

Behavior Change Workshop

Mission-Aransas Reserve

January 12, 2017

What We'll Cover Today

- **Behavior change 101:** The fundamentals of behavior marketing
- **Fun, easy & popular:** Our 12 behavioral determinants
- **Elements of a marketing plan:** 6 steps to get you started



But first: JargonDictionary.com

Behavior change marketing (a.k.a. social marketing):

Campaigns seeking voluntary changes in mass behavior

Target actor/audience: *Who do you want to take action?*

Target behavior: *What do you want them to do?*

Marketing offer: *What are you giving your target audience in return for doing your behavior?*

Behavioral determinants: *Psychological and environmental influences on behavior.*





PART I: INTRODUCTION TO BEHAVIOR CHANGE MARKETING

Old Paradigm



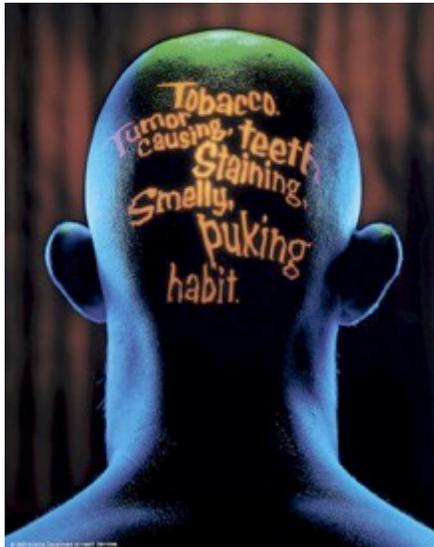
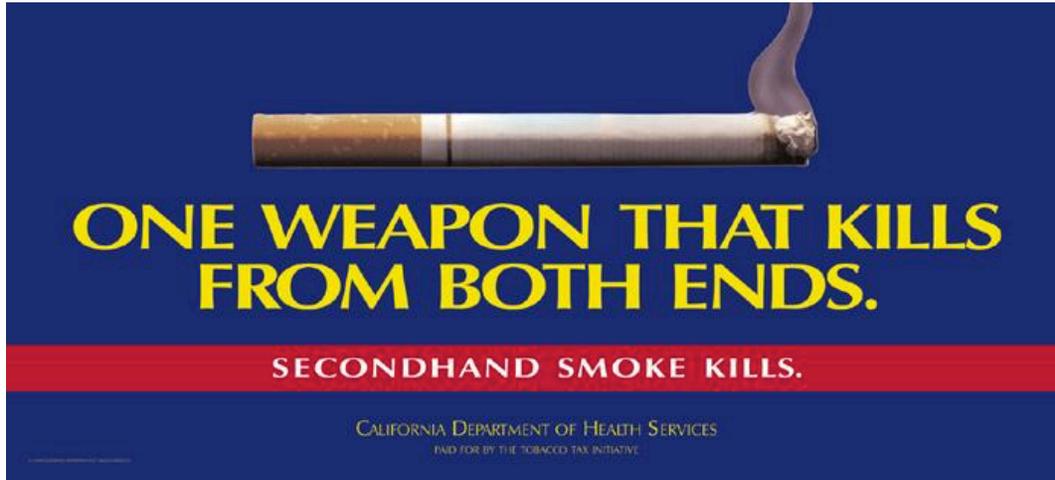
What should we tell them?



What should we offer them?

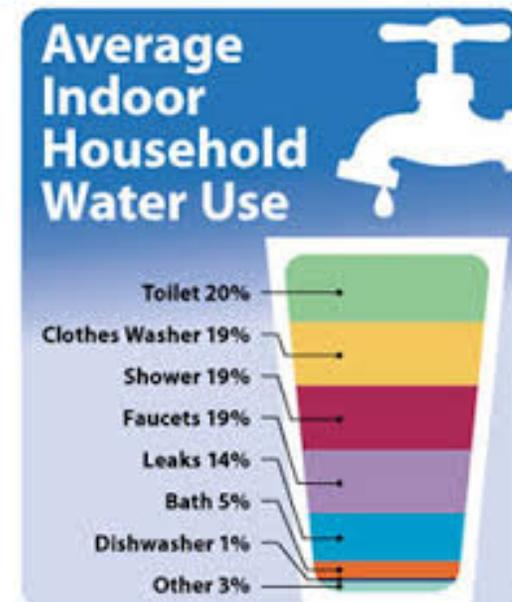
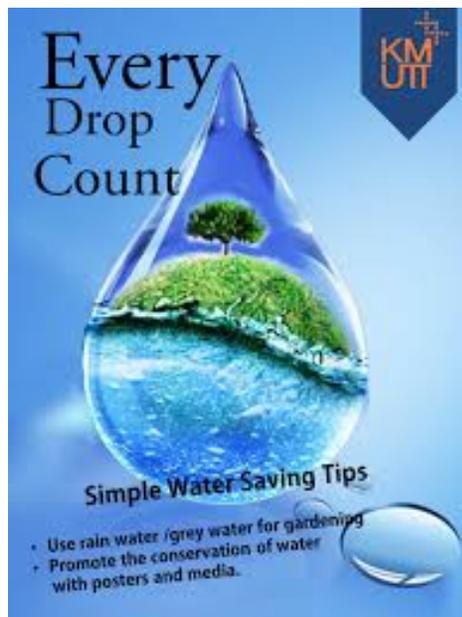
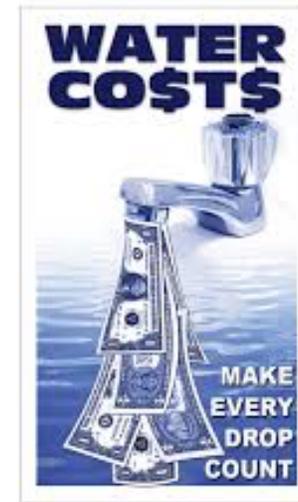
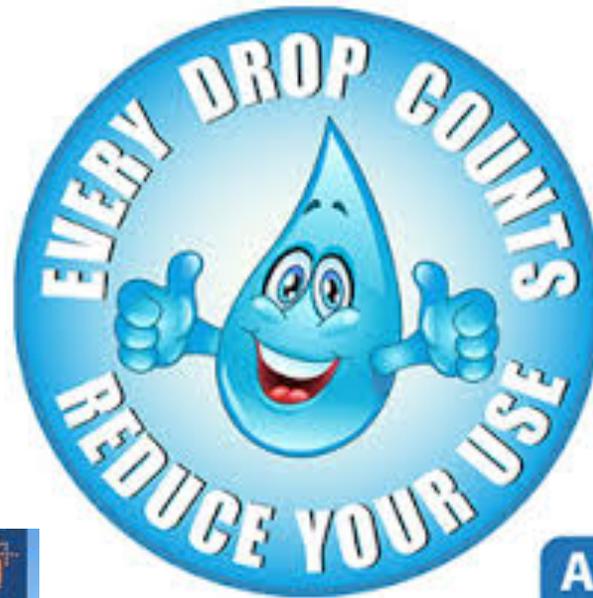


Back in the day ...



Standard approaches: Educate! Exhort!

**Every
Drop
Counts!**
Use a Rain Barrel

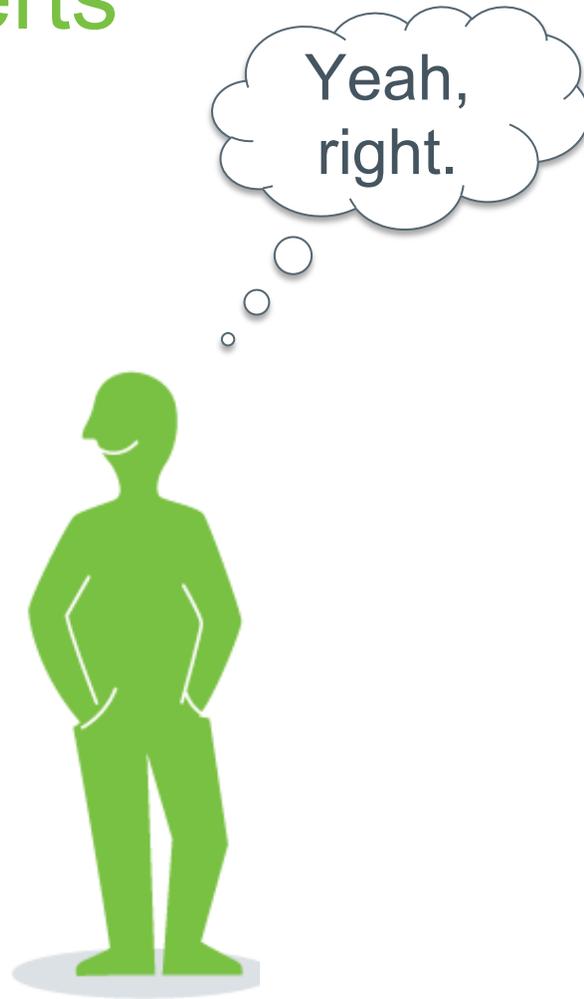


Or: “Listen to the experts”

