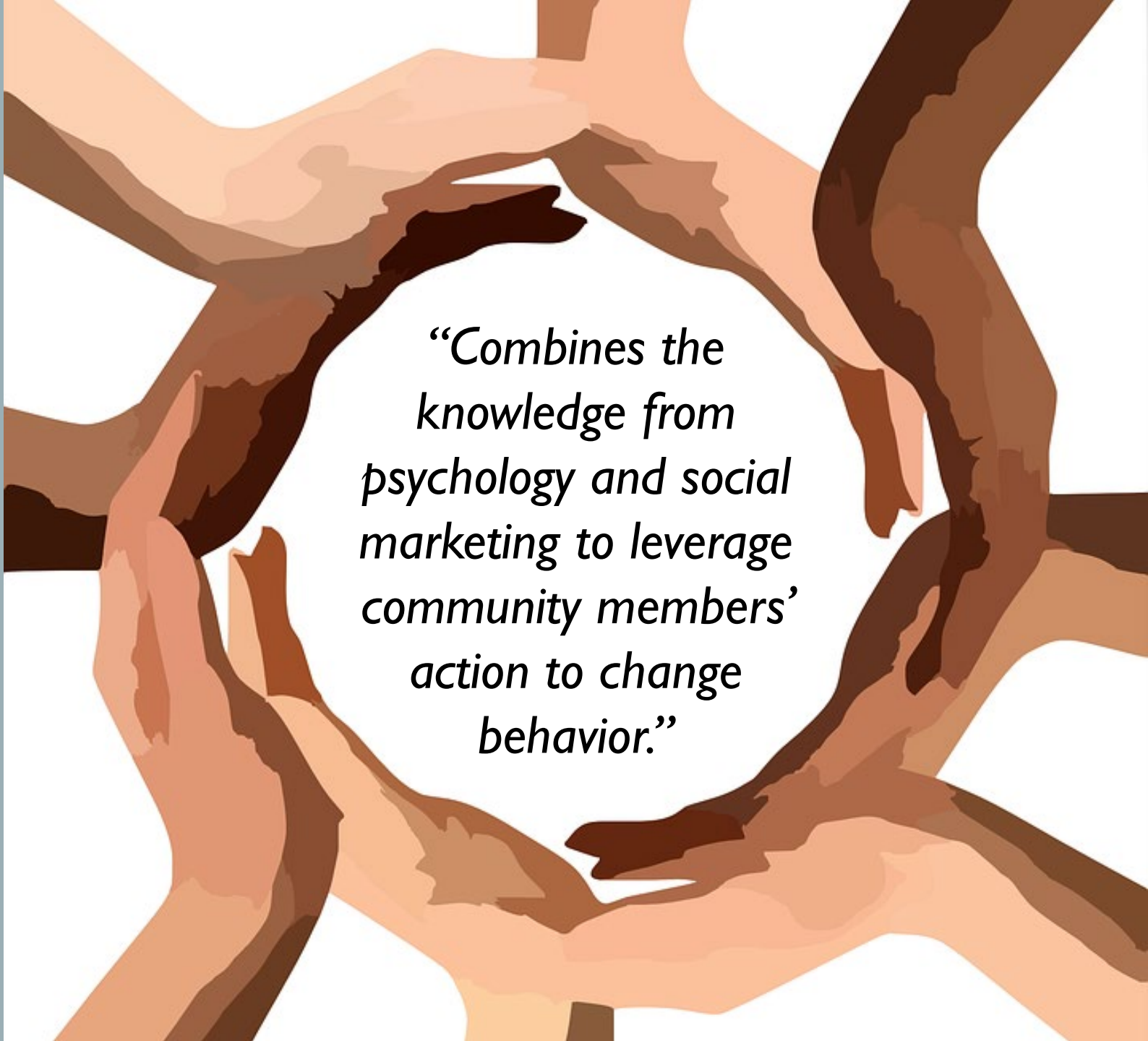


ENGAGING STAKEHOLDERS IN SUSTAINABLE BEHAVIORS

Kimberly A. Horndeski
Water Resource Program Coordinator
Texas Parks and Wildlife Department

COMMUNITY BASED
SOCIAL MARKETING

Identify the Behavior
Barriers and Benefits
Developing Strategies

An illustration of several hands of various skin tones (light, medium, and dark brown) reaching up to hold a white globe. The hands are positioned around the globe, with fingers and palms visible, symbolizing global unity and community support.

