



MINNESOTA DEPARTMENT OF NATURAL RESOURCES



Community-Based Social Marketing

Ecological and Water Resources Division



- Community-Based Social Marketing (CBSM) is about **changing behaviors**
- Founded by Doug McKenzie-Mohr
- DNR AIS staff have taken this four-day training program



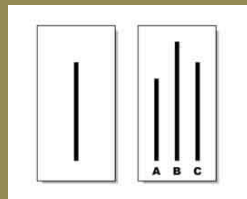


- Traditional marketing techniques don't cause **sustainable** behavior change
- Desired changes must be **simple**
- **Benefits** must be clear



Social Influence is a powerful incentive

- Pressure to fit in with “community norms”
- 75% knowingly answer wrong (Asch, 1951)





CBSM's effectiveness hinges on **positive** messages and actions

- "Don't messages" don't motivate



Woodsy Owl – 1971-present

- "Give a Hoot, Don't Pollute!"





5 Step CBSM Process

1. Select Behaviors
2. Identify Barriers and Benefits
3. Develop Strategies
4. Pilot Test
5. Implement and Evaluate



1. Select Behaviors:

- Whom do you want to reach?
- What do you want them to do?





2. Identify Barriers and Benefits:

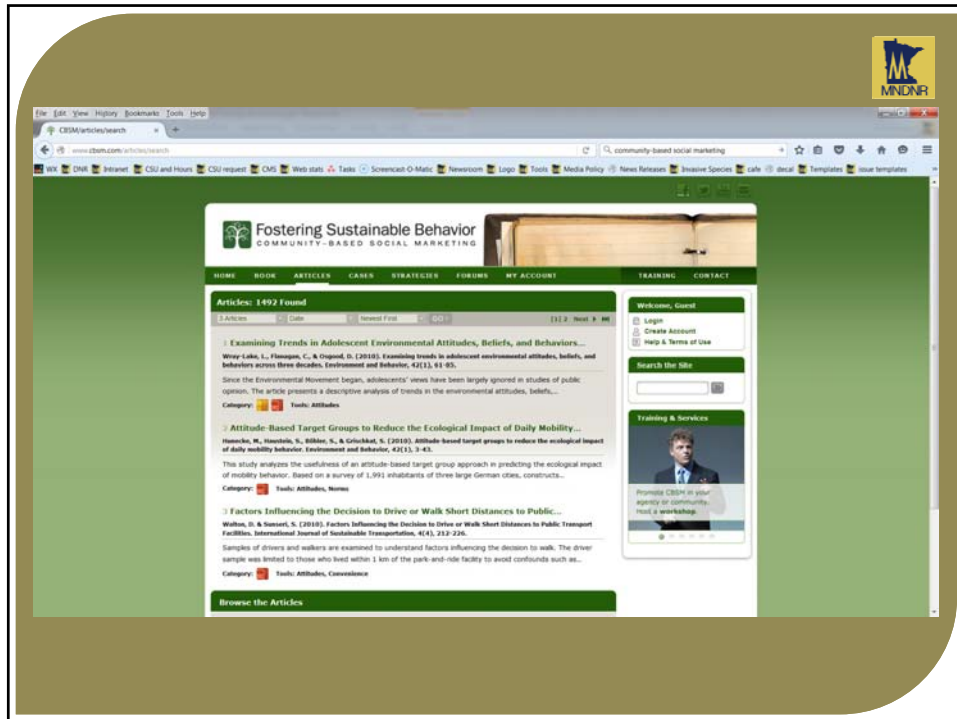
- Don't Guess
- Literature Review
- Observation
- Focus Groups and Surveys



Literature review

- News articles
- Trade publications/websites
- Agency reports
- Academic databases





Fostering Sustainable Behavior
COMMUNITY-BASED SOCIAL MARKETING

Articles: 1492 Found

1 **Examining Trends in Adolescent Environmental Attitudes, Beliefs, and Behaviors...**
Winer-Lewis, L., Thompson, C., & Dagnan, B. (2015). Examining trends in adolescent environmental attitudes, beliefs, and behaviors across three decades. *Environment and Behavior, 47*(1), 41-65.
Since the Environmental Movement began, adolescents' views have been largely ignored in studies of public opinion. The article presents a descriptive analysis of trends in the environmental attitudes, beliefs...

Category: **Topic: Attitudes**

2 **Attitude-Based Target Groups to Reduce the Ecological Impact of Daily Mobility...**
Hansen, M., Harschall, S., Birklin, S., & Gröschel, S. (2010). Attitude based target groups to reduce the ecological impact of daily mobility behavior. *Environment and Behavior, 42*(1), 3-43.
This study analyzes the usefulness of an attitude-based target group approach in predicting the ecological impact of mobility behavior. Based on a survey of 1,991 inhabitants of three large German cities, constructs...

Category: **Topic: Attitudes, Norms**

3 **Factors Influencing the Decision to Drive or Walk Short Distances to Public...**
Walton, B., & Sussart, S. (2010). Factors Influencing the Decision to Drive or Walk Short Distances to Public Transport Facilities. *International Journal of Sustainable Transportation, 4*(4), 213-226.
Samples of drivers and others are examined to understand factors influencing the decision to walk. The driver sample was limited to those who lived within 1 km of the park-and-ride facility to avoid confounds such as...

Category: **Topic: Attitudes, Convenience**

Browse the Articles

Observation

- Direct
- Unobtrusive
- More than one person





Focus Groups and Surveys

- Require method, money and time
- If you lack these, do an *Intercept Survey*:
- Ask “what makes this difficult?”
- “What makes it rewarding?”



3. Develop Strategies

- Make them **local**
- Make them **personal**
- Make them **relatable**





A Current Example

- DNR AIS specialists
- Hundreds of outreach and education events annually
- These are more **local**, **relatable** and **personal** than broad statewide messaging



4. Pilot Test

- Identify problems **before** launching campaign
- Test with at least two groups
- Do you know what this means?
- Are you likely to do it?



5. Implement and Evaluate

- How do we measure effectiveness?
- Is this working?
- If not, why not?
- What do we change?



What we're doing:

- Changing defeatist perceptions
- Clarifying actions
- Cleaning up our website



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greg.husak@state.mn.us

651-259-5132