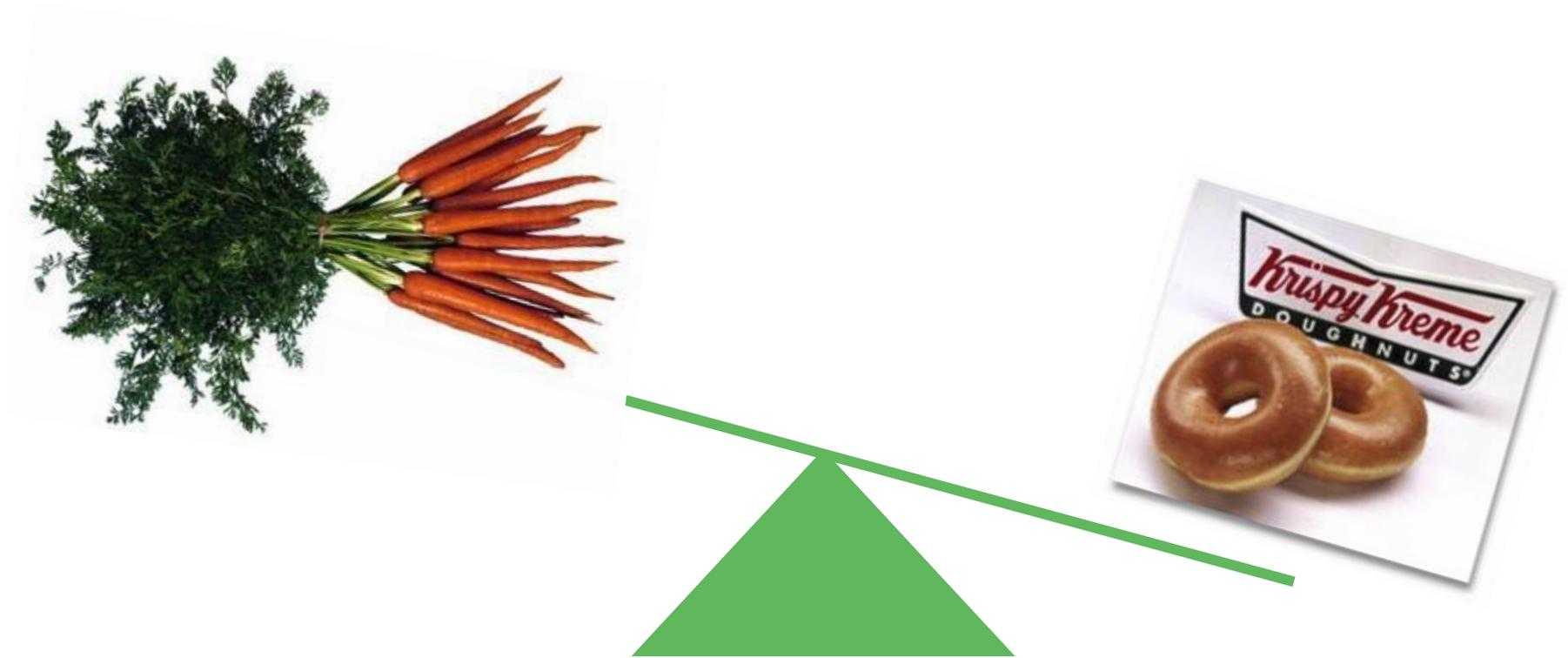


Do
what
we
say

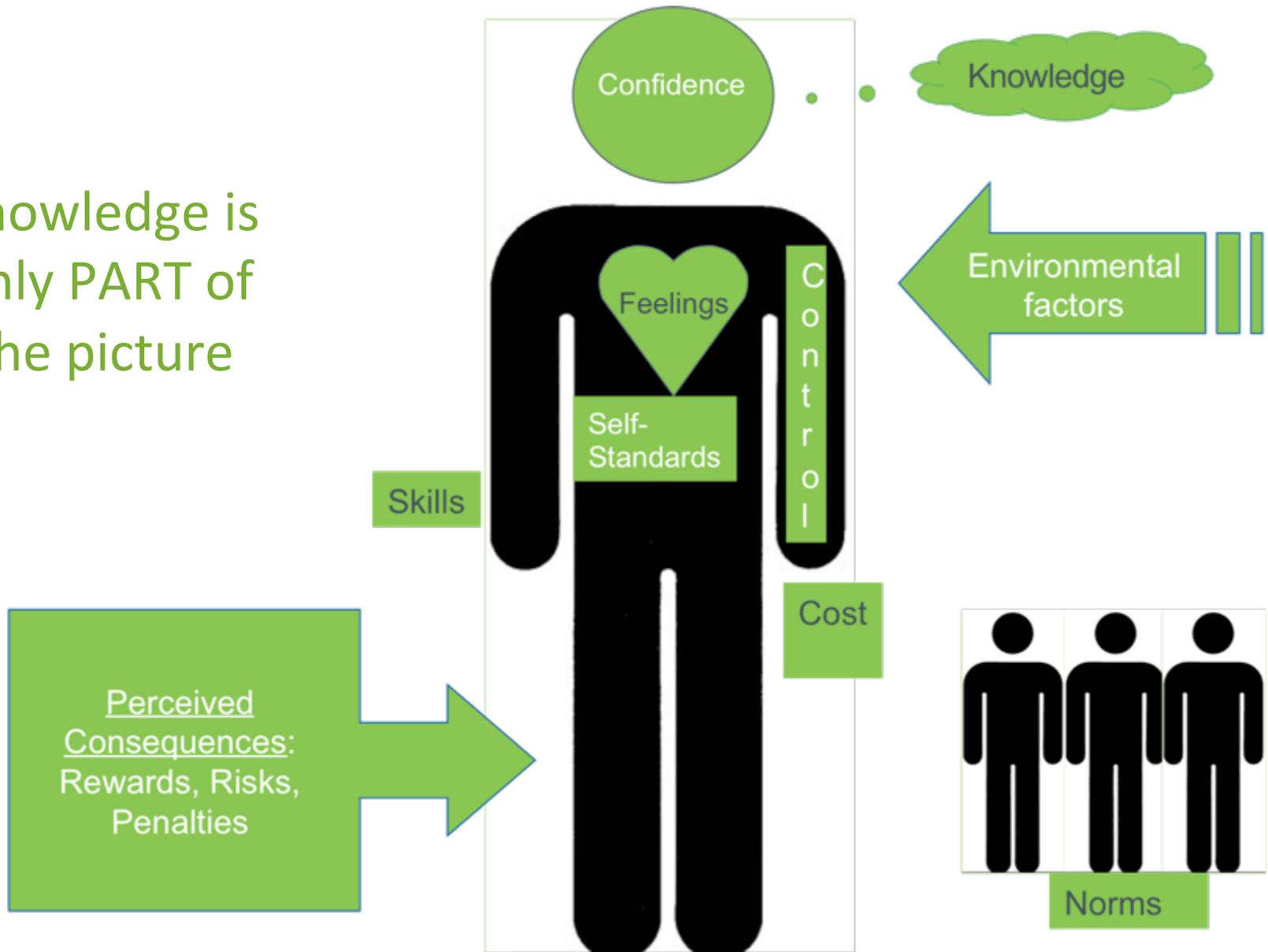
Because
we know
what's
good for
you



Behavior change marketing
treats behavior as a **choice**



Knowledge is only PART of the picture



Marketing is about offering an exchange

Marketing



Offer

Education



Inform

Law

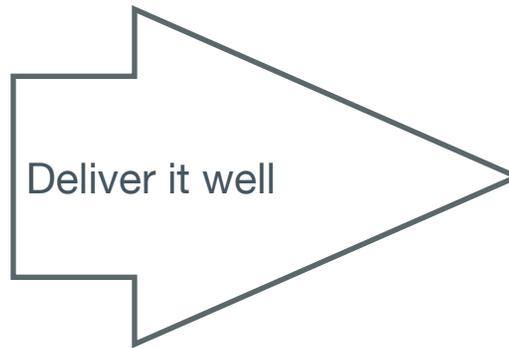
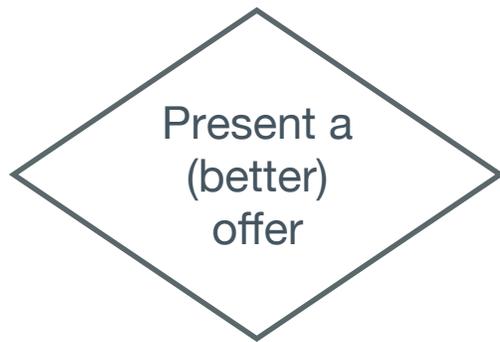


Threaten

VS



The general idea



What's an offer?



If I do _____, I'll get _____.

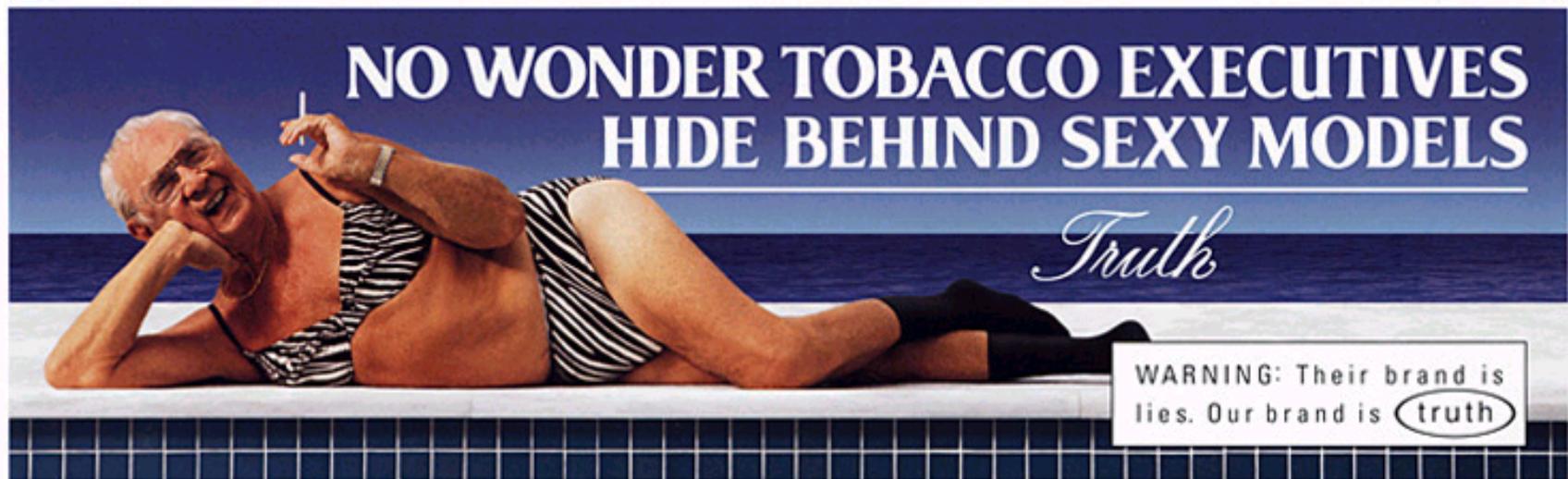
One Example

SMOKING

Offer:

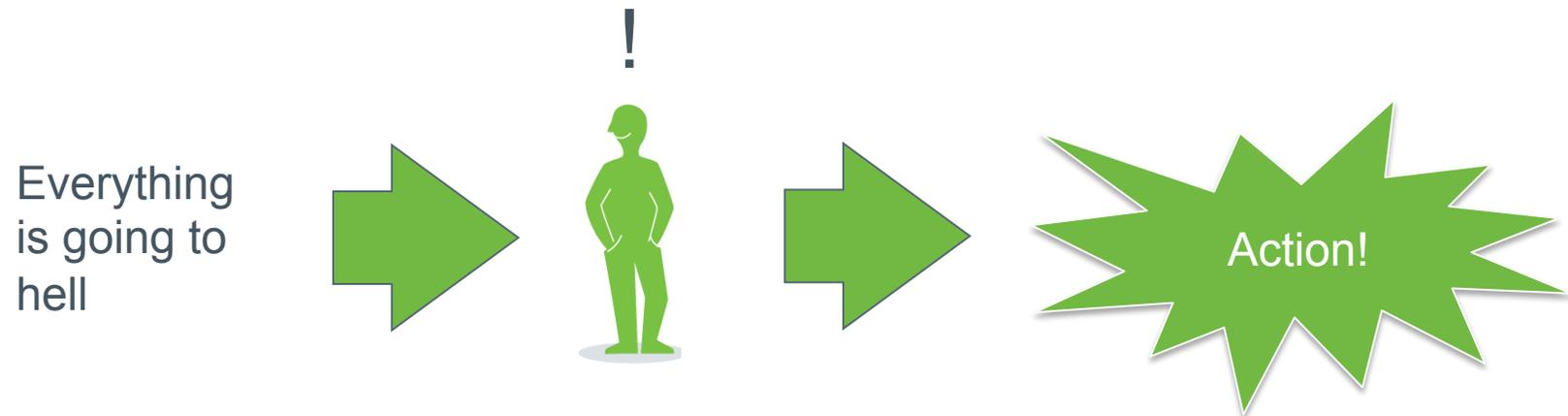
Hey junior, if you don't smoke, you can be healthy and live to be old - just like us!

A Better Offer:



Rebel against adults like us - only even more evil!