*“Combines the
knowledge from
psychology and social
marketing to leverage
community members’
action to change
behavior.”*



IDENTIFY
THE
BEHAVIOR

NON DIVISIBLE

ACTIONS THAT CANNOT BE DIVIDED
FURTHER

END STATE

PRODUCES THE DESIRED OUTCOME

*“Will engaging in this behavior
produce the desired environmental
outcome, or will the target audience
need to do something else before
the desired outcome is achieved?”*



RAIN WATER HARVESTING

Do you want the homeowner to purchase a rainwater cistern?

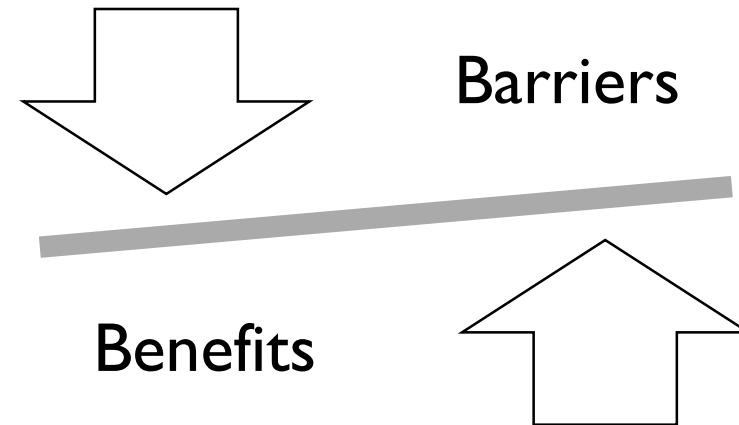
Do you want the homeowner to install a rainwater cistern?

Do you want the homeowner to utilize a rainwater cistern?

