Behavior

Barriers & Benefits

Develop Strategy

Pilot Test

Implement Broadly & Evaluate

McKenzie-Mohr, D. (1999, 2011). Fostering sustainable behavior.
Canada: New Society Publishers. See also www.cbsm.com

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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

Behavior	Impact 0-10	Probability 0-10	Reach 0-1	Weight
Change 10 bulbs to CFL				
Unplug charged devices				
Energy-efficient fridge				
Adjust AC to 78 degrees				

Weight = Impact x Probability x Reach

Reach = 1 - Penetration

Sample: Energy Savings

Behavior	Impact 0-10	Probability 0-10	Reach 0-1	Weight
Change 10 bulbs to CFL	3			
Unplug charged devices	1			
Energy-efficient fridge	7			
Adjust AC to 78 degrees	7			

Weight = Impact x Probability x Reach

Reach = 1 - Penetration

Sample: Energy Savings

Behavior	Impact 0-10	Probability 0-10	Reach 0-1	Weight
Change 10 bulbs to CFL	3	6		
Unplug charged devices	1	9		
Energy-efficient fridge	7	3		
Adjust AC to 78 degrees	7	7		

Weight = Impact x Probability x Reach

Reach = 1 - Penetration

Sample: Energy Savings

Behavior	Impact 0-10	Probability 0-10	Reach 0-1	Weight
Change 10 bulbs to CFL	3	6	.15	
Unplug charged devices	1	9	.90	
Energy-efficient fridge	7	3	.40	
Adjust AC to 78 degrees	7	7	.60	

Weight = Impact x Probability x Reach

Reach = 1 - Penetration

Sample: Energy Savings

Behavior	Impact 0-10	Probability 0-10	Reach 0-1	Weight
Change 10 bulbs to CFL	3	6	.15	2.70
Unplug charged devices	1	9	.90	8.10
Energy-efficient fridge	7	3	.40	8.40
Adjust AC to 78 degrees	7	7	.60	29.40

Weight = Impact x Probability x Reach

Reach = 1 - Penetration

Sample: Energy Savings

Behavior	Impact 0-10	Probability 0-10	Reach 0-1	Weight
Change 10 bulbs to CFL	3	6	.15	2.70
Unplug charged devices	1	9	.90	8.10
Energy-efficient fridge	7	3	.40	8.40
Adjust AC to 78 degrees	7	7	.60	29.40

Weight = Impact x Probability x Reach

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Step 2: Identify Barriers and Benefits

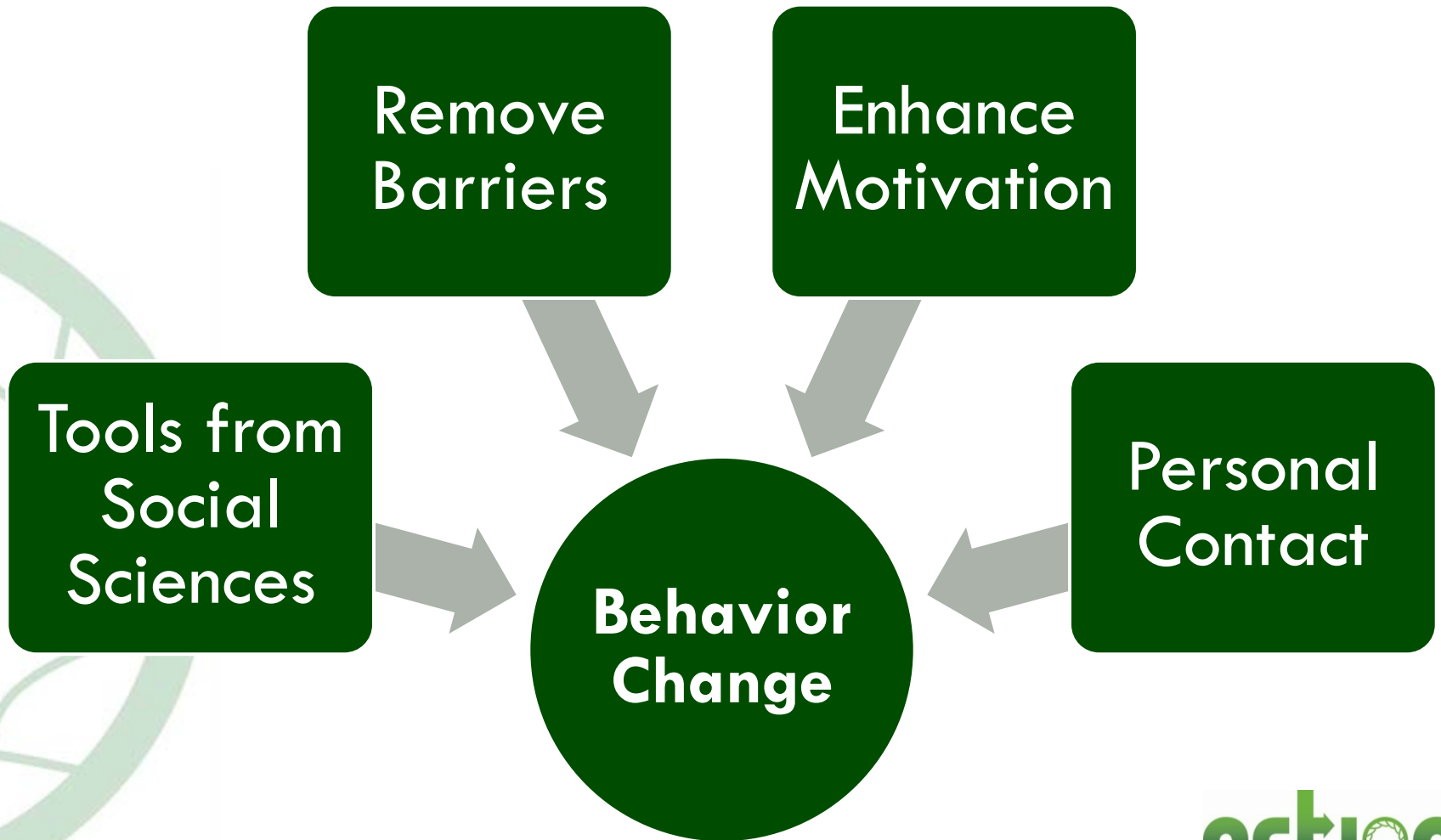
- **Why aren't people engaging the desired behavior?**
 - **Internal:** motivation, knowledge, convenience, attitudes, time
 - **Structural:** structural changes, convenience, difficulty, access
- **Multiple barriers can exist simultaneously.**
 - Prioritize
- **Barriers can vary by:**
 - Behavior
 - Audience
 - Season