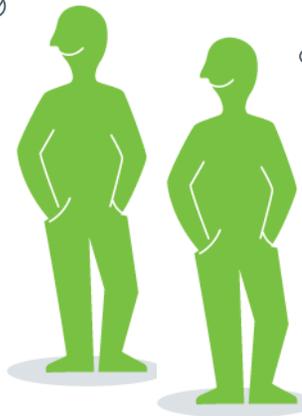
Chicken-Little Framework



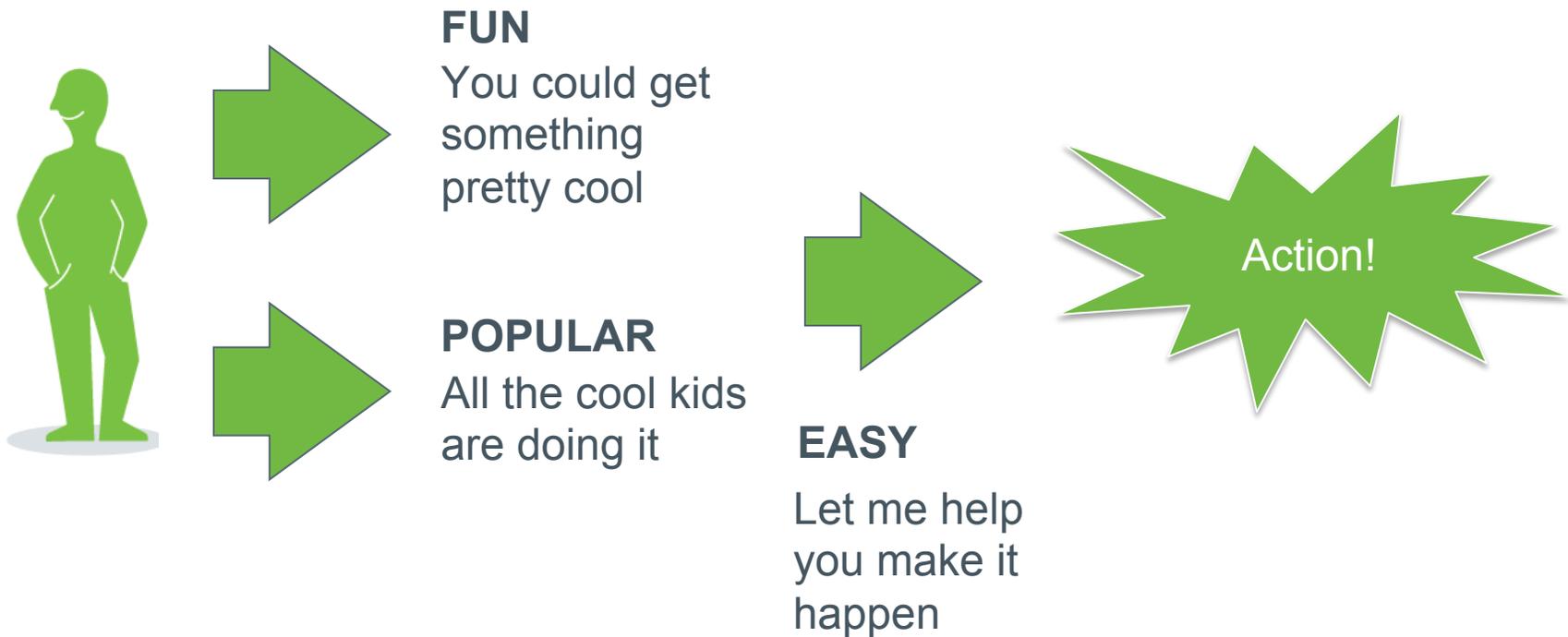
The problem: No one wants to hear it.

Gee, I really wish someone would give me another thing to worry about ... maybe the potential of a natural disaster.

Me too! Maybe it would keep me up nights.



Behavior-Based Framework (Simplified)



Assignment: =

Reduce fertilizer runoff to Tampa Bay

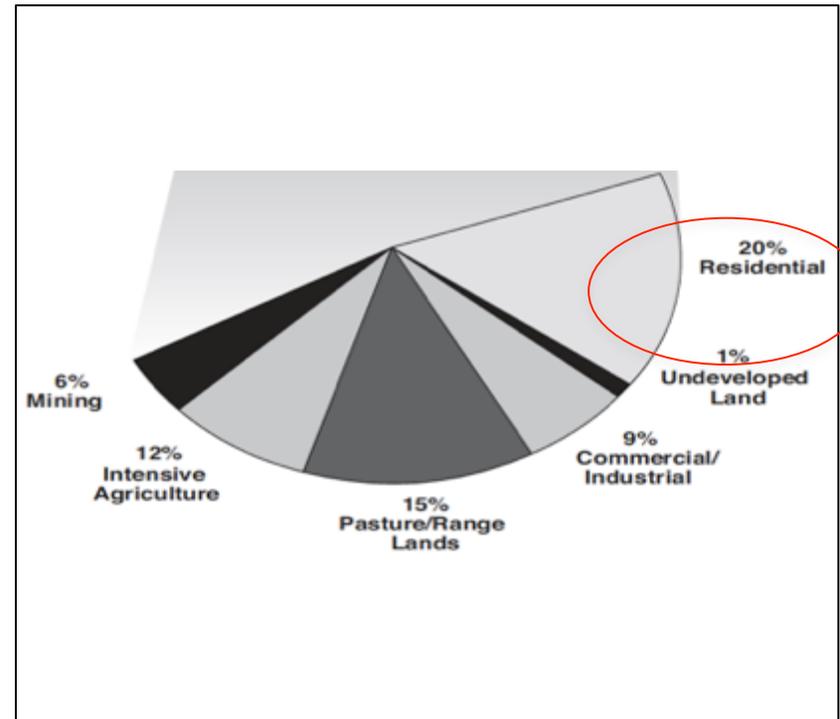
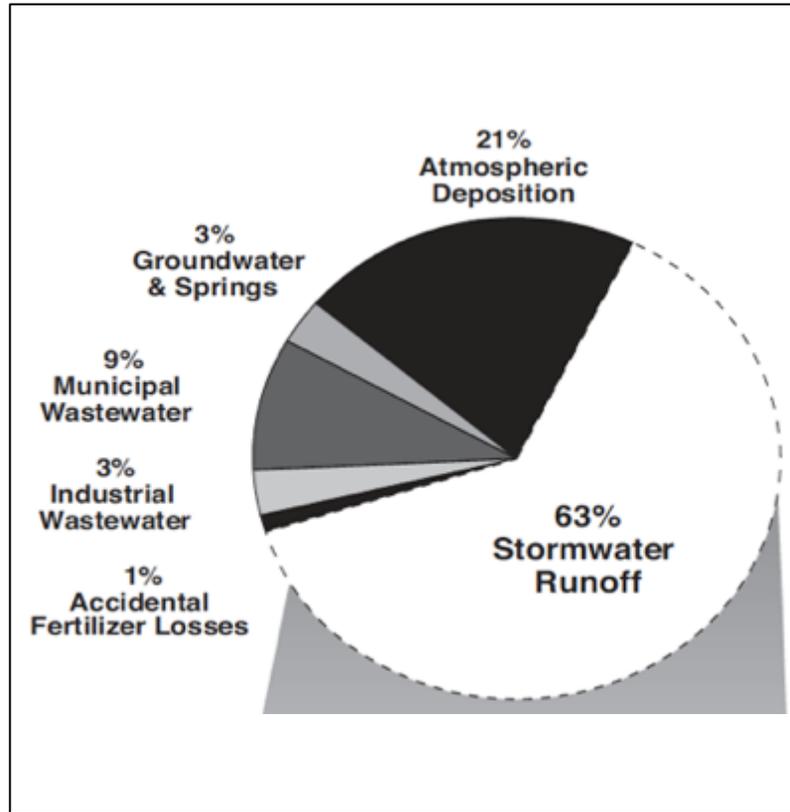
Algae blooms = fish kills + dead zones



The problem (2011):

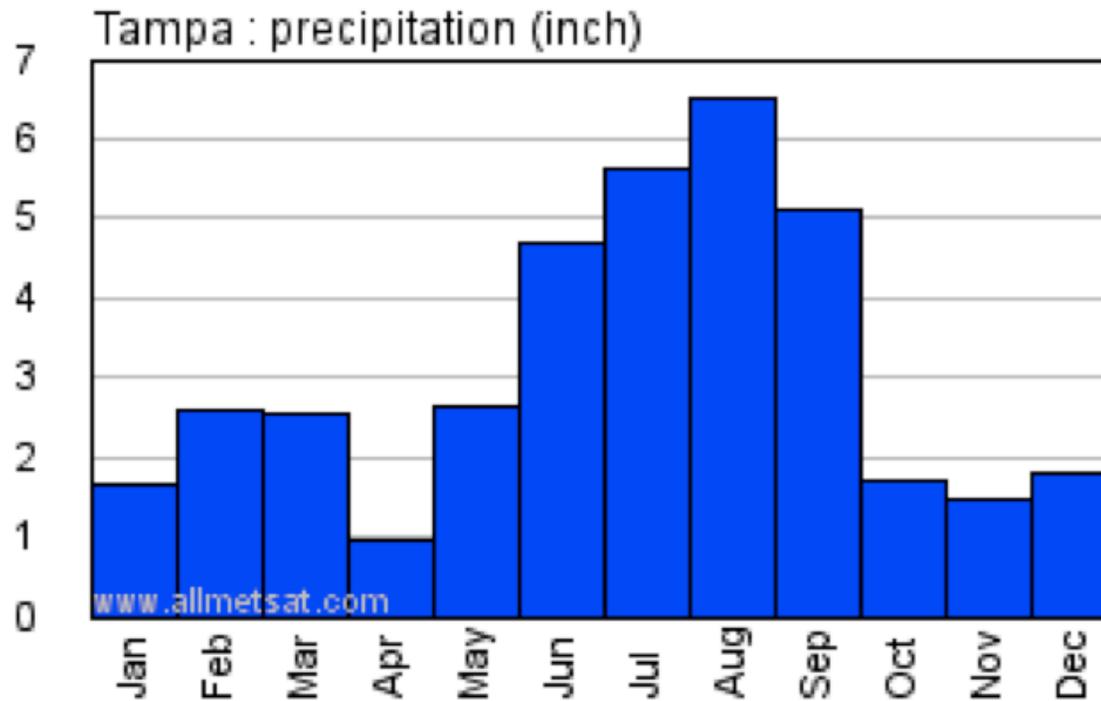
Nutrient pollution in Tampa Bay

Total nitrogen loading in Tampa Bay (1999-2003 average)z



With 500 new people arriving each week, the problem would only get worse





25.7 of 43.9 inches (58%) of total rainfall occurs from June through September

Tampa Bay: Who are we trying to reach?

And what do they care about?

- Most residents grew up somewhere else (2/3 moved here in last 25 years)
- Strong identification with water activities and having access
- Want to spend less time and money on their lawn (and/or have better results)

Messaging



PROTECT FUN
Skip the fertilizer this summer.
The bay will thank you.

Be Floridian.org



THIS SUMMER, THE RESPONSIBLE THING TO DO IS TO GO FISHING

FREE DAY OFF FROM YARD WORK



Holder entitled not to fertilize lawn this summer, because Florida's summer rains wash fertilizer into waterways triggering algae blooms and killing fish. Coupon doubled if holder landscapes yard for Florida, not Ohio or New Jersey, (see QR code to see how) and gets more time for Florida fun. Like going to the beach. Or fishing.

GO FISHING **BEFLORIDIAN.ORG**

SOMETIMES YOU NEED TO SACRIFICE
Like this summer. Sure, you'd like to sweat your butt off applying fertilizer that's only going to wash down drains to the gulf. But you recognize that triggers algae blooms and kills fish. So you're going to do what's right: You're going to go enjoy the beach.



