Planning and Evaluating Behavior Change Projects

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Sage Environmental

Welcome

- Background
- Workshop logistics

Introductions

- What is your name?
- Where do you work?
- What do you do? HHW and/or SQG?
- One question or one goal for today?
- Specific problem or behavior you'd like to work on?

Why this workshop?

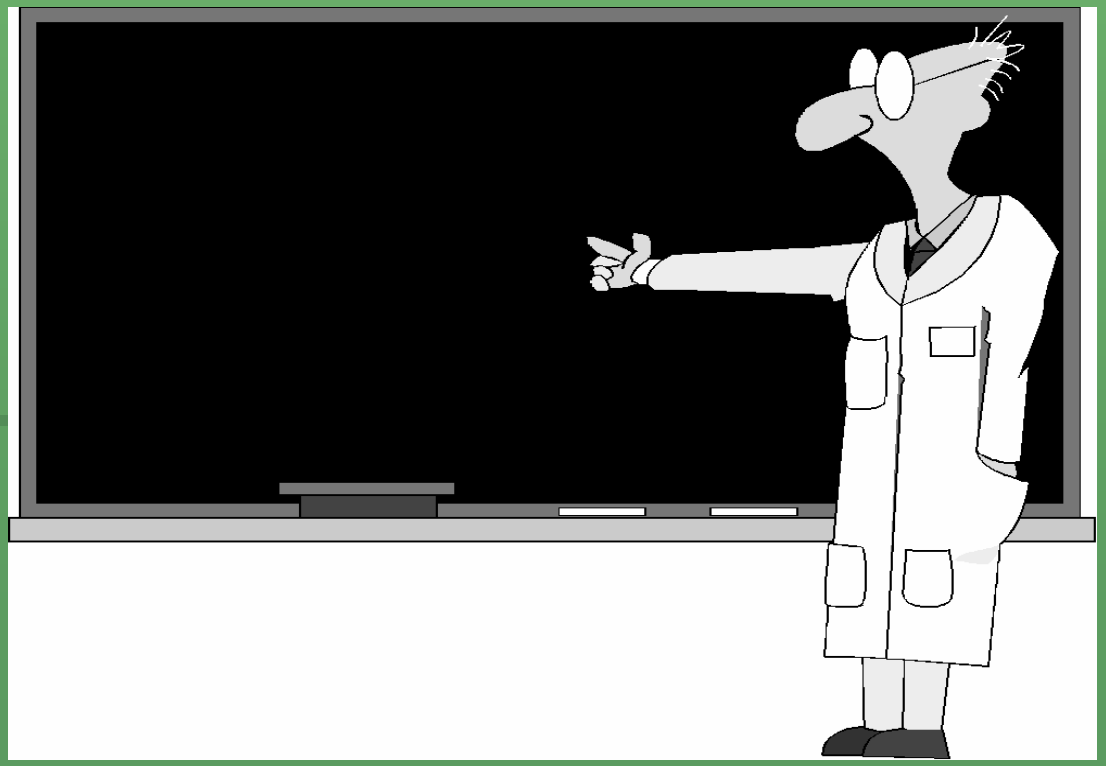
- “If we build a brochure, they will come”

  vs.

- What else? How to be more effective?

Information alone is . . .

not enough to change behavior!



A Different Approach

- Objectives
- Audience
- Barriers
- Strategies

Basics of Project Planning

- Design your project so it can be evaluated!
- Set clear, specific objectives
- Choose audience carefully
- Find out about your audience
- Explore barriers
- THEN develop strategy

Setting Objectives, part 1

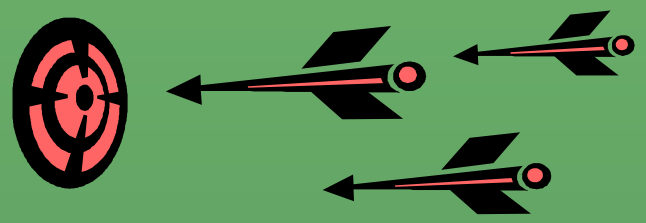
- What is your ultimate goal?
  - Reducing pollution?
  - Reducing risk?
  - Other?
- More specific = more useful
- Set objectives that are steps toward this goal

Overall Approach

- What is best way to meet your objective?
  - Public outreach?
  - Policy changes?
  - Working with businesses or manufacturers?
  - Other?

Selecting Audience

- Very important step: cannot affect entire universe
- Have good reasons for audience choice
  - Most likely to influence others?
  - Make decisions?
  - Do target behavior most?
  - Most at risk?



Setting Objectives, part 2

- Set objectives for changes in audience
  - Behavior change
  - Precursors to behavior change
    - Awareness
    - Beliefs & perceptions
    - Knowledge
    - Skills

- Measurable objectives are better
  - Numbers, percentages, time frame

Evaluation Strategy

- How will you know you've made a difference? The quest for "real data"
  - Sales data
  - Trash sorts
  - HHW collection data
  - Water quality monitoring
  - Follow-up visits—waste prevention

Evaluation Strategy (cont)