Step 2: Identify Barriers and Benefits

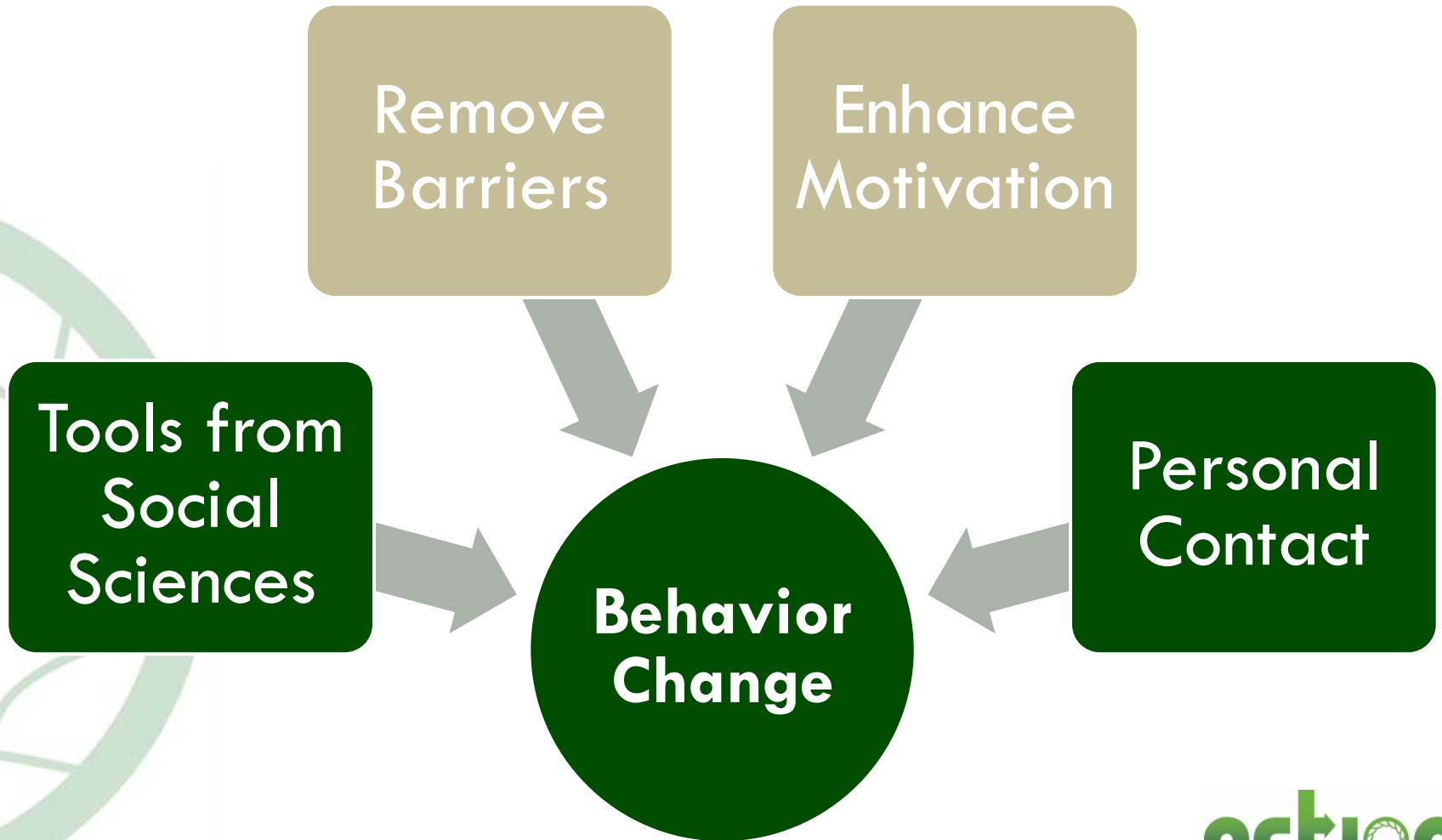
- **NOT** based on a hunch!
 - Find target population
- **Starting point**
 - Literature Reviews
 - Observations
 - Focus Groups
- **Surveys**
 - In-person
 - Telephone
 - Mail
 - Web-based