Be Floridian

BeFloridian.org



CHOOSE FUN. NOT FERTILIZER.

Skip the fertilizer this summer — and save the bay for fun.

Be Floridian.org

Our approach

FUN

- Focus on water-related fun and link it to not fertilizing
- Capitalize on love / hate relationship with lawn -- Florida-friendly yards mean time & money to relax

EASY

- We started with 1 behavior
- Later we added “less lawn”, “Quick Start Saturday”

POPULAR

- Energize an emerging norm
 - “Floridify your yard”
 - Yard photo gallery

Be Floridian
SUMMER PLEDGE TO HAVE FUN

FLORIDA IS IN DANGER OF LOSING ITS FUN
Without my support, lazy days at the beach and drinks with little umbrellas could become a thing of the past. This summer I will skip fertilizing my lawn and do the responsible thing instead. I will relax and have fun.

I Pledge

- TO GO TO THE BEACH
- TO GO FISHING
- TO GO BOATING
- TO DINE BY THE WATER

NAME

EMAIL

- SIGN UP FOR OUR NEWSLETTER
Stay up to date with our occasional Protect Fun e-newsletter
- ENTER OUR DRAWING
Check this box for a chance to win... Be Floridian swag

BEFLORIDIAN.ORG

www.SalterMitchell.com



Be Floridian

A SERVICE OF THE TAMPA BAY ESTUARY PROGRAM

[Floridifying](#)

[Quick Start](#)

[Yard 911](#)

[Resources](#)

[News](#)

[About](#)

[Contact](#)



Less Lawn = MORE FUN

Why sweat behind a lawn mower when you could be relaxing at the beach? Getting rid of the grass leaves you more time for fun – and helps keep fertilizer runoff from ruining our waterways. Cut a corner or two, or dig up the whole lawn and put an easy care yard in its place. Check out our tips to get started.

[Get Started](#)

[Share](#)

Design your yard for the place you live now

Got questions on how to garden like a Floridian? We've got answers.



Dear Yard 911,

What can I plant that won't require any care?



[Get Answers](#)



Changing community norms

The old way



The new normal



Key Takeaways





WHAT DRIVES BEHAVIOR?

Applying 12 behavioral determinants

12 behavioral determinants



- Fun:
 1. Rewards
 2. Risks
 3. Penalties
 4. Feelings
- Easy:
 5. Skills/Knowledge
 6. Efficacy
 7. Control
 8. Environment
 9. Investment
- Popular:
 10. Norms
 11. Self-Standards
 12. Culture/Traditions

FUN: Maximizing the good stuff;
minimizing what people don't want.

“HERE’S A CARROT”

REWARDS

Perceived positive results you can depend on. Immediacy and certainty typically influence action as much or more than the size of the reward.

“THIS MAY HURT YOU”

RISKS

Potential negative results of acting or not acting. Immediacy and certainty typically influence action more than size. Risks out of our control are scarier.

“HERE’S THE STICK”

PENALTIES

Perceived negative results. The pain points. Even small disincentives, if they’re consistent, can have outsized negative impact.

“WEEEEEEEEEE!”

FEELINGS

Emotional benefits or barriers to action. Can act as a multiplier for a functional benefit to acting. Often dependent on how an action or choice is framed.



Exercise: FUN



- Rewards that influence my behavior -- or not
- Penalties that influence my behavior -- or not
- Risks I've taken knowing they are risks
- Things that make me feel good and how those influence my behavior

EASY:

Removing every barrier to action.

“SHOW ME HOW”

SKILLS/KNOWLEDGE

The know-how you need to act or to make the action easy to do. Only effective if this is truly new information or capabilities. Works in tandem with efficacy.

“I THINK I CAN, I THINK I CAN”

EFFICACY

The actor's confidence that he or she can easily pull off the action. Often — but not always — related to one's actual knowledge and skills.

“PRICEY OR CHEAP?”

INVESTMENT

Emotional benefits or barriers to action. Can act as a multiplier for a functional benefit to acting. Often dependent on how an action or choice is framed.

“I GET TO CHOOSE!”

CONTROL

People like to be in control. That's why they like choices: They can control what they do, not just concede to our choice. Add choice whenever you can.

“BUT WHAT ABOUT TRAFFIC”

ENVIRONMENT

Actions are often prisoners to the context or environment in which they take place. Alter the environment and action may change without any communication at all.



A note about “easy”



WHAT'S EASY TO AN EXPERT:

- Taking 5 minute showers
- Swapping out household cleaning supplies with phosphate-free brands
- Installing a rain barrel
- Cleaning the coils on your fridge every 6 months
- Selecting the right CFL for the right lamp & use



WHAT'S EASY TO EVERYONE ELSE:

- Watching TV
- Updating Facebook page
- Getting dinner at the drive-thru (again)
- Buying more stuff online rather than going to a store
- Doing what they've always done

Exercise: **EASY**



- Things I do because they're easy
- Things I don't do because they're hard
- Ways my environment influences my behavior
- Times when sense of control has influenced a choice

POPULAR:

Make the behavior feel like the right thing to do.

“I’M PRETTY NORMAL”

NORMS

What people think is expected of them, typically triggered by what they observe peers doing. There’s safety and reinforcement in numbers. Being a lone wolf feels risky.

“WHAT WOULD MOM SAY?”

CULTURE/TRADITION

Cultural pressures and practices influence behavior because of their impact on norms and institutions. These traditions must be respected or carefully challenged.



“I GOTTA BE ME”

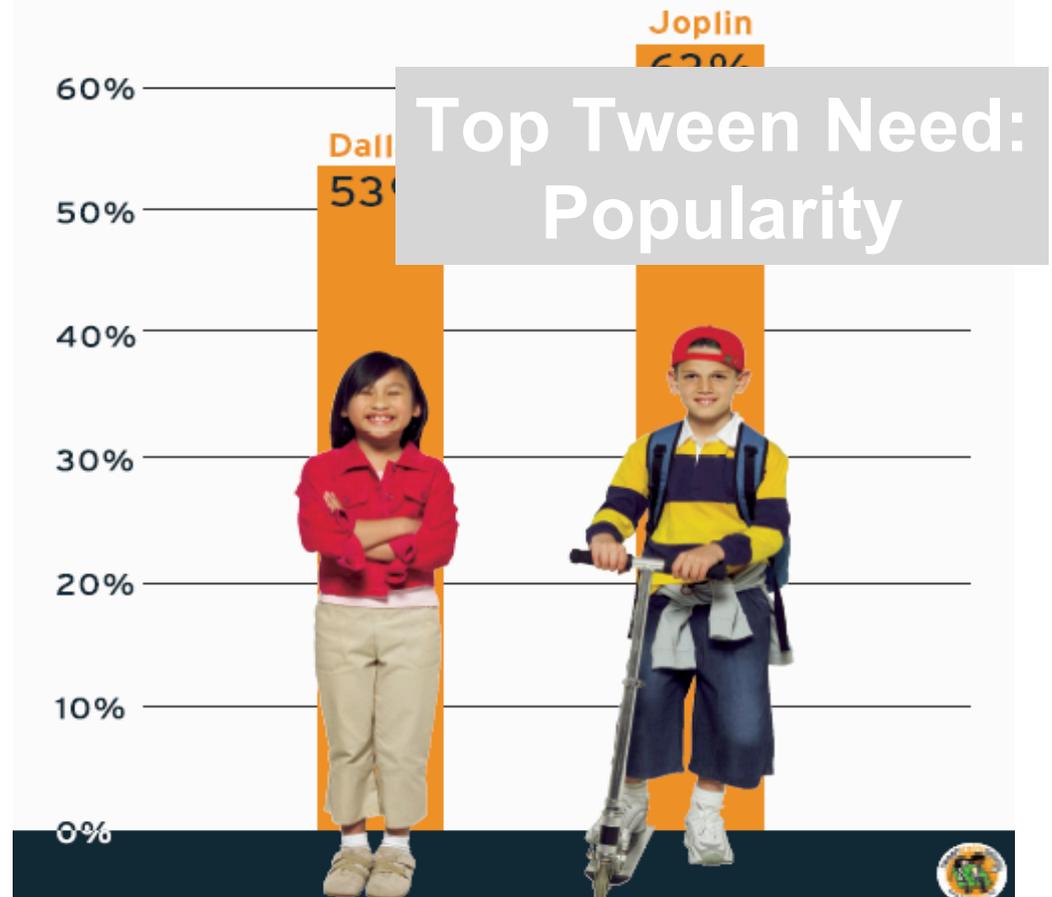
SELF-STANDARDS

What people expect of themselves, driven by one’s self-image. People like to signal or display who they aspire to be. If your action helps them do that, you win.

