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

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
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</thead>
</table>

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

<table>
<thead>
<tr>
<th>Specific Behavior</th>
<th>Perceived Barriers</th>
<th>Perceived Benefits</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourage</td>
<td></td>
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<tr>
<td>Discourage</td>
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</table>
Determine the barriers and benefits for the behavior you wish to encourage and discourage.

Project Timeline

- **Week 1**: Tasks
  - Literature Search
  - Observations
- **Week 2**: Tasks
  - Use literature search to identify impacts & barriers
  - Select Behaviors
- **Week 3**: Tasks
  - Focus Groups
- **Week 4**: Tasks
  - Use literature search to identify impacts & barriers
  - Literature Search
- **Week 7**: Tasks
  - Focus Groups
  - Survey Research
- **Week 10**: Tasks
  - Surveys Analysis
### Tools
- Commitment
- Social Diffusion
- Prompts
- Norms
- Communication
- Incentives
- Convenience

### Mapping Tools

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Tool</th>
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</thead>
<tbody>
<tr>
<td>Lack Motivation</td>
<td>Commitment, Norms, Incentives</td>
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<tr>
<td>Forget</td>
<td>Prompts</td>
</tr>
<tr>
<td>Not the &quot;Right&quot; Thing to Do</td>
<td>Norms</td>
</tr>
<tr>
<td>Lack Knowledge</td>
<td>Communication</td>
</tr>
<tr>
<td>Inconvenient</td>
<td>Structural Change</td>
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</tbody>
</table>

### Mapping Tools & Strategies

<table>
<thead>
<tr>
<th>Encourage/ Discourage</th>
<th>Tools</th>
<th>Strategies</th>
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<tbody>
<tr>
<td>Tools</td>
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<tr>
<td>Strategies</td>
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</table>

Barriers

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

Project Timeline

- Week 1: Literature Search
- Week 2: Select Behaviors
- Week 3: Project Orientation
- Week 5: Focus Groups
- Week 7: Observation
- Week 8: Survey Research
- Week 10: Literature Search
## Project Timeline

<table>
<thead>
<tr>
<th>Week 12</th>
<th>Week 13</th>
<th>Week 14</th>
<th>Week 15</th>
<th>Week 16</th>
<th>Week 17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategy Development &amp; Testing</td>
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</tbody>
</table>

- 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!!!
Implementation

- Measure Longevity
- Retool Strategy
- Provide Feedback