

Fostering Sustainable Behavior

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Overview

- ♦Refine Skills
- ♦Develop Programs
- ♦Receive Feedback



Information-Intensive

- ♦Attitude-Behavior
- ♦Economic Self-Interest



Community-Based Social Marketing

- ♦Select Behaviors
- ♦Identify Barriers & Benefits
- ♦Develop Strategies
- ♦Conduct Pilot
- ♦Broadly Implement



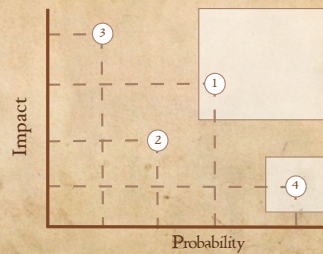
Selecting Behaviors

List Behaviors

- 1
- 2
- 3
- 4

Impacts

- 1
- 2
- 3



Determine the impact and probability of a variety of behaviors that you would consider promoting



Barriers & Benefits

- ♦Literature Search
- ♦Observations
- ♦Focus Groups
- ♦Surveys




Literature Search


- ♦Consult Website
- ♦State/Federal Role



Observations

- ♦Overlap with Literature Search
- ♦Be Unobtrusive
- ♦Observe Desired & non-Desired
- ♦Activities vs Behaviors






Focus Groups

- Active & Inactive
- Utilize Literature & Observations

Refer to the Sage "Focus Group Kit!"

Surveys


- Survey Objective
- List Items
- Develop Survey
- Pilot Test
- Select Sample
- Conduct Survey
- Analyze Results



Barriers & Benefits

Specific Behavior	Perceived Barriers	Perceived Benefits	Type
Encourage			
Discourage			

Determine the barriers and benefits
for the behavior you wish to
encourage and discourage



Project Timeline

	Week 1	Week 2	Week 3	Week 4	Week 5
Tasks	Select Behaviors				
	Literature Search				
			Observe		
					Focus

Use literature search to identify impacts & barriers

Project Timeline

	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11
Groups						
			Survey Research			

Tools

- ♦Commitment
- ♦Social Diffusion
- ♦Prompts
- ♦Norms
- ♦Communication
- ♦Incentives
- ♦Convenience



Mapping Tools

Barrier	Tool
Lack Motivation	Commitment, Norms, Incentives
Forget	Prompts
Not the "Right" Thing to Do	Norms
Lack Knowledge	Communication
Inconvenient	Structural Change



Mapping Tools & Strategies

Encourage/ Discourage	Tools	Strategies
Barriers 1. 2. 3.	➡ 1. 2. 3.	➡ 1. 2. 3.
Benefits 1. 2. 3.	➡ 1. 2. 3.	➡ 1. 2. 3.
Barriers 1. 2. 3.	➡ 1. 2. 3.	➡ 1. 2. 3.
Benefits 1. 2. 3.	➡ 1. 2. 3.	➡ 1. 2. 3.



Map tools & strategies over the barriers & benefits for the behavior you wish to encourage & discourage



Project Timeline

	Week 1	Week 2	Week 3	Week 3	Week 5
Tasks	Select Behaviors				
	Literature Search				
			Observations		
					Focus

Project Timeline

	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11
Groups						
			Survey Research			

Project Timeline

Week 12	Week 13	Week 14	Week 15	Week 16	Week 17
Strategy Development & Testing					

Use focus groups to obtain feedback on strategy.

Conducting Pilots

- ♦Pretest - Posttest
- ♦Intervention & Control
- ♦Staggered Baseline

Pilot Details

- ♦Measure Behavior, Resource Use, Resource Quality
- ♦Sample Size
- ♦Random Selection & Assignment!!!

Pretest - Posttest



Intervention & Control



Staggered Baseline



Implementation

- ♦Measure Longevity
- ♦Retool Strategy
- ♦Provide Feedback