The power
of norms

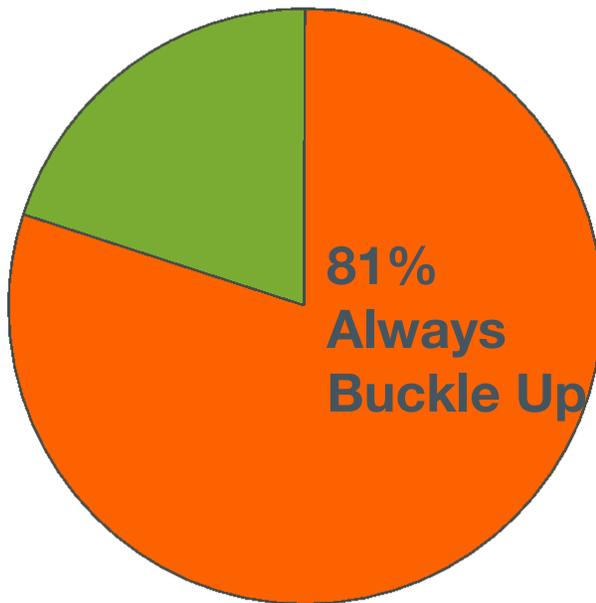
About Half of Tweens Always Buckle Up

8-12 year olds in pilot programs

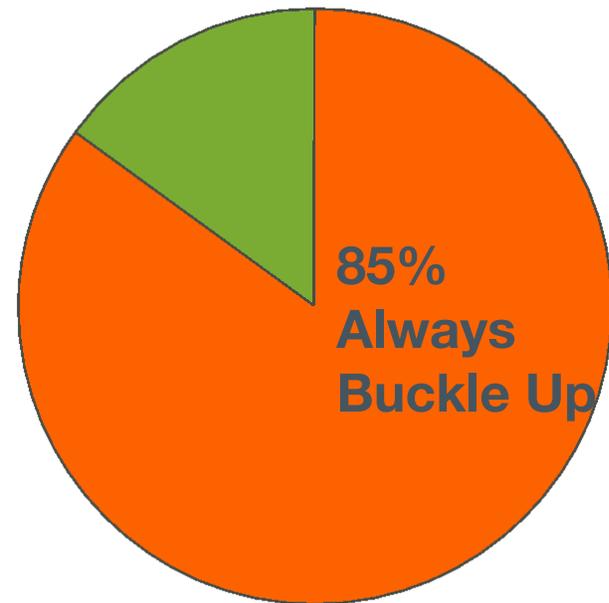


The power of norms

Perceived norm: Most kids my age
ALWAYS buckle up



Dallas

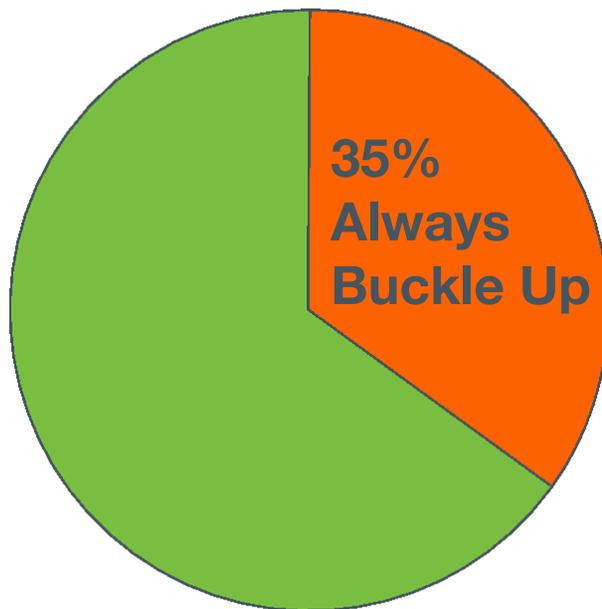


Joplin

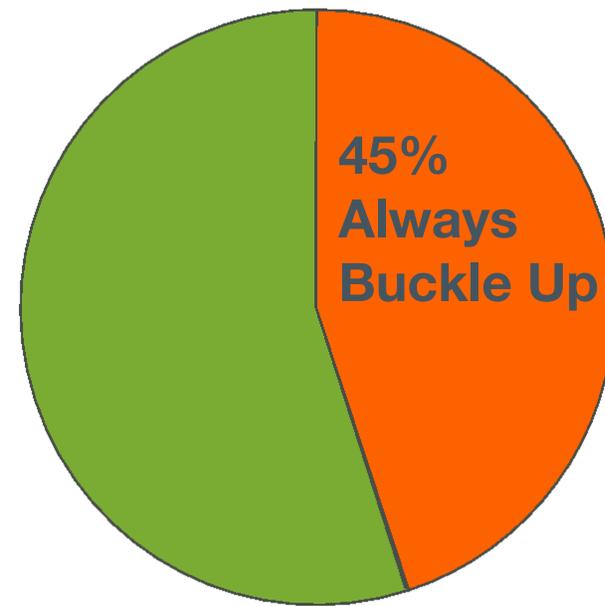


The power of norms

Perceived norm: Most kids my age
DON'T buckle up



Dallas



Joplin



Exercise: POPULAR



- Times when norms have influenced my behavior
- Ways that traditions influence my behavior
- What car do you drive, and what beer do you drink?

Assignment:

Get people to prepare for a pandemic flu

Maybe start with a website!

Ready
Prepare. Plan. Stay Informed..

[CONTACT US](#) [MORE LANGUAGES](#) [FAQS](#) [FEMA.GOV](#)

BE INFORMED
Learn what protective measures to take before, during, and after an emergency.

MAKE A PLAN
Prepare, plan and stay informed for emergencies.

BUILD A KIT
Build a kit for disasters to be prepared.

GET INVOLVED
Find opportunities to support community preparedness.

BUSINESS
Plan for and protect your business.

KIDS
Fun and games for kids. Great tools for educators and parents too!

Prepared 2014

Community & Other Plans

Pandemic

Shelter

Emergency Alerts

Evacuating Yourself & Your Family

Home > Be Informed > Pandemic

[Share/Email This Page](#)

PANDEMIC

You can prepare for an influenza pandemic now. You should know both the magnitude of what can happen during a pandemic outbreak and what actions you can take to help lessen the impact of an influenza pandemic on you and your family. This checklist will help you gather the information and resources you may need in case of a flu pandemic.

Inspire others to act by being an example yourself, [Pledge to Prepare](#) & tell others about it!

PLEDGE TO PREPARE

www.SalterMitchell.com



Do you have a list like this?

To-Do List

- ✓ Laundry
- ✓ Shopping
- ✓ Finish proposal by Fri. midnight
- ✓ Buy mother-in-law gift - DON'T FORGET THIS YEAR!!!
- ✓ Prepare for possibility of major pandemic influenza just in case (play preparedness game with nephew for fun!)

Risk Communication

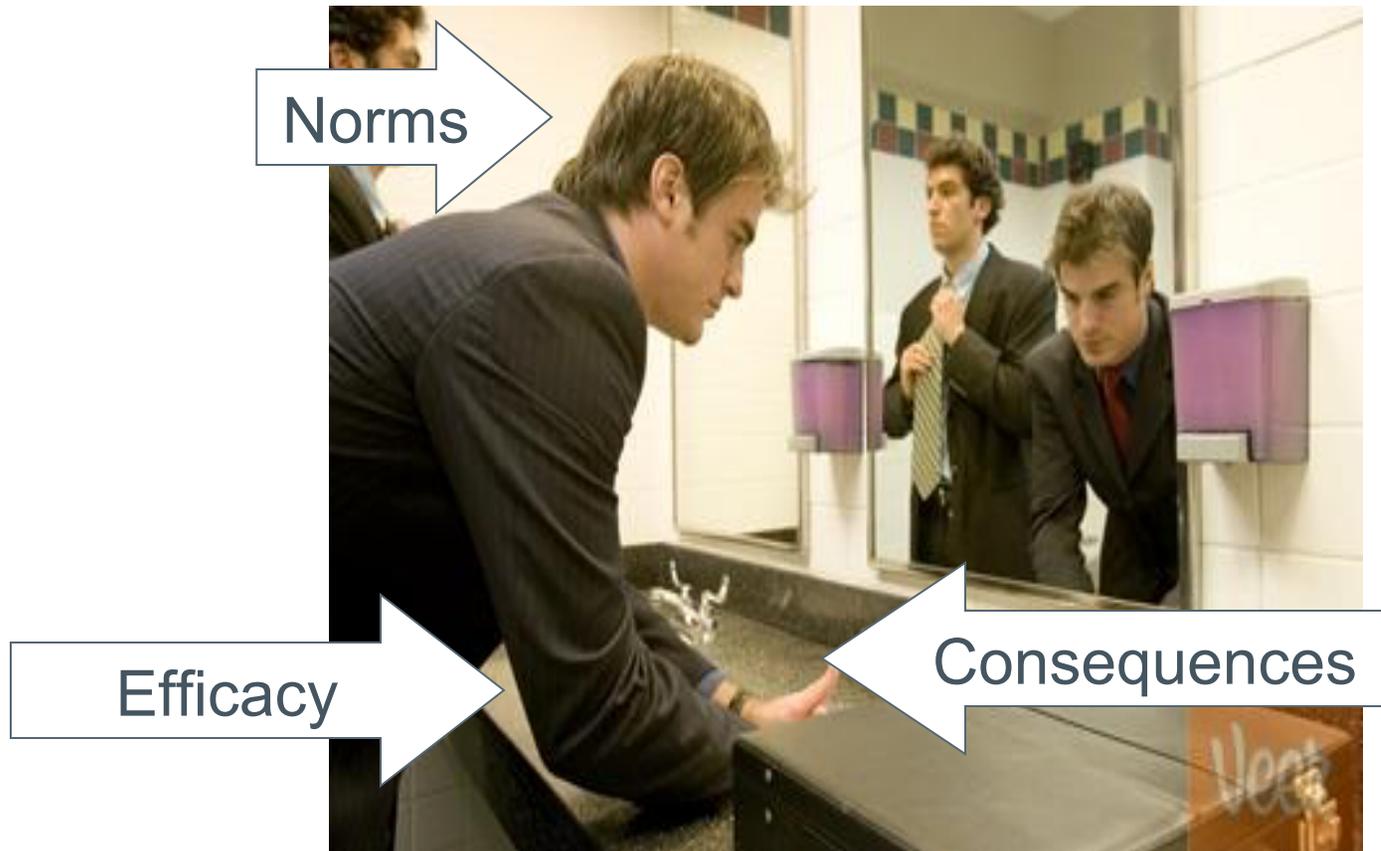
A VERY COMPETITIVE CATEGORY

- Air pollution
- Automobile crashes
- Cancer
- Cholesterol
- Child abduction
- Climate change
- Crime
- Damaging junior's self-esteem
- Depression
- Drowning
- Drugs
- Earthquakes
- Extreme heat
- Fires
- Floods
- Food poisoning
- Guns
- Heart disease
- HIV/AIDS
- Hurricanes
- Ice caps are melting
- Identity theft
- Influenza pandemic
- Iraq
- Iran
- Kid flunking out of school
- Landslide or debris flow
- Medical errors
- Not enough water
- Obesity
- Ocean acidification
- Resistant bacteria
- Retirement
- Saying the wrong thing
- Sea level rise
- Serial killers
- STDs
- Super storms
- Terrorism
- Thunderstorms
- Ticks / Lyme disease
- Tobacco
- Tornadoes
- Tsunamis
- TV violence
- Volcanoes
- Water pollution
- Will child ever move out of the house





What's going on?



12 Common Behavioral Determinants

Four out of five people wash their hands.* **Let's talk to the fifth guy.**



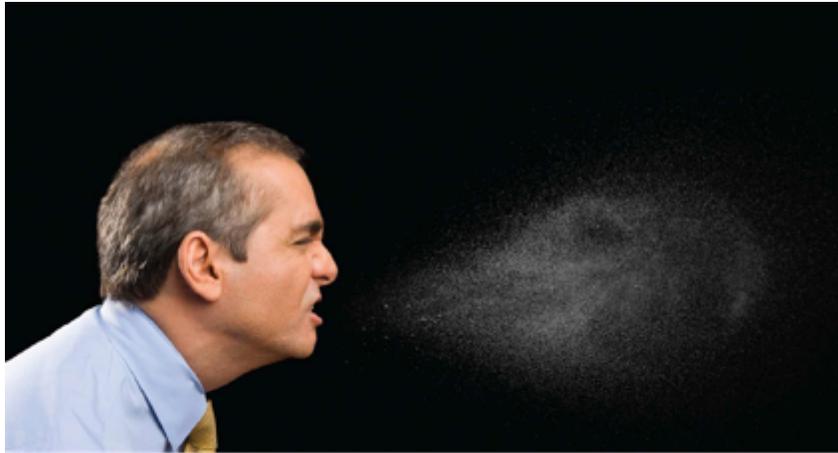
www.TalkToTheFifthGuy.com

* Harris Interactive observational survey of 6,336 people at public restrooms in six locations across the United States performed for the American Society for Microbiology. 83% of the sample washed hands after using the restroom.

EXPECTATIONS

- 10 Norms
What others expect of me
- 11 Self-Standards
What I expect of myself
- 12 Tradition
What's considered normal

Extending the norm



Don't be the office sprinkler



Try **Sneezing** into a tissue or your sleeve



Keep sick @ home

Got the flu?
Don't bring it to work.

Is it influenza (the flu)?
Here's a quick way to see if you might have a serious viral infection, such as influenza (the flu).

<p>You may have the flu or another serious viral infection if...</p> <ul style="list-style-type: none">• In addition to the sniffles or sneezing, you are suffering from a headache, fever, chills, body aches or a severe cough.• It came on suddenly. <p>What to Do: Stay home or go home. See your doctor.</p>	<p>It's probably allergies or a cold if ...</p> <ul style="list-style-type: none">• Your only symptoms are sniffles, sneezes or a mild cough.• It came on gradually. <p>What to Do: Your call! Allergies are not contagious, but cold sufferers need to keep their hands clean and their cough covered. Stay home if you feel you might be contagious or a danger to others.</p>
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Keep Sick @ Home
If you've got the flu, your work is through.