BARRIERS AND BENEFITS

BEHAVIORS ARE ACTIVITY SPECIFIC
THEREFORE, BARRIERS AND BENEFITS ARE
ACTIVITY SPECIFIC

GOAL IS TO
REDUCE THE BARRIERS AND INCREASE THE
BENEFITS

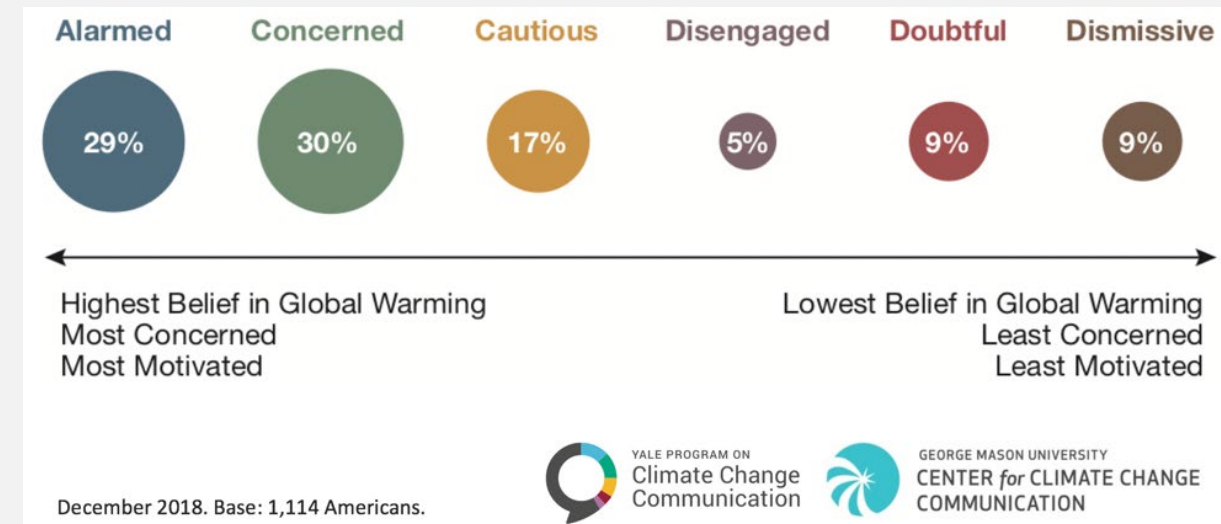
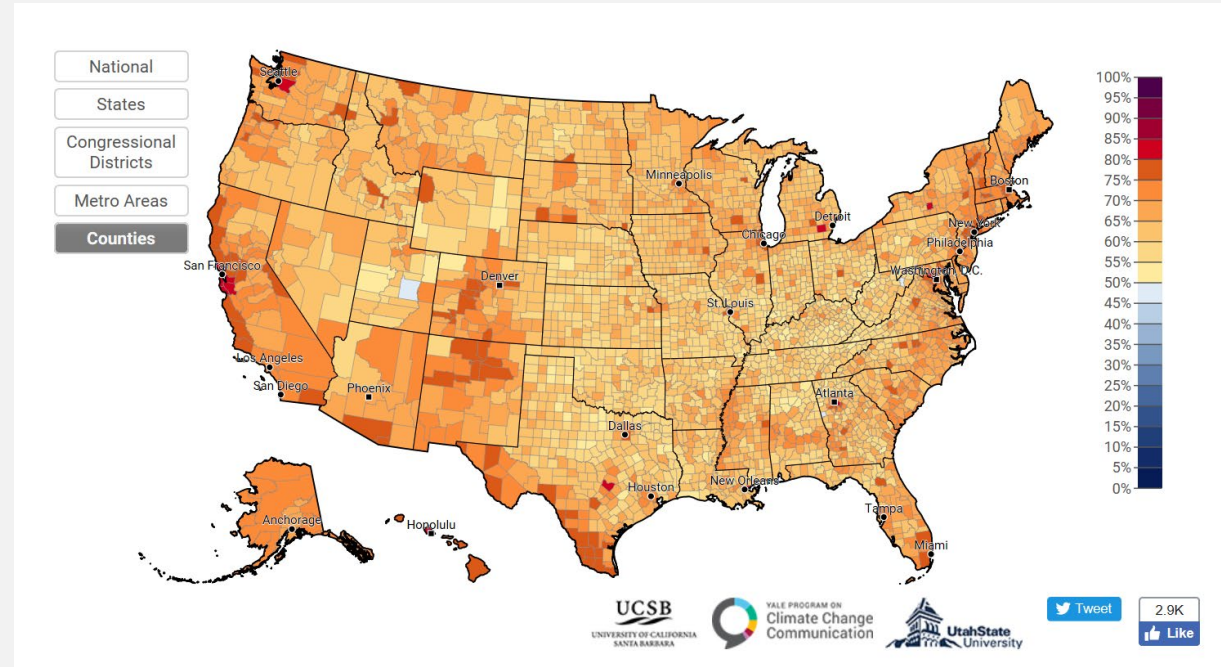