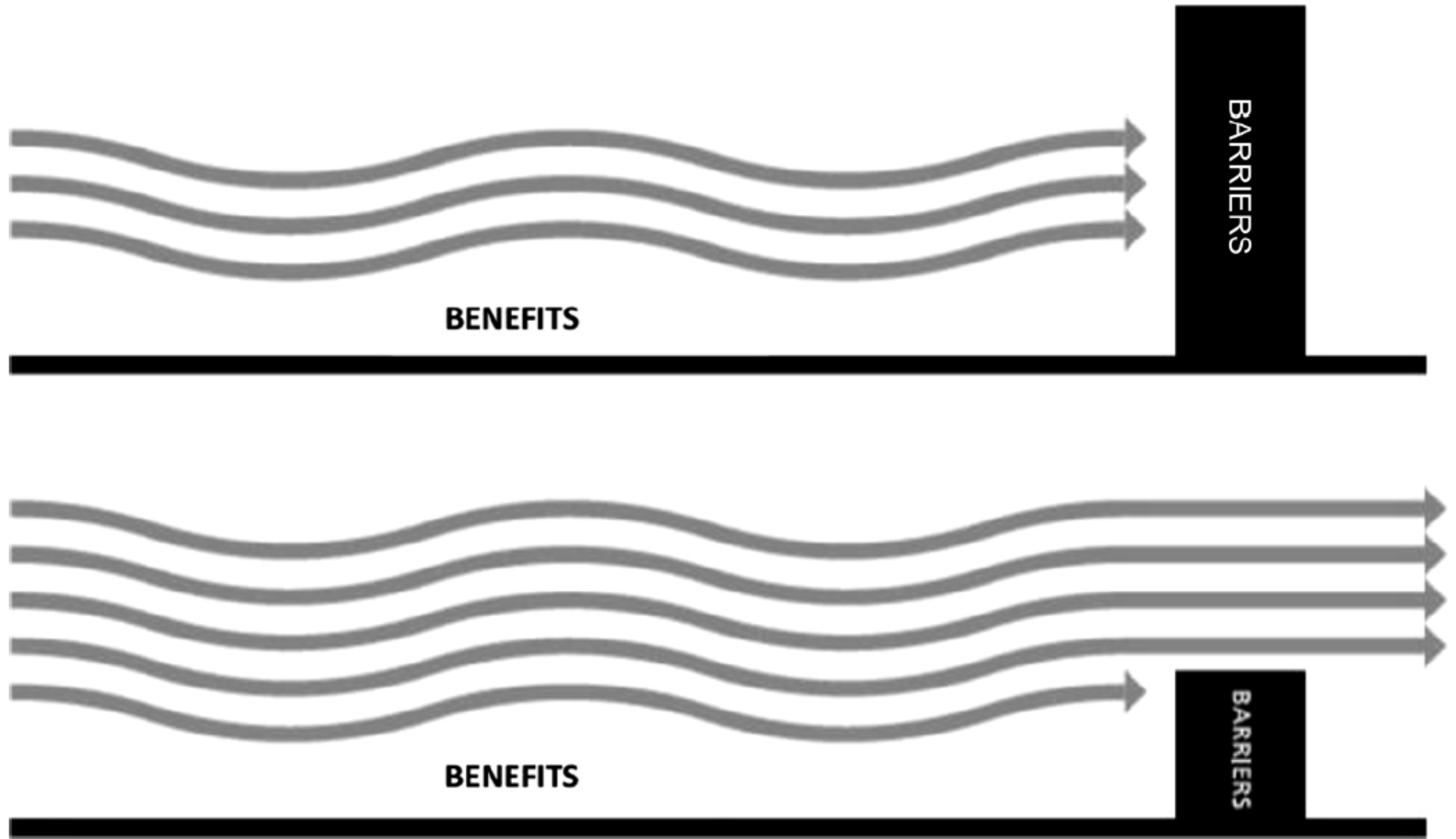


Step 3: Develop Strategy



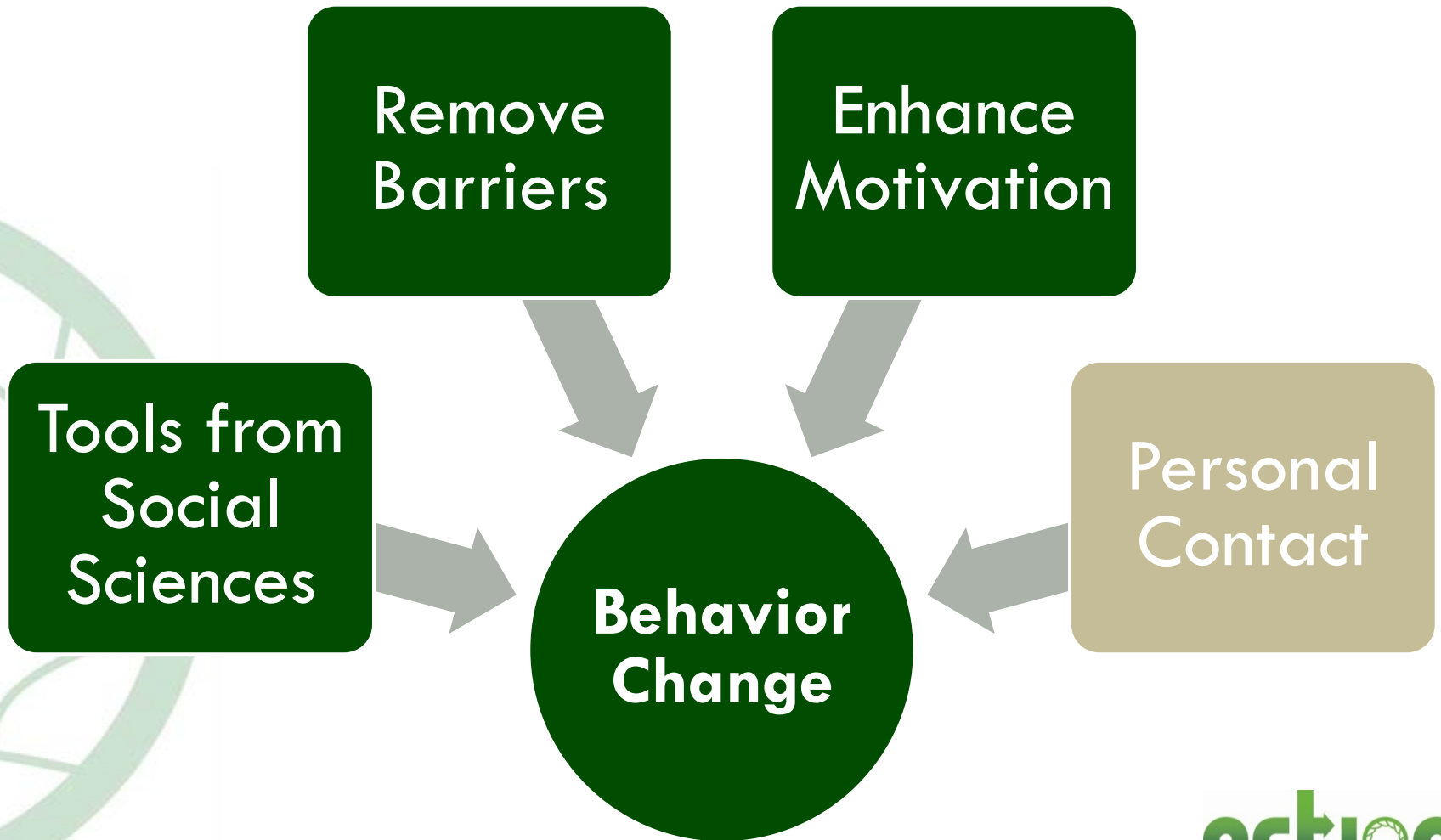
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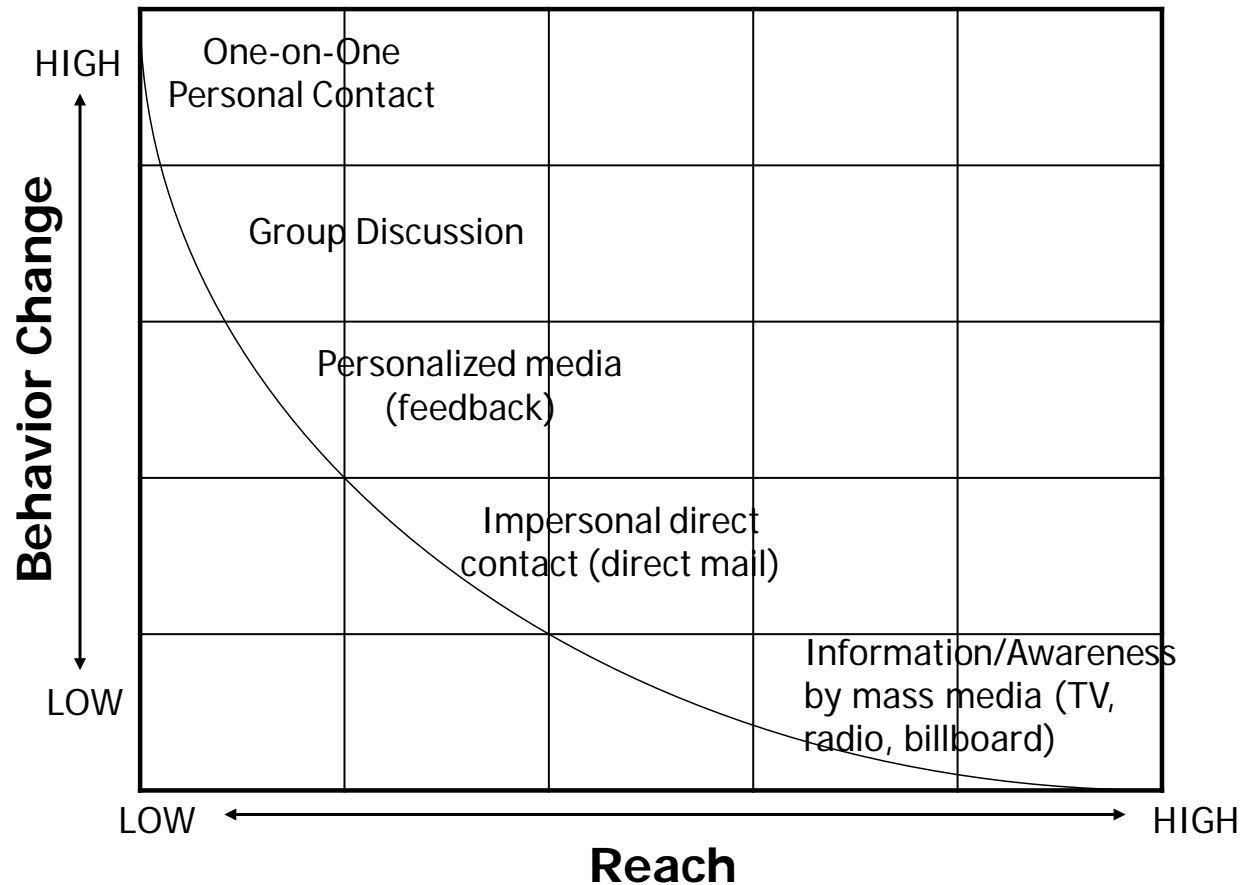


Graphic From: Schultz, P. W. (2013). Strategies for promoting proenvironmental behavior: Lots of tools but few instructions. *European Psychologist*.