Assignment:

Get people to move more in Pinellas County

“I GET TO CHOOSE!”

CONTROL

People like to be in control. That's why they like choices: They can control what they do, not just concede to our choice. Add choice whenever you can.

Promoting Exercise

“Screen Time”

- Many choices
- Lots of guidance
- Lots of marketing



VS.

Physical activity

- Need my own ideas
- Not much guidance
- Less marketing



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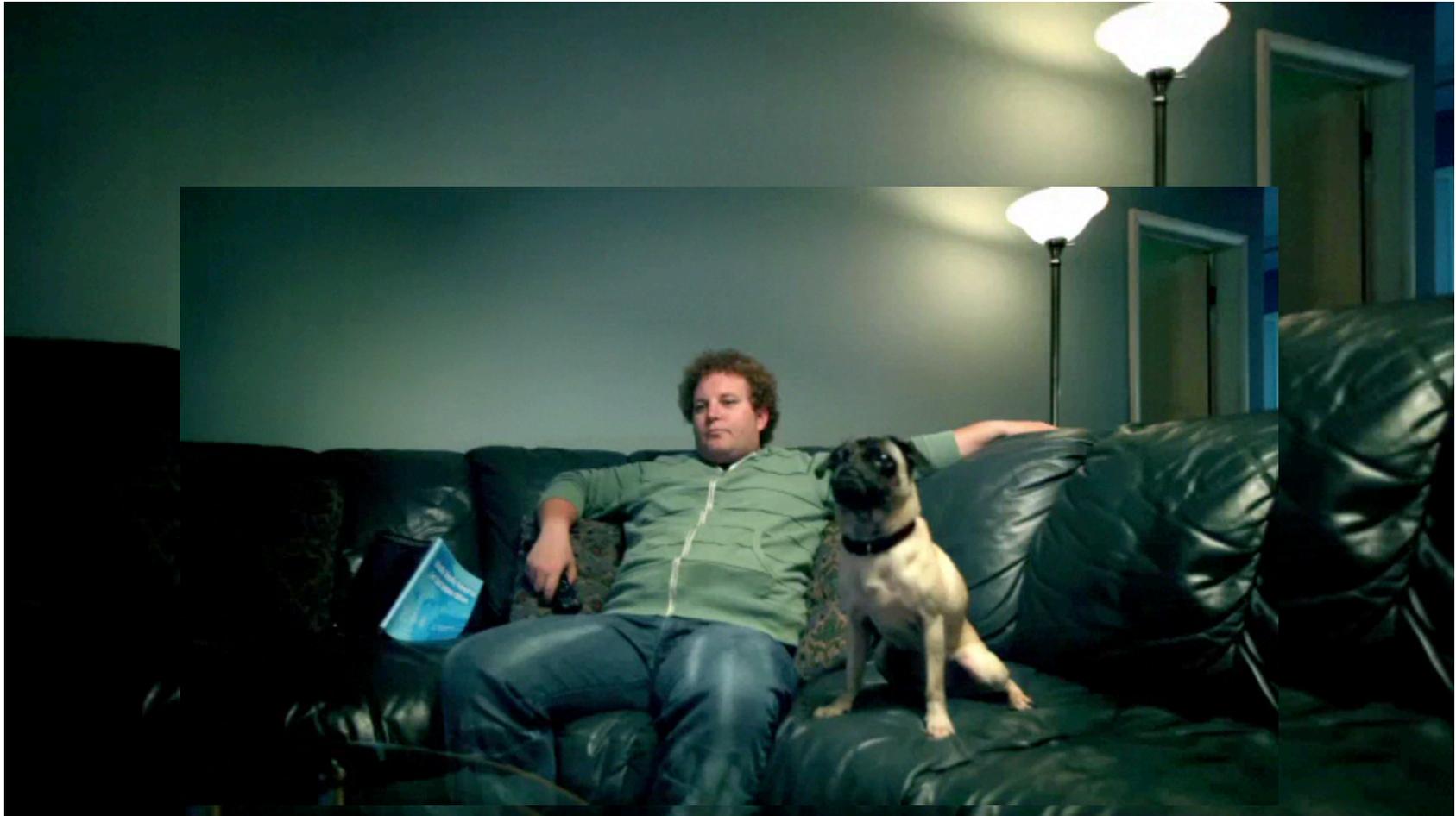
Let's add guidance, choices and marketing for physical activity

Create this:



for this:







Actively fun ideas in Pinellas County.
The Capital of Fun.

fun to do

fun to eat

Where?

Zip Code

or

Neighborhood

Who:

Fun on My Own

Environment?

In My Home

When:

Anytime



Anyday

Time of Day

Morning

How Much Time?

Brief Fun (<1/2 hour)

Budget:

Free

Pets?

Dog Friendly

find fun
on the
go

COMING NOVEMBER 2011

FIND THE FUN NOW!



why our fun is funner



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Cm dolor, eget euismod risus pulvinar commodo. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc laoreet elementum dolor, eget euismod risus pulvinar commodoconsectetur adipiscing elit. Nunc laoreet elementum dolor.

MORE FUNOLOGY



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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc laoreet elementum dolor, eget euismod risus pulvinar commodo.

Want to List Your Fun?

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SUBMIT

About Find the Fun

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ABOUT

FAQ

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FAQ



Assignment:

Get people in Santa Monica to save (even more) water

What we know from research:

- **Santa Monica skews older, affluent, educated, liberal**
- **Fewer homeowners** (27% v. 77% living in apartments or condos)
- **Long tradition of environmental responsibility**
- **Residents are proud of / satisfied with city's role in promoting environmental responsibility**
 - **67%** of residents believe “helping the community be more environmentally responsible” is important city service

Source: US Census



Key insight: Already doing a lot

- In last decade, water accounts increased by 2,700 but water use dropped 1%
- New and major remodel construction is 20% to 40% more water efficient

BUT: Yards are water hogs

- Single-family water use has risen 7% in last four years because people are watering more during the drought
- Single-family homes use a disproportionate amount of water

Type	# of homes	% city water
Single family	7,500 accounts	24%
Multi-family	51,000 units	43%

Source: SM Office of Sustainability



Our approach: POPULAR

Leverage community identity/culture

Santa Monica Water is:

Instead of:

Cutting edge / trendsetting

Hippie / granola

Forward thinking

Eco-friendly

About improving where we live

About saving water

Something you aspire to

Something you should do

About living well

About personal sacrifice

About Santa Monica

About the environment

Instead of promising to save money ...

We asked people to spend it.

That is, to **invest in new technologies** that allow them to live their values and showcase their community pride.



Website (EASY)



FOR MY HOME

FOR MY BUSINESS

For My Home

Quick Tips

See how to use the latest innovations and simple steps to save in your home, without sacrificing the lifestyle you love.

In My Home



Sign up for a **free water use consultation** to get custom water-saving recommendations for your business (don't worry - we aren't suggesting fewer water cooler breaks).



Get **rebates** for replacing toilets and clothes washers with high efficiency models. If it was installed before 2014, there's likely a newer model that saves more water.

In My Yard



Sign up for a **landscape design consultation** to get **custom tips for saving in your yard**. Remember, these are water saving tips - the burden of choosing between garden gnome or ceramic frog falls on you.



Replace lawn with plants that thrive in Santa Monica. Get cash for trading in your grass.

www.SalterMitchell.com



Messaging (EASY)

FOR MY HOME FOR MY BUSINESS

*There are easier ways
to save water*

The image shows a French Bulldog with its tongue sticking out, licking a plate of food. The background is a soft, light pink color. The text 'There are easier ways to save water' is written in a white, cursive font across the middle of the image. In the top right corner, there are two orange buttons with white text: 'FOR MY HOME' and 'FOR MY BUSINESS'. In the top left corner, there is a logo for 'SM water' with the tagline 'Santa Monica Saves' below it.

www.SalterMitchell.com



Messaging (POPULAR)

Show Your Santa Monica Love

Santa Monicans are making smart improvements to their homes and businesses to protect our quality of life. Tell us what you've done to save water and receive an exclusive yard sign or window cling.



I am protecting the Santa Monica I love by saving water. Here's how:

- I have purchased a new high-efficiency appliance
- I have made water smart yard improvements
- I plan to...

Please send me:

- yard sign window cling

SUBMIT →

Want to save even more money?

Get [Water Saving Consultations and Rebates](#)



Key Takeaways





WHY RESEARCH?

How research can help

- Defining the problem
- Choosing a target behavior
- Choosing target actors
- Evaluation



But research is expensive



Sample costs:

- 10-minute custom phone survey (n=500): \$30,000
- 10-minute custom online survey (n=500): \$20,000
- 3 in-person focus groups (n=30): \$18,000-\$24,000
- 3 online focus groups (n=36): \$25,000
- 35 10-minute intercept interviews: \$5,000



**And nobody knows your topic
like you do**



so why even bother with research?



Example: Missed messaging

Experts' frame of reference:
Fire is GOOD!



Respondents' frame of reference:
Fire is BAD!



A better offer (thanks to testing)



With our message embedded

VISIT MY FOREST



Take a forest break

Find My Forest

Enter your zip code to find a forest near you:

within

What I want to do:

- Hiking
- Fishing
- Hunting
- Camping
- Biking
- Horseback
- Boating
- All

Where I want to do it:

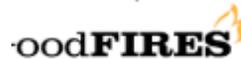
- State Parks
- National Parks
- State Forests
- National Forests
- Wildlife Refuge
- Wildlife Mgmt. Area
- All

Learn more about prescribed fires. **FIND**

Three Steps to Protect Your Forest

Support Good Fires, Prevent Bad Ones

Prescribed fires, planned and professionally managed, clear underbrush and renew habitats. With prescribed fires, wildlife thrives and wildfires are prevented.



See more about good fires in your area at GoodFires.org.

Champion Conservation

Our forests provide clean water and air, essential natural resources and wildlife habitats. Do your part to champion the conservation of forestland. For 10 simple steps you can take to help, [click here](#)

Leave No Trace

Our forests are places of beauty and peace. You can help preserve the wonder of spoiled nature by practicing Leave No Trace hiking and camping. Learn how at L.T.org.

Invite a Friend to Take a Forest Break

Enter Friend's Email: **INVITE**

Spread the Word

[SU](#) [f](#) [t](#) [g+](#) [v](#) [p](#)



See how prescribed fires **PREVENT WILDFIRES** in this photo diary.

View larger and with captions

1 of 6 [view larger](#)

.com



Example: Unintended consequences



In Florida, **fertilizer is never used in the summer**, when rains wash it to the nearest spring or stream.

BeFloridian.org



www.SalterMitchell.com



A better offer (thanks to testing)



Note what this man is not doing.

Be Floridian



He is not fertilizing his yard.

Be Floridian. It's where you live now. www.BeFloridian.org

www.SalterMitchell.com



Example: Reverse Effect

St-Louis du Parc Heart Health Project

- Multi-million dollar smoking program targeted students age 9-12 in Montreal
- Children exposed to the program were **more likely to initiate or continue smoking** than those not exposed to the campaign.