CLIMATE CHANGE CAMPAIGN

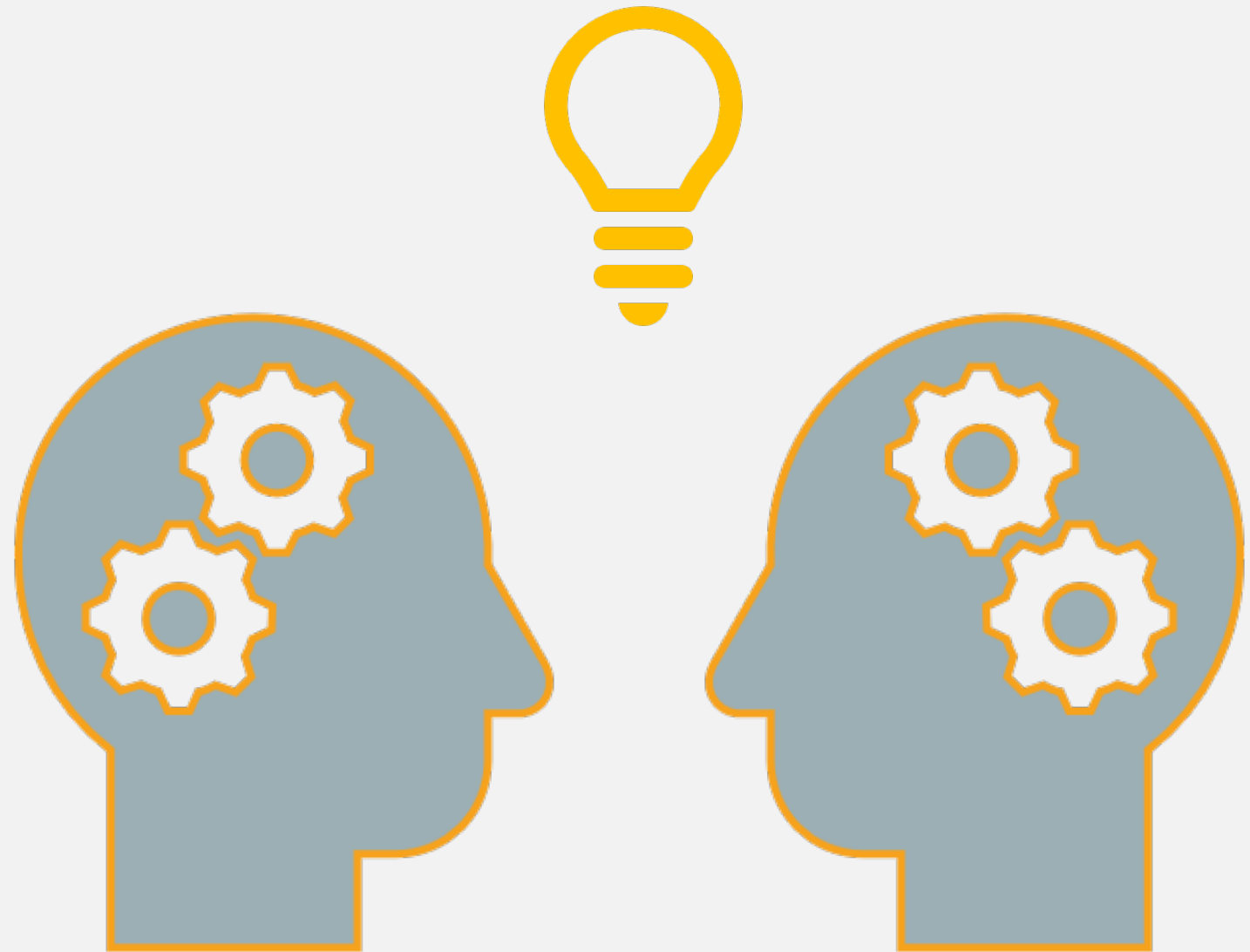
“There is no one public response to climate change”

- Yale Program on Climate Change Communication



CONFIRMATION BIAS

Confirmation bias refers to our tendency to search for and favor information that confirms our beliefs while simultaneously ignoring or devaluing information that contradicts our beliefs.



