

“Tools for Successfully Deploying and Measuring Behavior Change for the Littering Public” - May 13, 2014



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Webinar Instructions

- This webinar will be muted to reduce or eliminate external auditory disturbances;
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“Tools for Successfully Deploying and Measuring Behavior Change for the Littering Public”



From left: Bill Vosti, Michael Mori, Jessica Midbust, Paula Richter, and faculty adviser Dr. Derek Booth

Agenda

- 11:30 Webinar Instructions
- 11:35 Donna Walden - Overview of CBSM
- 11:45 Research study for Algalita Marine Research Institute on reducing plastic debris in the Los Angeles and San Gabriel River Watersheds
- 12:15 Q&A
- 12:30 Adjourn

The Role of Regulation in Behavior Change

Regulations are Ideal...

- Easier to motivate behavior with regulations

...But not always possible to regulate

- How Do You Change Behavior without Regulations?
 - Five Steps to Community-Based Social Marketing (CBSM) by Doug McKenzie-Mohr
- Research Study: Reducing Plastic Debris in the Los Angeles and San Gabriel River Watersheds
- Resources

Five Steps to Community-Based Social Marketing (CBSM)*

- 1) Selecting which behavior(s) to target;
- 2) Identifying the barriers and benefits to the selected behavior(s);
- 3) Developing a strategy that reduces barriers to the behavior(s) to be promoted while simultaneously increasing the behavior(s) perceived benefits;
- 4) Piloting the strategy
- 5) Broad-Scale Implementation

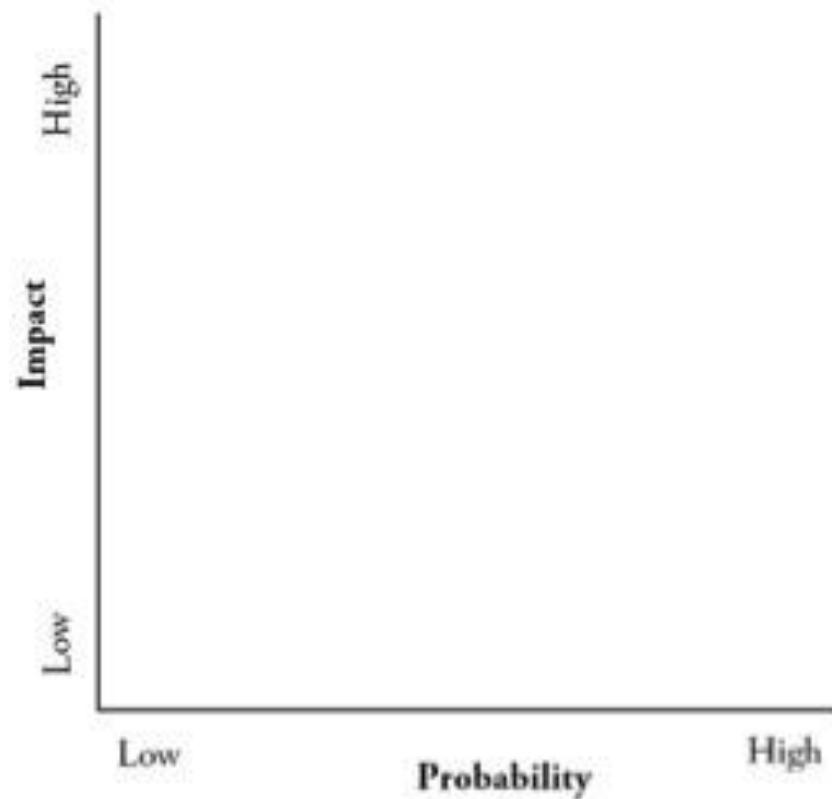
***FOSTERING SUSTAINABLE BEHAVIOR:
BEYOND BROCHURES**



Doug McKenzie-Mohr, PhD

Step #1: Selecting Behaviors*

- 1st question: “Which behavior(s) should I promote?”
- To compare the behaviors on your list you will need to collect two pieces of information regarding each behavior:
 - 1) How much impact will the activity have?
 - 2) How probable is it that my target audience will engage in the action?



Step #2: Identifying Barriers and Benefits*

Uncovering barriers and benefits involves (3) steps.

- 1) Begin by reviewing relevant articles and reports.
 - Ensure that you have a clear mandate. You need to know exactly what behavior(s) you are attempting to promote.
- 2) Obtain qualitative information through focus groups and observations to explore in-depth attitudes and behavior of your target audience regarding the activity.
- 3) Conduct a survey with a random sample of residents.

*FOSTERING SUSTAINABLE BEHAVIOR: BEYOND BROCHURES *By Doug McKenzie-Mohr, Ph.D.*

Step #2: (Continued): Obtain qualitative information through focus groups.

- Literature review identifies issues to explore further
- Set up small focus groups (6-8 people) including a control group
- Hire a moderator and have an assistant take notes
- Come to focus group with clear set of questions that have been informed by literature review.
 - don't let anyone see the questions beforehand
- Observers in the room witness event and take note of pertinent non-verbal communication
- Tabulate the responses and identify barriers that were mentioned by a significant number of participants.