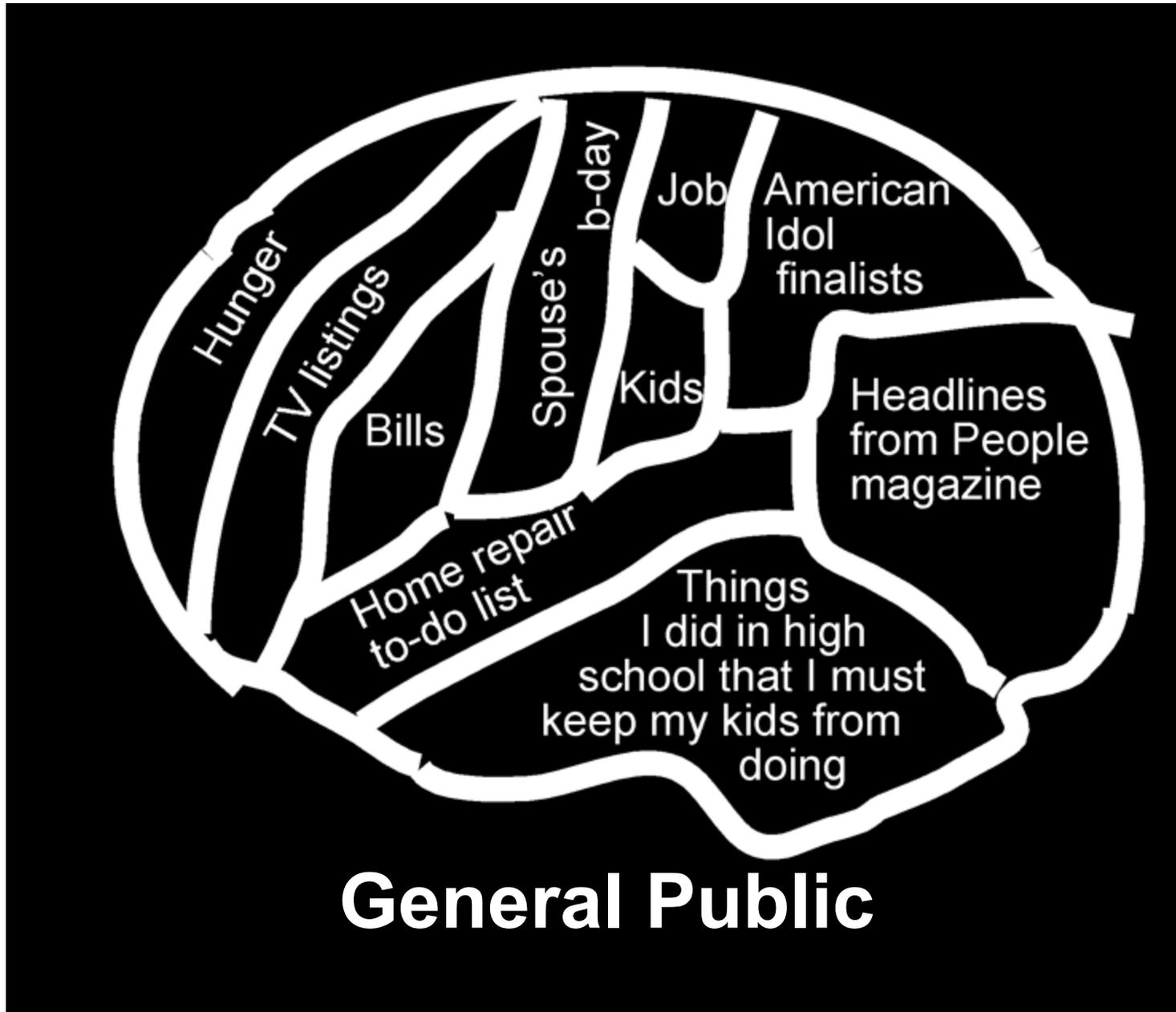
so: what can you do?



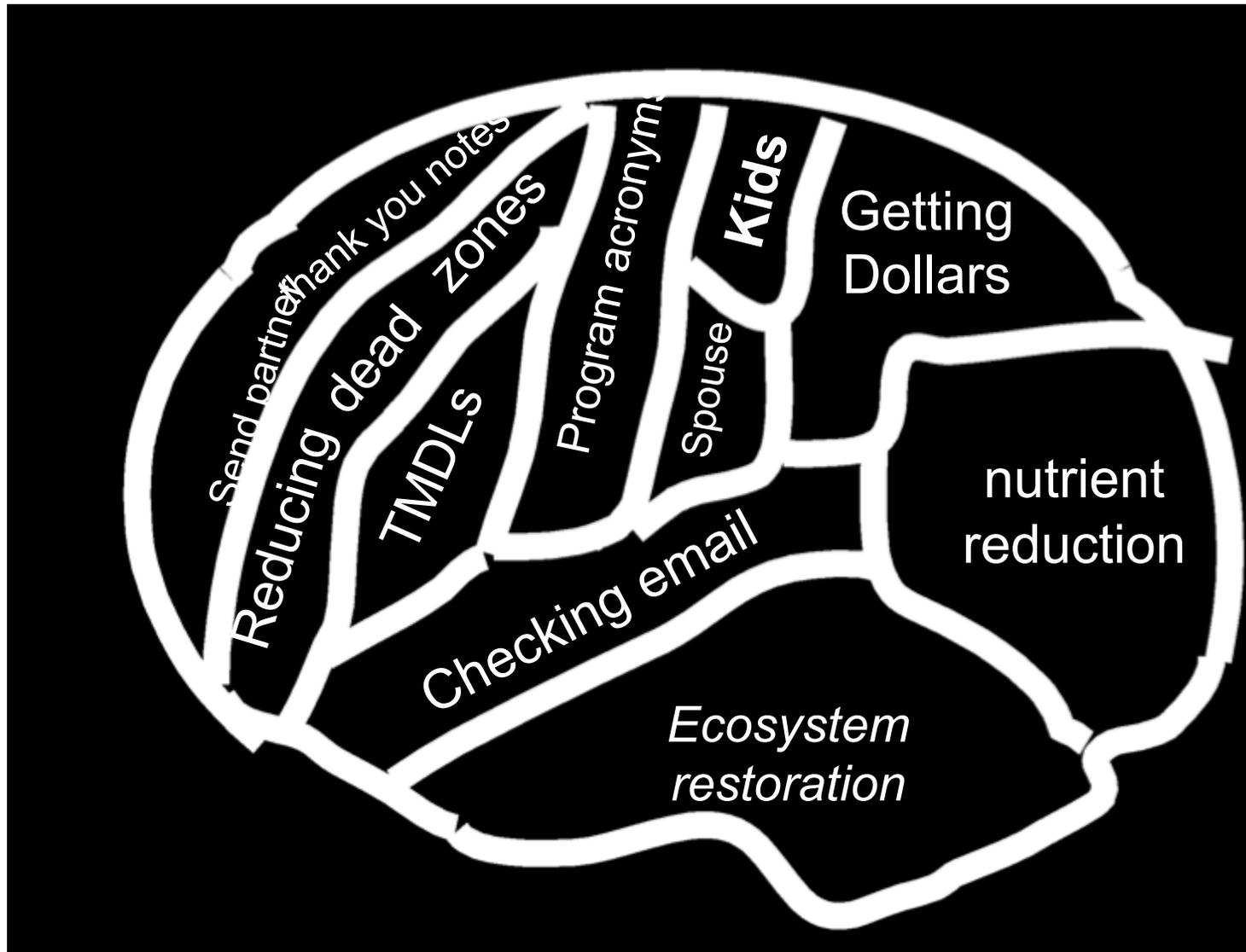
A short pause to
discuss how we think...



A look inside the brain...



Remember: You are weird.



Ignore the experts ...
especially yourself (and even your boss)



 **DIY Tools**

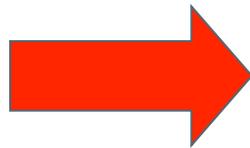
Mine existing data resources

- Start with a broad search (Google Scholar is your friend)
- Then begin to narrow your focus
- Keep track of your sources
- If the government has researched it, published it or funded it, it's free and fair game (U.S. Census American Community Survey is a source for demographics)



Conduct a survey

- **Free online tools**
 - www.SurveyMonkey.com
 - Constant Contact
 - Google Forms



NOTE: Be sure to interpret your results with a dose of caution, because your sample size is likely to be small and your participant pool is likely to be skewed to one or a few groups



Do some qualitative research

- **Methodologies on the cheap**
 - Intercept interviews
 - In-depth one-on-one interviews
 - 3 to 5 person focus groups
 - Bypass formal focus group facilities (use meeting space where target audience is comfortable -- library meeting room, café, etc.)



Take off your expert's hat

- The most important Point of View is your audience's – not yours or your boss'
- This is not the time to educate or inform
- Two of the most important questions you can ask:
 - Why?
 - Can you tell me more?



Pros and Cons of DIY Research

- **Benefits**

- Quick
- Cheap
- Flexible (timeline, audience, methodology, approach)
- Any research is (usually) better than no research

- **Drawbacks**

- Bias
- Scientific validity
- Access to audience
- Ability to execute
- The wrong approach, audience or methodology will yield invalid findings
- Knowing what to do with findings



Brain Break

PART II: Let's get to work

Developing your marketing plan

6 Steps to a BCM Plan

1. Select your target behavior
2. Evaluate the situation
3. Identify the need states of your target actors
4. List your potential offers
5. Choose a strategy and create a plan
6. Implement and evaluate



Step 1: Select your target behavior

- Define the problem
- Choose your goal
- Select your target actors and actions
 - Which group will have the most impact?
 - Who can you reach?



Step 2: Evaluate the situation

Use a **situational analysis** and **primary or secondary research** to answer these questions:

- Why aren't our target actors doing our target behavior now?
- How can we make our behavior more FUN, EASY and POPULAR?



Situational analysis:

What's happening now?

- Why aren't people doing what you want them to?
- What are they doing instead?
- What are the barriers and benefits around behavior?



 **Let's practice**

How do you define the problem?

#1 PEOPLE ARE DRINKING TOO MUCH

Possible target behaviors

- Provide fun activities that don't involve alcohol
- Educate about binge drinking (5+ drinks)

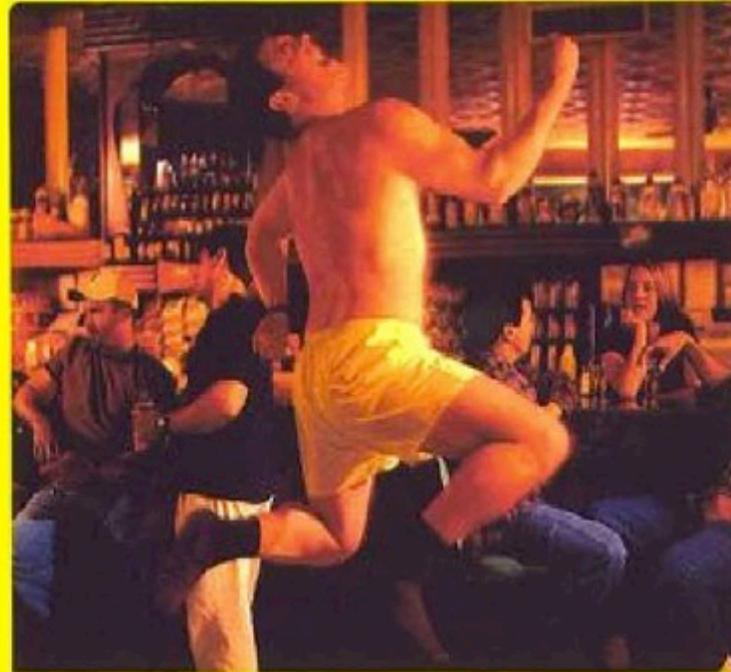
#2 PEOPLE ARE DRINKING & DRIVING

Possible target behaviors

- Warn people about the consequences
- Promote designated drivers



it helps if
you ask the
people you
are trying to
influence



GUESS WHO'S NOT WORRIED ABOUT DRIVING TONIGHT?