Step 3: Develop Strategy

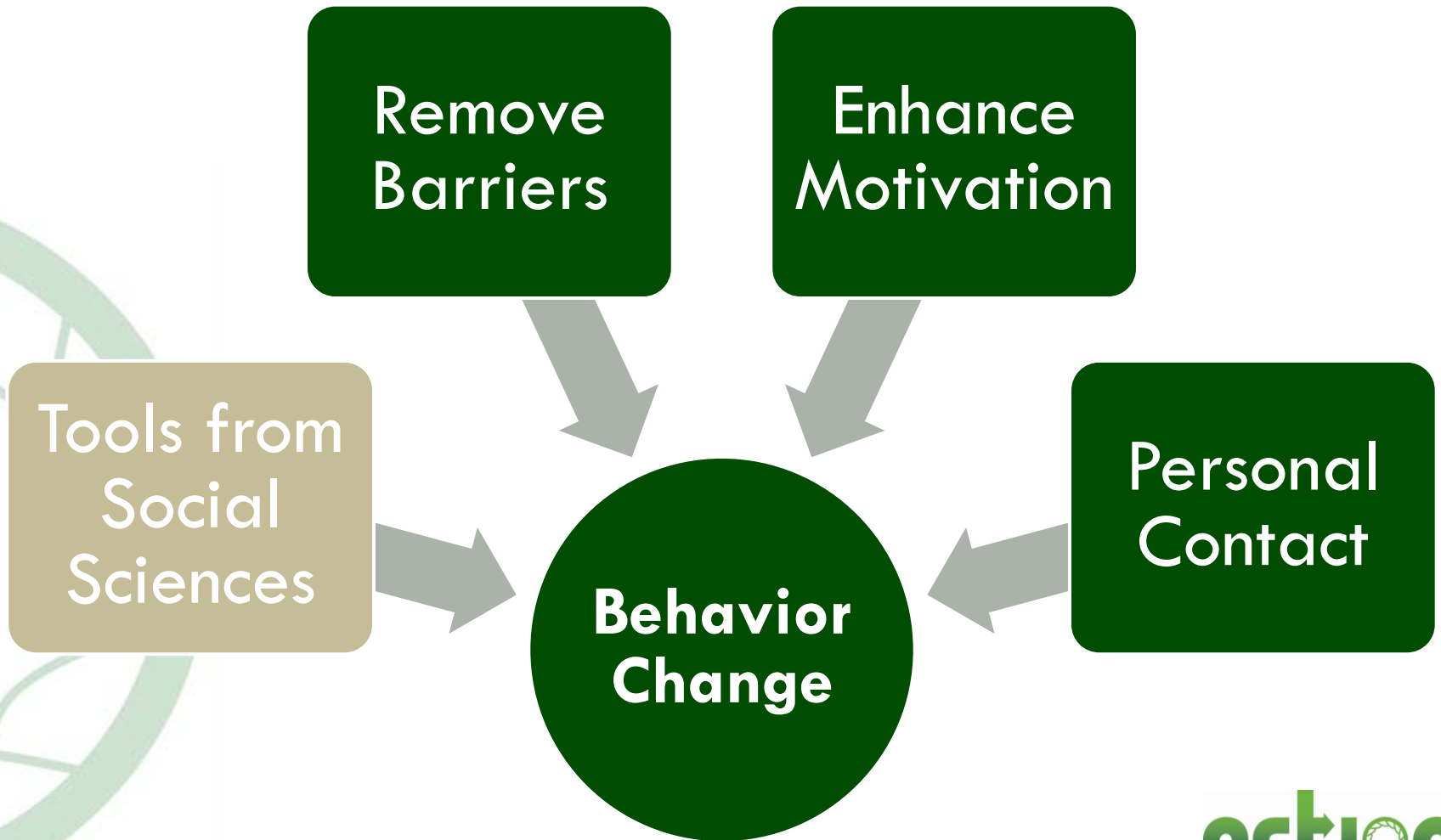


Personal Contact: Reach vs. Impact

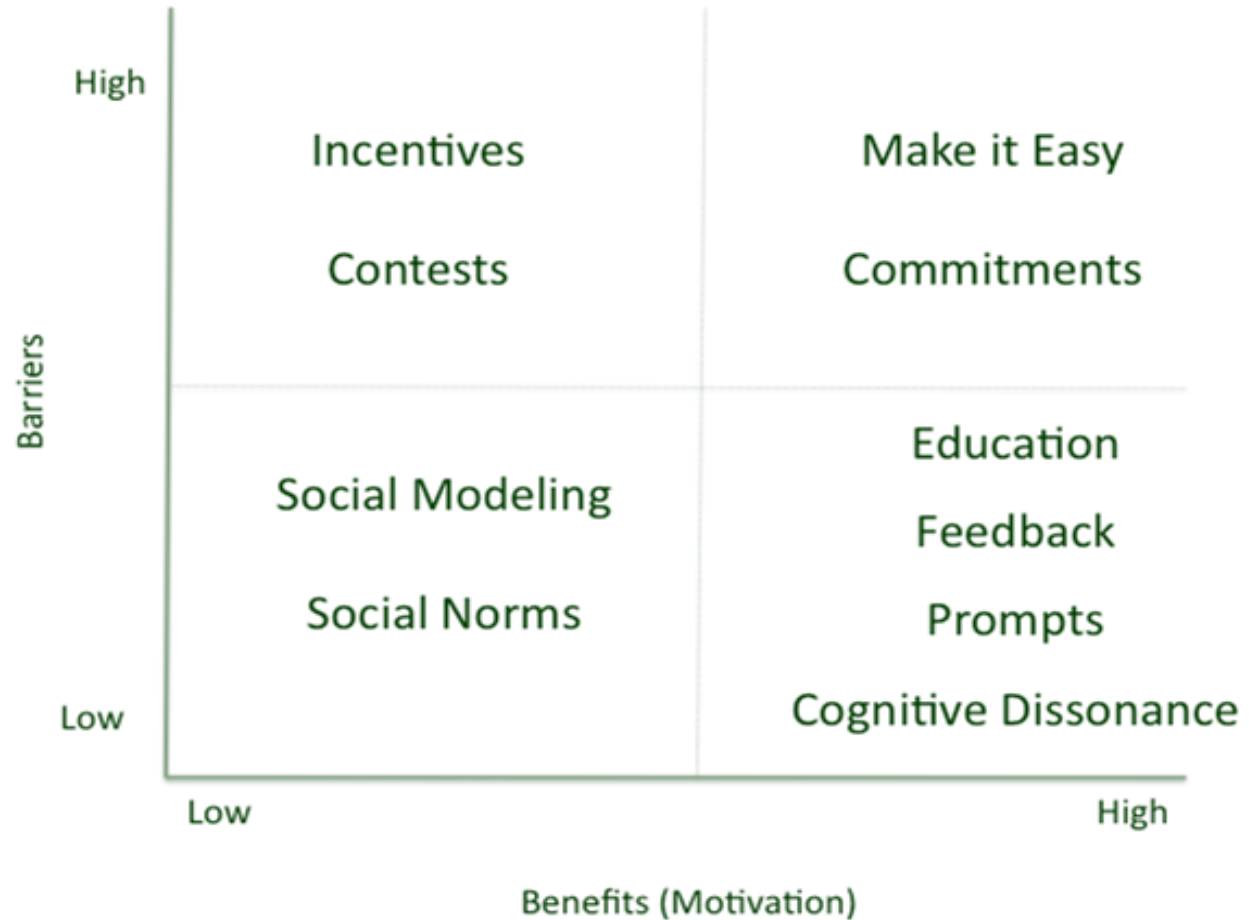


Graphic from: Schultz, P.W., & Tabanico, J. (2007). Community-based social marketing and behavior change. In A. Cabaniss (Ed.), *Handbook on Household Hazardous Waste*. Lanham, MD: Rowan and Littlefield.