IDENTIFYING BARRIERS AND BENEFITS

01

Literature
Review

02

Observations

03

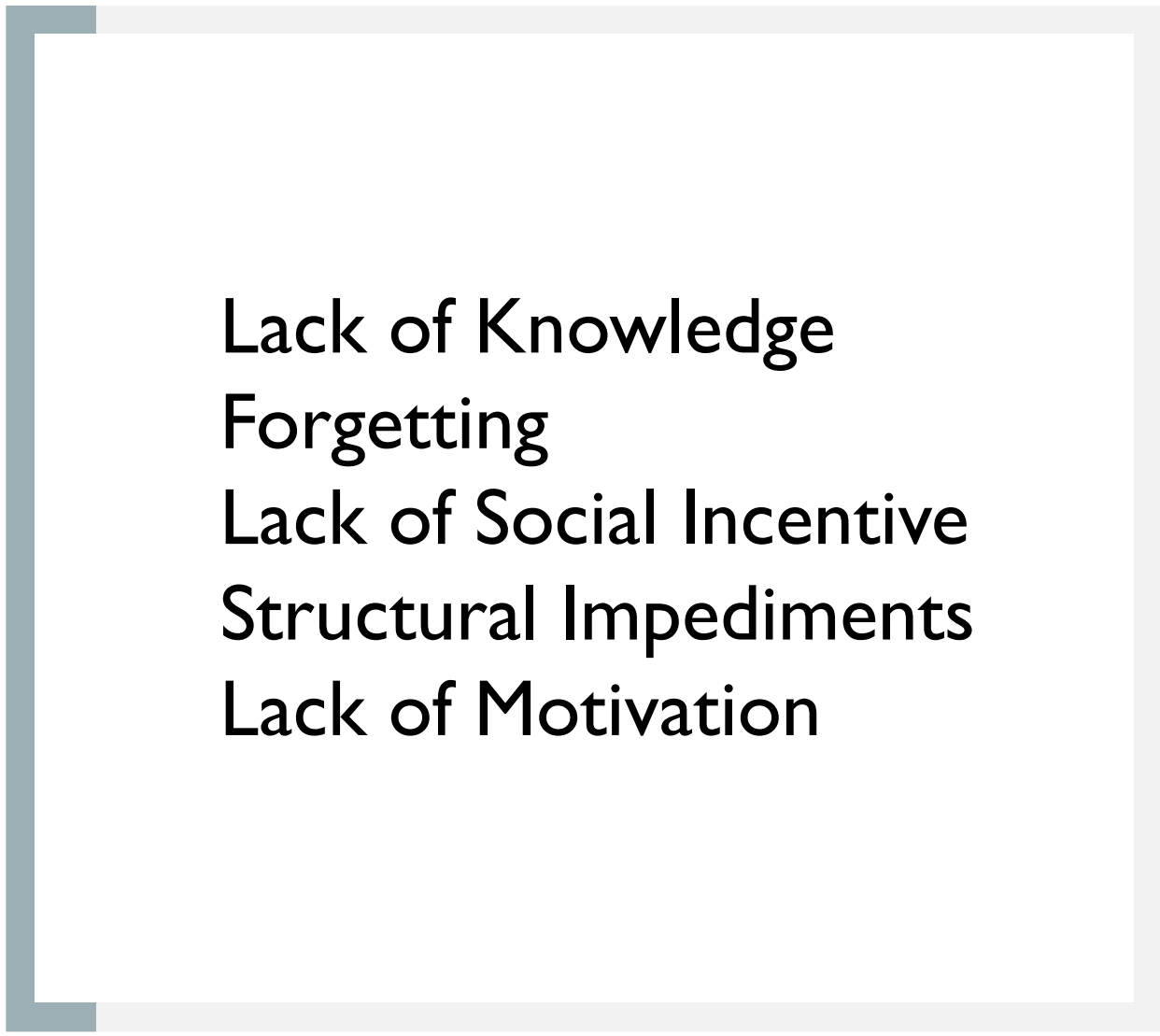
Focus Groups

04

Surveys



DEVELOPING
STRATEGIES



- Lack of Knowledge
- Forgetting
- Lack of Social Incentive
- Structural Impediments
- Lack of Motivation