Dave doesn't have to drive tonight. That makes him happy. Because when The Road Crew is driving, and Dave is not, he can relax and simply enjoy a nice time with his friends. For more info on the totally brand-newest way to get around safely, just call XXX-XXXX. And remember, safety first: so don't jump around in the bar. Thanks.



Dial XXX-XXXX



How do you define the problem?

~~#1 PEOPLE ARE
DRINKING TOO MUCH~~

~~Possible target behaviors~~

- ~~• Provide fun activities that don't involve alcohol~~
- ~~• Educate about binge drinking (5+ drinks)~~

~~#2 PEOPLE ARE
DRINKING & DRIVING~~

~~Possible target behaviors~~

- ~~• Warn people about the consequences~~
- ~~• Promote designated drivers~~



Choosing your target behavior

The problem: People are driving when they are drunk

The goal: Get drunk people off the roads

Actors and actions:

Actor	Action
Guys who go to bars to drink with friends	<ul style="list-style-type: none"><li data-bbox="1083 1011 1751 1068">● Get home another way



Now it's your turn

1. Select your target behavior

- Define the problem
- Choose your goal
- Select your target actors and actions

2. Evaluate the situation

- Why aren't our target actors doing our target behavior now?
- How can we make our behavior more FUN, EASY and POPULAR?





Moving on: Step 3

Wants and needs

Step 3: Need-states

1. Select your target behavior
2. Evaluate the situation
- 3. Identify the need states of your target actors**
4. List your potential offers
5. Choose a strategy and create a plan
6. Implement and evaluate



JargonDictionary.com

A need-state is defined by a group of consumers who seek similar product benefits and attributes in a particular usage occasion.



Another way to put it:
What are your target
actors **ALREADY**
seeking?



Step 3: Identify needs-states

- **Segment your audience**
 - What are your actors seeking in the situation where the target behavior would occur?
- **Doers vs. non-doers**
 - What lessons can you learn from doers?
 - What are the particular barriers or benefits for non-doers?



Segment your audience: An example

Selling bath and body products

What do
women want ...
especially for
their
daughters?

Self-esteem



Segment your audience: An example

Selling bath and body products

Sex

What do men want ... especially if they're teens?



Segmenting: Another example

Who are you trying to reach?



Doers vs. Non-Doers

Regular Flossers

- **Punctual and responsible** – typically the first to log-in to the boards each day
- Greater desire for **routine and organization** – many would call it a requirement
- Proud of complete, **robust health routine**, including their self-assessed good oral health (brush daily, visit dentist regularly)
- Greater **awareness of overall health impacts** of flossing
- **Fuller vision** of their aging health



Non-Flossers

- **Relaxed attitude, generally** – last to respond to the bulletin board
- **Choosy about their health habits**, given how much they're “supposed to do”
- **Fully aware that they should floss** – have heard about the impact on overall health and the importance of flossing
- Years of non-flossing without a clear negative impact, makes them **skeptical of how impactful** it is
- Value and report **good oral health** (brush daily, visit dentist regularly)

Helping non-doers: Making flossing easy

The screenshot shows the homepage of 'The Mighty Mouth' website. At the top, there's a navigation bar with 'I am...' and buttons for 'A PARENT', 'MANAGING CHARTERS', 'PLANNING FOR RETIREMENT', and 'NEWS | RESOURCES'. Below this is the logo 'THE MIGHTY MOUTH' with the tagline 'WHERE THE NEED OF THE MOUTH'. A main banner reads '5 WAYS TO MAKE FLOSSING EASIER IN 10 DAYS'. Below the banner are five numbered steps:

- 1 STOP THE BLEEDING IN A MATTER OF DAYS.** Includes a calendar showing days 1-10 highlighted and a photo of hands holding a floss string.
- 2 MAKE IT LESS AWKWARD.** Includes a photo of hands holding a floss string.
- 3 USE FLOSS THAT FITS BETWEEN YOUR TEETH.** Includes a photo of a person flossing.
- 4 LEAVE IT OFF THE "TO DO" LIST BY COMBINING WITH OTHER HABITS.** Includes a list: 1. dry cleanings, 2. floss, 3. post office, 4. grocery store, 5. dishes.
- 5 UNLOCK NEW BENEFITS.** Includes a photo of a woman with her arms raised.

At the bottom, there's a sign-up form: 'NEED HELP REMEMBERING TO FLOSS?' with a text input field and a 'Submit' button. Below the form, it says 'Or Text FLOSS to 313131'. The footer contains social media icons and the text 'A WEBSITE SPECIFICALLY DESIGNED FOR PEOPLE WITH TEETH'.

The calendar graphic shows a 10-day challenge starting on Sunday, the 1st. The days are numbered 1 through 10, with the 1st, 3rd, 10th, and 17th highlighted in blue. The calendar is tilted and includes days of the week (SUN, MON, TUE, WED, THU, FRI, SAT) and dates from 1 to 31. Below the calendar, the text reads: 'STOP THE BLEEDING IN A MATTER OF DAYS. Healthy gums won't bleed. The best way to stop gums from bleeding is to floss daily for a week or two. Typically, this is enough time for most.'

Drinking & Driving

Example Need-States

Actor	Need-states	Barriers to not driving drunk
Guys who go to bars	Spend time with friends (socializing)	<ul style="list-style-type: none">● Everyone lives far from everyone else● Bars are main “third place”
	Fit in with the crowd (norms)	<ul style="list-style-type: none">● Everyone drinks
	Sees self as tough guy (self-standard)	<ul style="list-style-type: none">● Fear of looking like a dork
	Need way to get home from the bar (practical reality)	<ul style="list-style-type: none">● Everyone lives far from everyone else● Once they start drinking, they lose executive function (and think they can drive)

Now it's your turn: Step 3

Identify the need-states of your actors

- **Segment your audience**
 - What are your actors shopping for?
- **Doers vs. non-doers**
 - What lessons can you learn from doers?
 - What are the barriers or benefits for non-doers?



 **Moving on: Step 4**

6 Steps to a Social Marketing Plan

1. Select your target behavior
2. Evaluate the situation
3. Identify the need states of your target actors
- 4. List your potential offers**
5. Choose a strategy and create a plan
6. Implement and evaluate



Reminder: Offer what people are shopping for

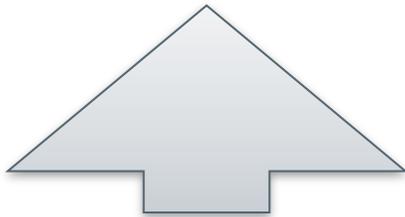


www.SalterMitchell.com



Let's review: What's an offer?

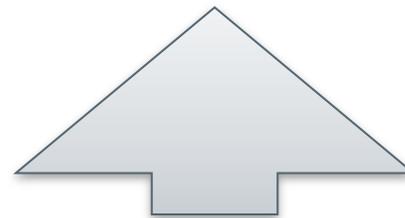
- If you (do)
-



Behavior

(Make it easier)

- You will get
-



Result

(Make it more fun
and more popular)



Now it's your turn: Step 4

Brainstorm potential offers.

Each potential offer completes this sentence:

When [target actors] are [situation where behavior occurs], they will [target behavior] because [behavioral determinant].





Moving on: Step 5

Getting Strategic

6 Steps to a Social Marketing Plan

1. Select your target behavior
2. Evaluate the situation
3. Identify the need states of your target actors
4. List your potential offers
- 5. Choose a strategy and create a plan**
6. Implement and evaluate



Step 5:

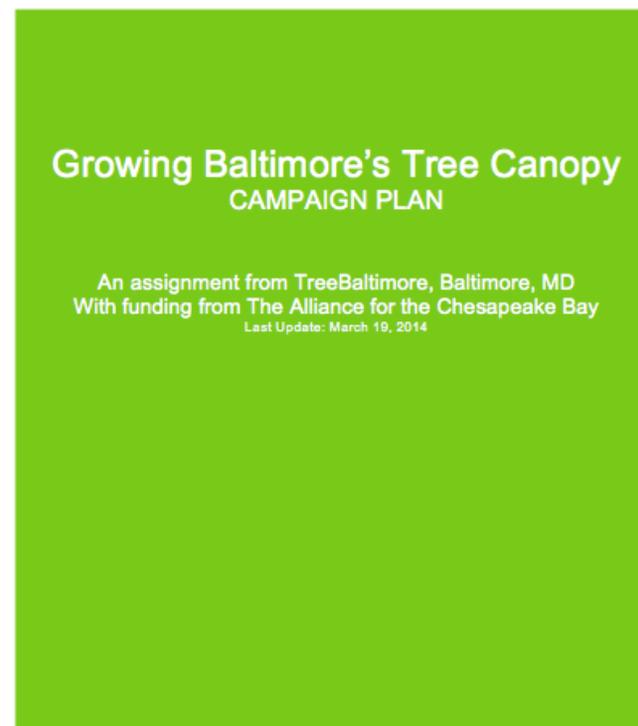
Choose a strategy and create a plan

Key elements of a plan:

- Evaluation of situation
- Target actors & behavior
- Goals and measures
- Strategies and core tactics
- Timeline
- Evaluation plan

May also include:

- Key messages
- Communications channels



Example

Strategy: Discourage people from fertilizing in the spring by offering those who wait a new lifestyle brand imbued with the cachet of the Chesapeake Bay.

Core Tactics:

- Mass media campaign
- Restaurants partnerships
- Lawn service offering
- Useful lifestyle website.



6 Steps to a Social Marketing Plan

1. Select your target behavior
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- 6. Implement and evaluate**



Step 6: Implement and evaluate

- Create your creative
 - Refer back to your marketing offer to keep it on target
- Create an evaluation plan
 - What will you measure?
 - When will you measure it?
 - Who is responsible for measuring it?



Let's create a brochure! And a video!

How to keep your creative on track

- Fight the urge to leap to end products before you've done the advance work.
- Remember FUN, EASY, POPULAR: what determinants are you leveraging?
- Stick with your marketing offer.
- **Be willing to kill great creative if it's not on strategy.**



Good creative starts with your marketing offer

Example: The National Volunteer Fire Council is facing a dearth of new recruits

Offer: When *young adults (18-34) open to firefighting* are looking for *things to do / ways to get involved/ things to join*, they will *choose to volunteer as a first responder* because ***they feel personally called to serve***; *are attracted to the close bonds and camaraderie it offers, and are drawn to the physical, hands-on opportunity to help others in their greatest times of need.*



WE NEED VOLUNTEERS

Being a volunteer firefighter is about one thing. It's not what you look like, what degree you have, or where you come from. It's about heart. If you've got the heart to serve this community in a way that few can, you've got everything we need.



**READY TO
LEARN MORE?**

Orlando Fire Department
407.246.2121
fireinfo@cityoforlando.net

**FIND THE
FIGHTER IN YOU**
MakeMeAFirefighter.org

JOHN SMITH
407-246-2121
fireinfo@cityoforlando.net



Key Takeaways





THANK YOU!

Please complete your survey!