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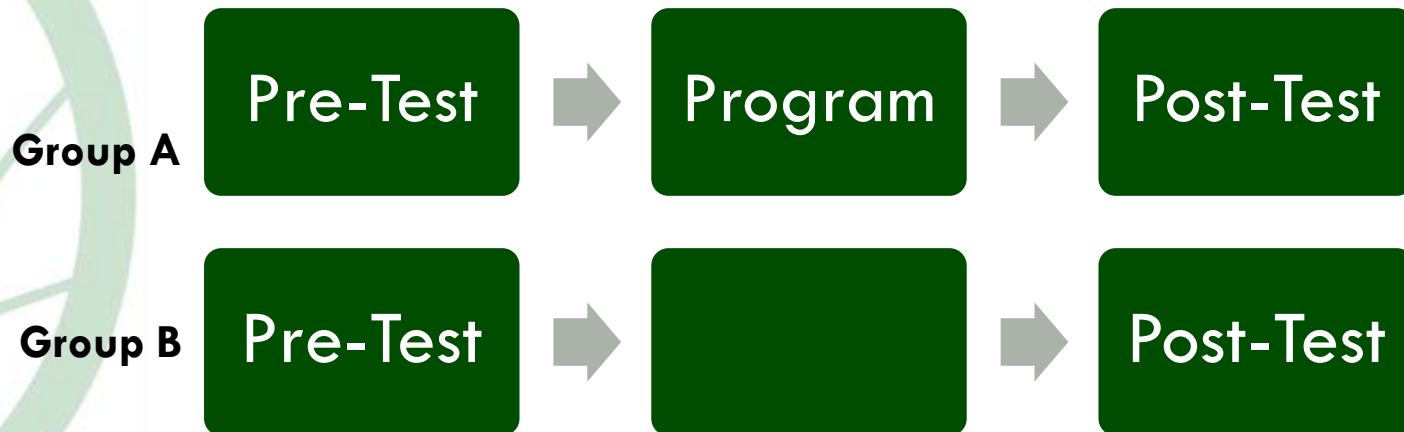
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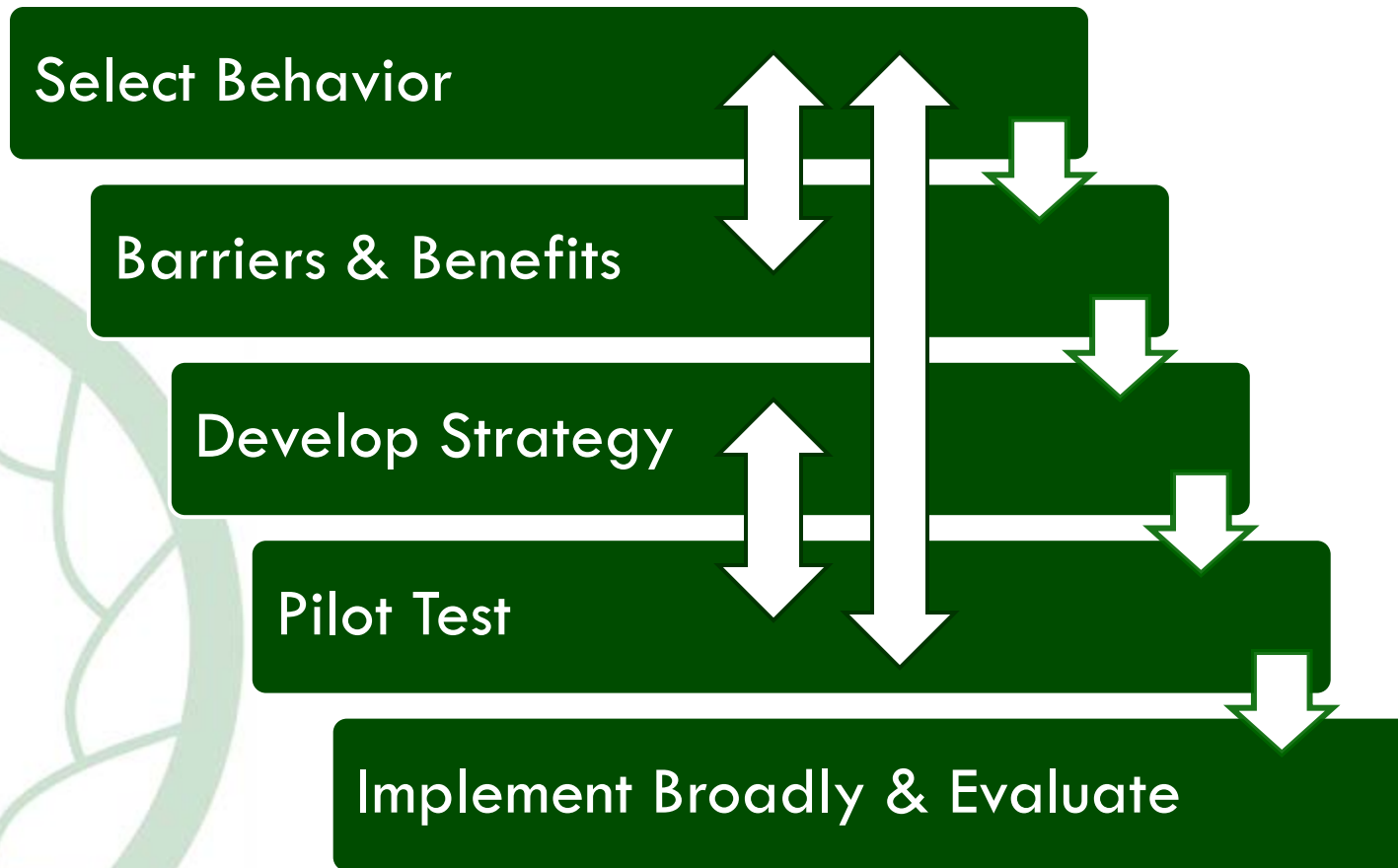
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Step 4: Pilot Testing