Step #2: (Cont.) Conduct a survey with a random sample of residents

The 7 Steps of Conducting a Survey

1. Begin by clarifying the objective of the survey.
2. List the specific constructs that are to be measured.
3. Have someone skilled in survey development write the survey for you.
4. When the survey is completed, take the time to pilot it with 10 to 15 people.
5. Select the sample.
6. Conduct the survey.
7. Analyze the data.

Step #3: Developing Strategies*

The primary purpose in developing a community-based social marketing strategy is to reduce the barriers to a behavior while at the same time simultaneously increasing the perceived benefits that are associated with the action.

Considerations

- Assumes you correctly identified behavior you wish to change?
- What are the messages & taglines you want to communicate and to whom?
- In what regions will you test the message first? Rollout next.
- What is your communications vehicle & marketing plan?
 - Direct mail, social media, public relations, radio, TV, internet
- How much budget do you have?

* FOSTERING SUSTAINABLE BEHAVIOR: BEYOND BROCHURES *By Doug McKenzie-Mohr, Ph.D.*

Step #4: Piloting*

- Once you are confident that you have a program that should affect behavior, pilot the program. In conducting the pilot, ensure that you have at least two (2) groups; one that receives the strategy that you developed and another that serves as a comparison or control group.
 - Randomly assign your target audience into either group
 - In evaluating the effectiveness of your pilot, focus on behavior change rather than measures of awareness or attitude change.
- If your pilot is not successful in altering behavior, revise your strategy and pilot it again.

Step #5: Broadscale Implementation*

- When your pilot is effectively changing behavior you are ready to implement your strategy across the community.
- Evaluate the community-wide implementation by obtaining information on baseline involvement in the activity prior to implementation, and at several points afterward.
- This information can be used to retool your strategy as well, provide a basis for continued funding and provide important feedback to the community.

P2 Measurement & Calculators

P2 GHG Calculators

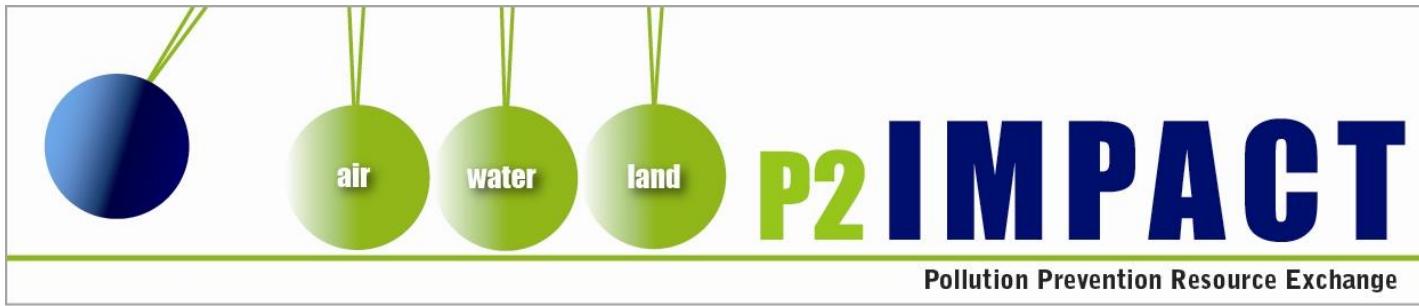
- Developed to assist the P2 community with reporting EPA's outcome measures
 - Pounds of pollutants reduced
 - Gallons of water saved
 - Dollars saved through adoption of P2 practices

P2 Cost Calculator

- Calculates financial savings in dollars from implementing specific activities
 - Hazardous inputs and wastes
 - Air emissions
 - Water pollution/Water Use
 - Water use
 - Energy
 - Electricity
 - Non-hazardous inputs and solid waste

Where to Get the Calculators

- EPA's Measuring P2 Web Site
<http://www.epa.gov/p2/pubs/resources/measurement.html#calc>
- NPPR's P2 Measurement Tools
<http://www.p2.org/general-resources/p2-data-calculators/>
- Other calculators and software tools available at <http://uiuc.libguides.com/p2/tools>



P2Rx Behavior Change Webinar Series 2014:

“Designing Employee Engagement Programs
that Impact a Company’s Triple Bottom Line” -
(Wednesday, June 4 – 11 AM – 12 PM PDT)

Featured Speaker: Morgan Rooney, BAE Systems

More Webinars planned – www.p2rx.org



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Some Resources

- Doug McKenzie Moor's Website - <http://www.cbsm.com>
- ACEEE Article: <http://aceee.org/files/pdf/white-paper/high-hanging-fruit-cbsm.pdf>
- Technology Diffusion Topic Hub at <http://uiuc.libguides.com/tech-diffusion-topic-hub>
- P2Rx Behavior Change Webinar Series:
<https://www.ideals.illinois.edu/bitstream/handle/2142/38393/Behavior-change-webinar-slides.pdf>
- Donna Walden: dwalden@unr.edu
- WSPPN Website: www.wsppn.org
- P2Rx Website: www.P2Rx.org



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Questions?

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SUPPORTING TECHNICAL ASSISTANCE PROVIDERS IN EPA REGION 9
with quality conferences, trainings and webinars, and best practices on many P2 sectors.

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