LACK OF KNOWLEDGE

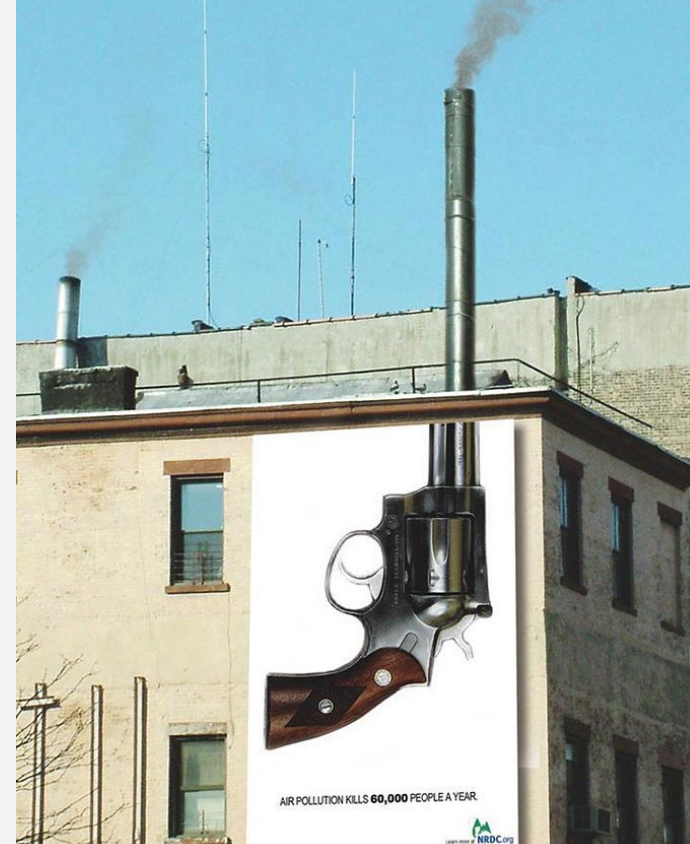
It takes considerable knowledge just to realize the extent of your own ignorance.

Thomas Sowell



COMMUNICATION

- Messages should be clear, vivid, personal and easy to remember
- Messages should be presented by a credible source
- Messages should be catered to your audience
- Messages should be framed appropriately
- Messages should clearly state instructions



FEAR TO ACTION



FORGETTING

The advantage of a bad memory is that one enjoys several times the same good things for the first time

Friedrich Nietzsche



PROMPTS

- Prompts provide reminders to engage in the desired behavior
- Prompts should be placed close in time and space to the desired behavior
- Prompts should be noticeable, and simple to understand.



LACK OF SOCIAL INCENTIVE

When everyone thinks the same, nobody is thinking.

Albert Einstein





SOCIAL NORMS

*Social norms are the **expected** behavior in a specific situations among social group members.*



UNINTENDED CONSEQUENCES

*Descriptive norms can
backfire if they make an
undesirable behavior more
common*



SOCIAL NORMS

- Norms should be used at the time of the target behavior is occurring (or close to it)
- Associate the desired norm with praise
- Use norms to encourage behavior, not only to avoid a behavior



STRUCTURAL IMPEDIMENTS

“My problems aren’t problems – they are inconveniences”

Scooter Braun



CONVIVENCE

- Budgetary constraints must be considered
- Incentives could be used to decrease structural barriers
- Taxes can be used to discourage activities



LACK OF MOTIVATION

Motivation is the art of getting people to do what you want them to do because they want to do it.

Dwight Eisenhower



NORMS AND COMMITMENT

- Commitments should be written down or made publicly
- Commitments should be related to behavior
- Consider using existing points of contact to gain commitments
- Combined commitments with other actions



COMMUNITY BASED SOCIAL MARKETING

01

Identify the
Behavior

02

Barriers and
Benefits

03

Developing
Strategies