- 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



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

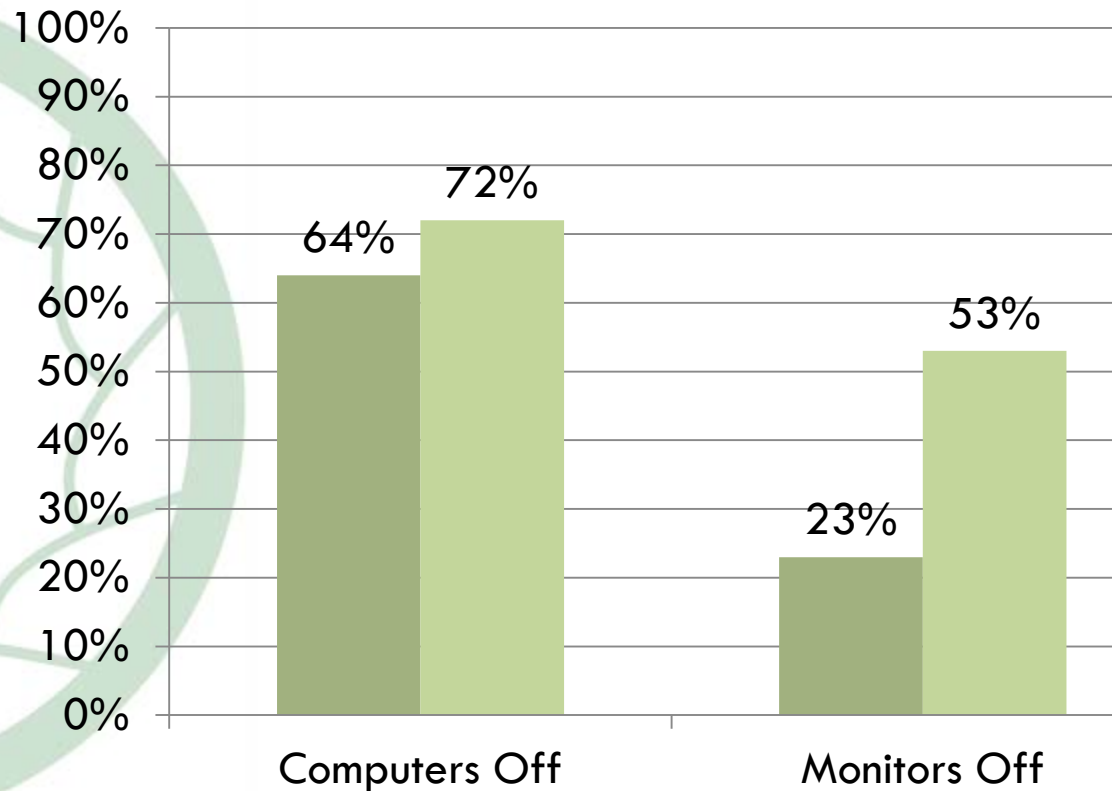
- ❑ **Computer & Monitor Shutdown**
- ❑ **Municipal Employees**
- ❑ **Email & In-Person**
 - ❑ **Reminder**
 - ❑ **Start up Time Information**
 - ❑ **Policy Clarification**
 - ❑ **Commitment**



CBSM Successes

Computer & Monitor Shutdown Rates

■ Control ■ Treatment



CBSM Successes

- ❑ Cold Water Washing
- ❑ Direct Mail
 - ❑ Detergent Performance
 - ❑ Testimonials
 - ❑ Reminder Magnet
 - ❑ Info



cool is clean Get Clothes **Clean** And Save **Energy** By Using **Cold Water!**

Clean Clothes
Change temperature, not brand. You don't need a special detergent to get your laundry clean in cold water. *Consumer Reports* gave these detergents high marks for cleaning in all temperatures.

Detergent Brand	Price Per Load	Washer Model
Tide for Cold Water	18¢	Top-Load
Up & Up Ultra Concentrated (Target)	10¢	Top-Load
Tide Ultra plus Bleach*	23¢	Front-Load
Tide Pods	22¢	Front-Load
Sears Ultra Plus Concentrated 9879	13¢	Front-Load

Save Energy
90% of the energy used to wash a load of laundry goes to heating the water. Source: ENERGY STAR®

\$265 → **\$16**

Hot/Warm Wash
68¢ per load
\$265 per year*

Cold/Cold Wash
4¢ per load
\$16 per year*

*Based on average electricity costs and about 390 loads per year.

Ask Your Neighbors
Results from a recent survey in your neighborhood found that:

- **Over 1/2** of your neighbors say they are using all or mostly **cold water** for their laundry.
- Those who wash in cold water feel strongly that it:

- is better for the environment
- saves energy
- makes clothes last longer
- saves money

“I have always washed with cold water, even my two boys' clothes, and our clothes have been clean, and last much longer. Stains are also easier to remove in cold water. I would tell all my neighbors to forget the idea that whites need to be washed in hot water, since no one has ever commented that our whites weren't so white.” —Gretchen Lewis, Asheville

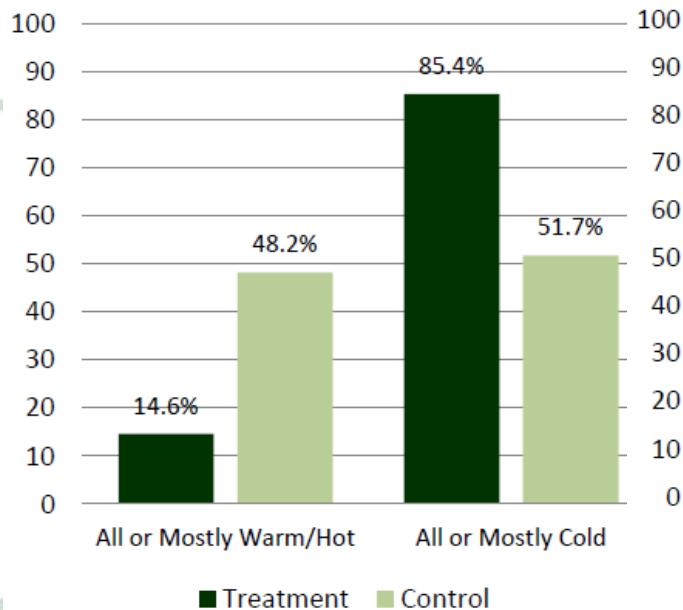
“I've been washing our laundry in cold water for over 10 years. We save energy and have lower utility bills without sacrificing anything, since we never noticed any problems with our clothes. You can lower your costs, and be good stewards of the environment at the same time.” —Grace Cargy, Asheville

Cool Is Clean and Clean Is Cool

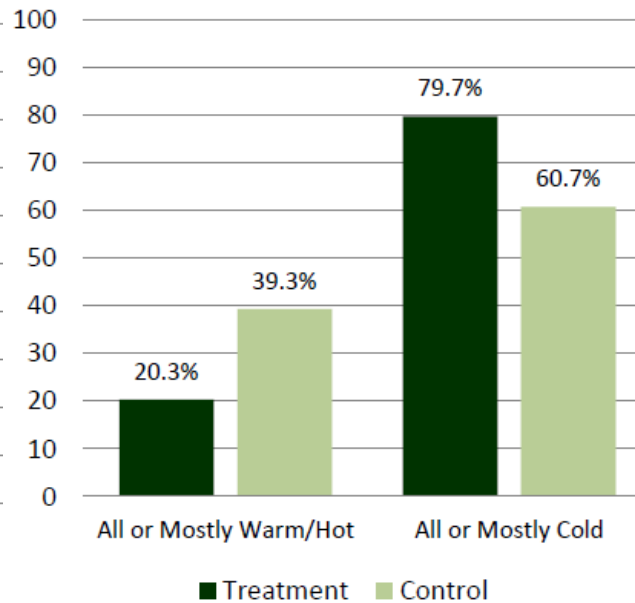
CBSM Successes

- Significant increase in reported cold water washing across diverse cities

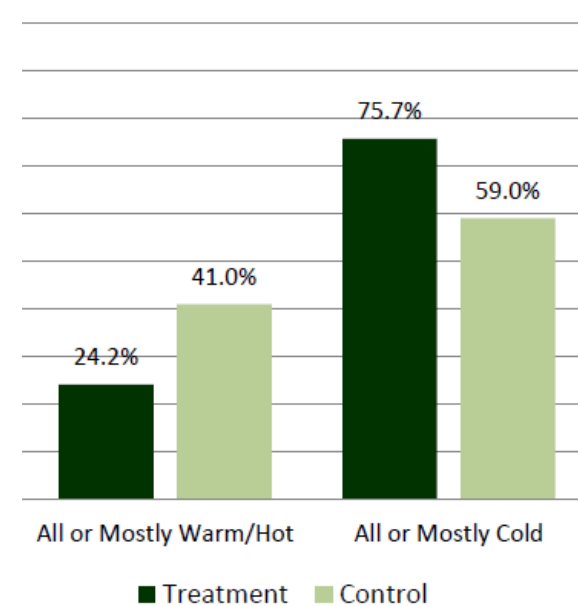
Asheville



Tucson

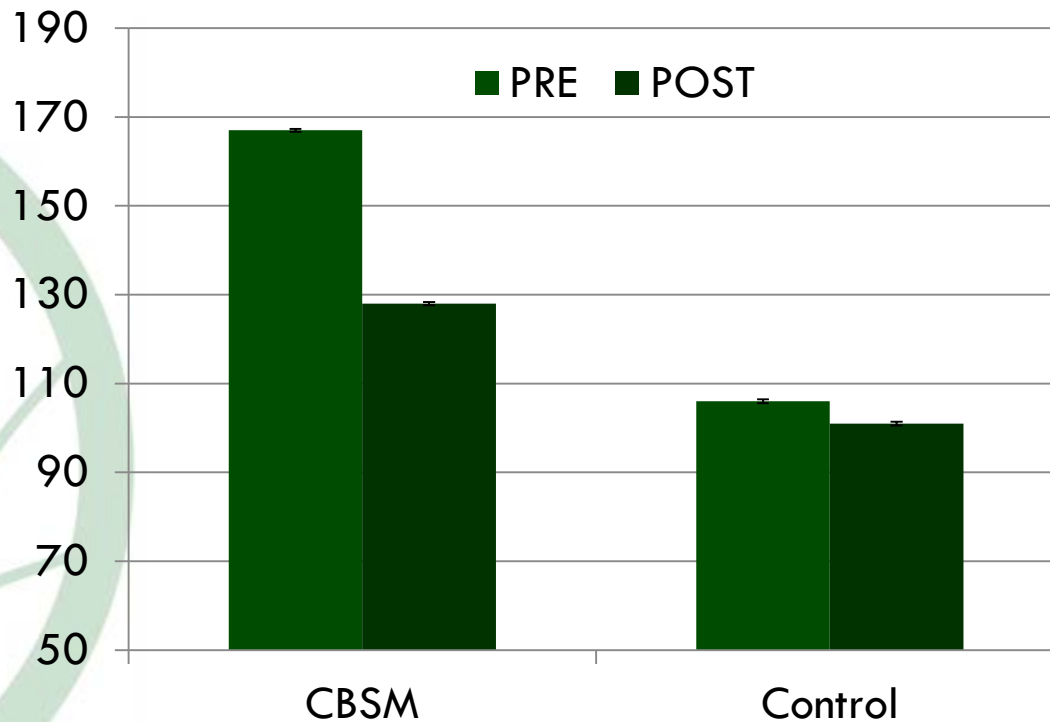


Berkeley



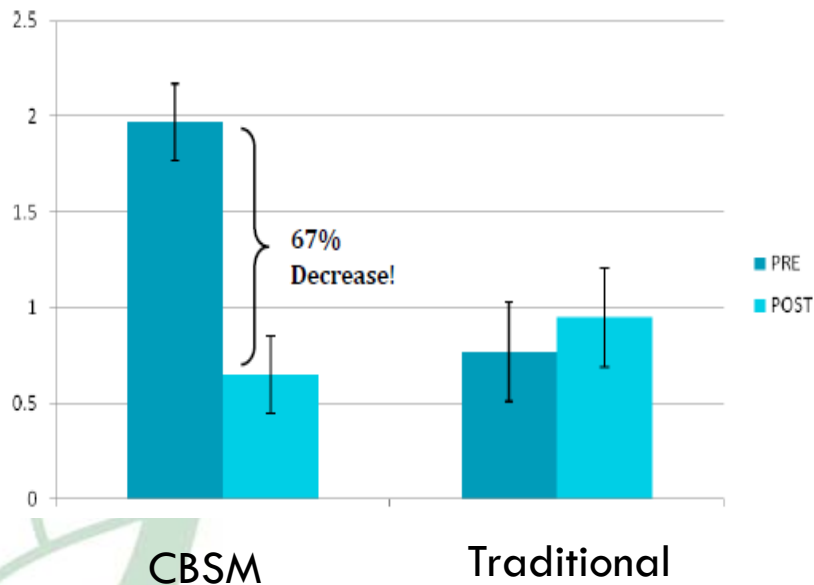
CBSM Successes

- **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

City of San Diego - Storm Water Best Management Practices (BMPs) for Businesses

When it rains or when excess water runs off landscaping and pavement onto our streets, it can flow into one of the City's storm drains. Many people believe these storm drains are part of the City's sewer system and anything that enters them is eventually treated. However, the storm drain system is NOT connected to the sewer system. Everything that washes into storm drains travels untreated to our creeks, rivers, bays, and ocean, polluting our beaches and harming fish and wildlife. You can help reduce pollution and improve water quality by using the following Best Management Practices (BMPs) as part of your business' daily clean up and maintenance routine.

Proper Cleaning Techniques:
Regularly sweep paved (concrete) areas. When washing with water, mop rather than spray and dispose of dirty water to the sewer system. Avoid hosing down soiled areas or using high-pressure washers. If power washing is necessary, collect or direct the wash water to landscaped areas for infiltration or to the sewer system.

Proper Washing Techniques:
Wash kitchen floor mats and entry/exit door mats in a mop sink so that wash water is captured and directed to the sewer system, or use an industrial dishwashing machine. If washing mats outside, use a trigger nozzle and do so in a landscaped area only.

Proper Trash Containment:
Place garbage in proper dumpsters and bins. Keep trash bins closed/covered to prevent trash from blowing offsite. Sweep trash areas and check for leaks twice a week. Keep liquids out of dumpsters. Dispose of non-toxic liquids in the sewer system. Always separate trash and recycle using proper bins.

Proper Hazardous Material Use & Disposal:
Store hazardous materials in sealed areas (such as containers or closed storage) to prevent leaks or spills. Dispose using authorized collection services. Identify the proper way to dispose of hazardous waste by calling the County Department of Environmental Health at 619-338-2231. Hazardous waste includes unused paint, solvents, oils, furniture polish and pesticides.

think BLUE SAN DIEGO

To report an illegal discharge, call the Storm Water Think Blue Hotline: 619-235-1000. Visit us on the web at: www.ThinkBlue.org



CBSM Successes

□ 248% increase in curbside oil pick ups


CURBSIDE OIL RECYCLING A SUCCESS IN UPPER VALLEY!

IT'S EASY AND CONVENIENT!

- Are you one of the 20,000 people in Nassau County who change their own oil? Join your neighbors who have found that curbside pickups make oil recycling the easiest and fastest way to "do the right thing."

"Do-it yourself" oil changers can take used oil to a collection center but that takes time. The most convenient way to recycle oil is to have it picked up at your own curb. Upper Valley Disposal (UVDS) makes it easy with their curbside collection program. Not only do they pick it up for you—they'll even provide a free reusable container.

Initiated in 1996, UVDS has picked up over 5,550 gallons of oil from 400 households throughout Angwin, Calistoga, St. Helena and Yountville. Many of your neighbors are already using the program - let Upper Valley Disposal service you too!



HOW IT WORKS


Curbside oil collection is free and easy for UVDS customers.

- Complete the attached mail-in card to enroll in the curbside oil collection program. Drop the card in the mail, and an oil recycling container will be dropped off at your house on the next garbage collection day.
- Funnel your used motor oil into the UVDS container. Screw the lid tightly and wipe off any excess oil.
- Call (707) 963-7988 and tell them "I have used oil to be picked up this week." You must call each time you want an oil pick-up, so that the driver knows to look for your oil—Remember, it only takes a minute to call! Customers are allowed unlimited pickups.
- Place the container next to your recycling bin or trash can.
- UVDS will leave an empty container for your next oil change. Only one container (2.5 gallons) is allowed per pick-up.

Remember...

- You must use only the UVDS container—used motor oil will not be picked up in any other container.
- When you put the container on your curb, put it where it won't be knocked over. You are responsible for your oil until it is picked up.
- Please keep the oil free of other fluids, including water, gasoline, antifreeze, and paint. Contaminated oil will not be picked up by UVDS. Call 1-800-984-2661 for information about how to dispose of contaminated oil and other Household Hazardous Waste.

"It's very convenient!"
Tom Baker, Calistoga

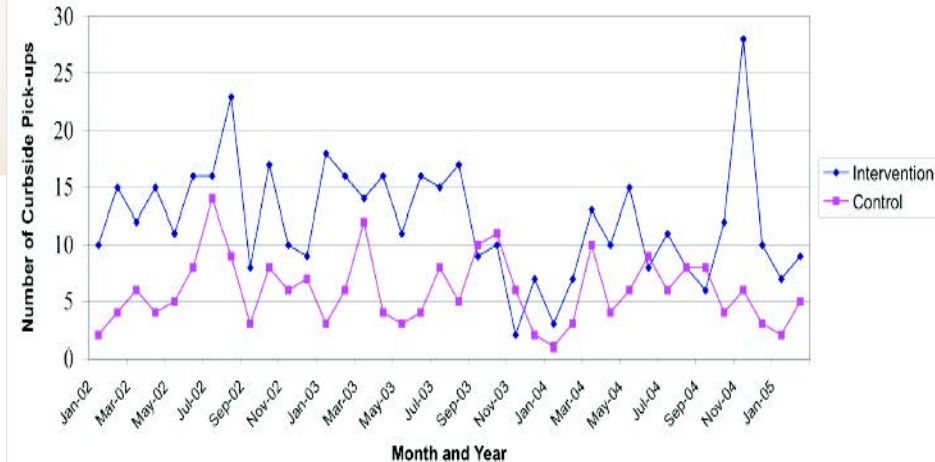


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Detach and Mail Today!

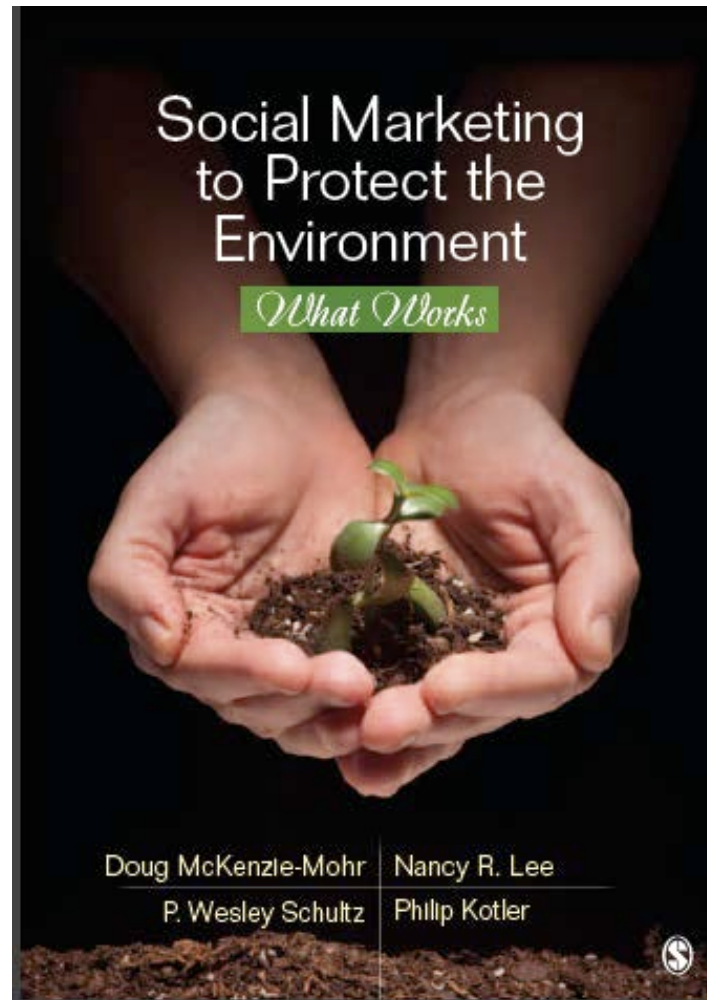
I would like to participate in the UVDS curbside collection program. Please deliver a UVDS oil recycling container to:

name: _____
 street Address: _____
 City: _____ State: _____ Zip: _____
 home Number: _____
 email Address: _____



Used Oil Recycling CBSM Pilot
Cal Recycle, 2003

Resources



References

- McKenzie-Mohr, D. (2011). *Fostering sustainable behavior*. Canada: New Society Publishers. See also www.cbsm.com
- McKenzie-Mohr, D., Lee, N., Schultz, P. W., & Kotler, P. (2011). *Social marketing to protect the environment: What works*. Thousand Oaks, CA: Sage.
- Schultz, P. W., & Tabanico, J. (2008). Community-based social marketing and behavior change. In A. Cabaniss (Ed.), *Handbook on household hazardous waste* (pp. 133-157). Lanham, MD: Government Institutes Press.
- Schultz, P. W. (2013). Strategies for promoting proenvironmental behavior: Lots of tools but few instructions. *European Psychologist*.



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