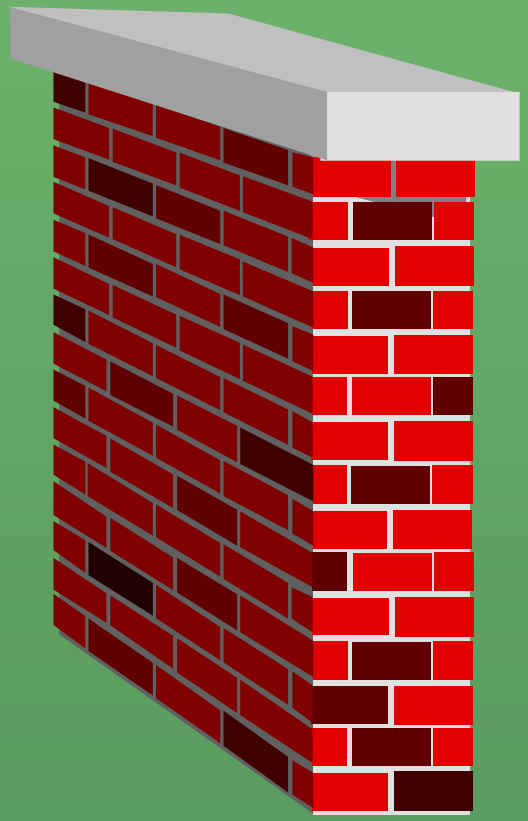
- No “real data?” Ask the audience
- Phone, mail, intercept surveys
- Design survey carefully
  - Beware “correct” answers
  - Scales more useful than yes/no
  - Sequence of questions is important
- Use help/resources

Exercise 1: Objectives, Audience

1. Select problem/issue from list
2. Work through basic project plan
   - Setting objectives, part 1: ultimate outcome
   - Selecting audience
   - Setting objectives, part 2: audience changes
   - Evaluation strategy

Audience Research

- You can't know what people think until you ask!
- Crucial questions:
  - What are barriers to changing behavior?
  - What might help overcome barriers?
- Barriers may be internal or external



Some Possible Barriers

Internal Barriers

- Knowledge
- Beliefs/perceptions
- Motivation
- Skill
- Social influence
- Others?

External Barriers

- Availability
- Cost
- Convenience
- Regulations
- Others?

Possible Audience Research Questions

- What are their current behaviors?
- What do they know?
- What do they believe?
- What do they care about?
- Whom do they interact with?
- Whom do they trust?

Audience Research Methods

- Interviews
  - Key informants: People who know issue, industry, audience
  - Typical audience members
- Focus groups
  - Facilitation, recruitment are important
  - Two groups are better than one
- Surveys

Exercise 2: Audience Research

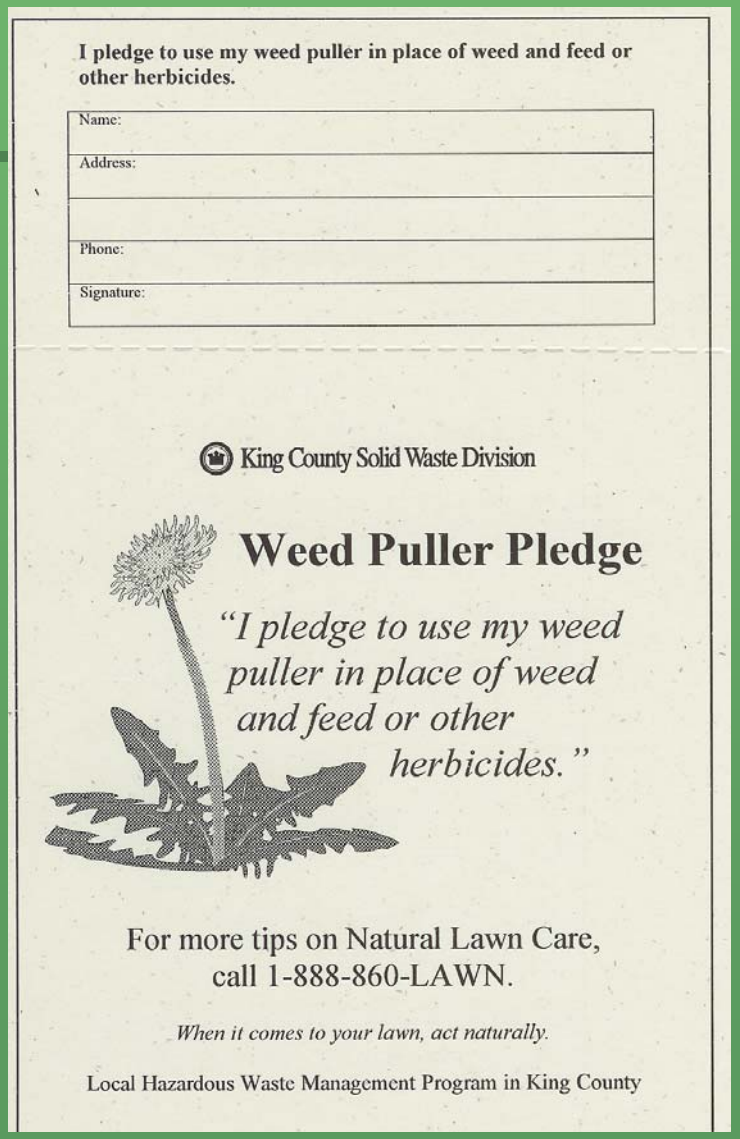
1. Brainstorm possible barriers to changing behavior
2. Brainstorm research questions
3. Brainstorm research methods

Developing Strategies

- Don’t reinvent the wheel
- Address barriers to changing behavior
- Consider key behavior change & social marketing principles
- Include testing & evaluation steps

Key Behavior Change Principles

- Getting people involved is the first step to making a commitment
- Making a commitment makes people more likely to act



I pledge to use my weed puller in place of weed and feed or other herbicides.

Name:
Address:
Phone:
Signature:

King County Solid Waste Division

Weed Puller Pledge

"I pledge to use my weed puller in place of weed and feed or other herbicides."

For more tips on Natural Lawn Care, call 1-888-860-LAWN.

When it comes to your lawn, act naturally.

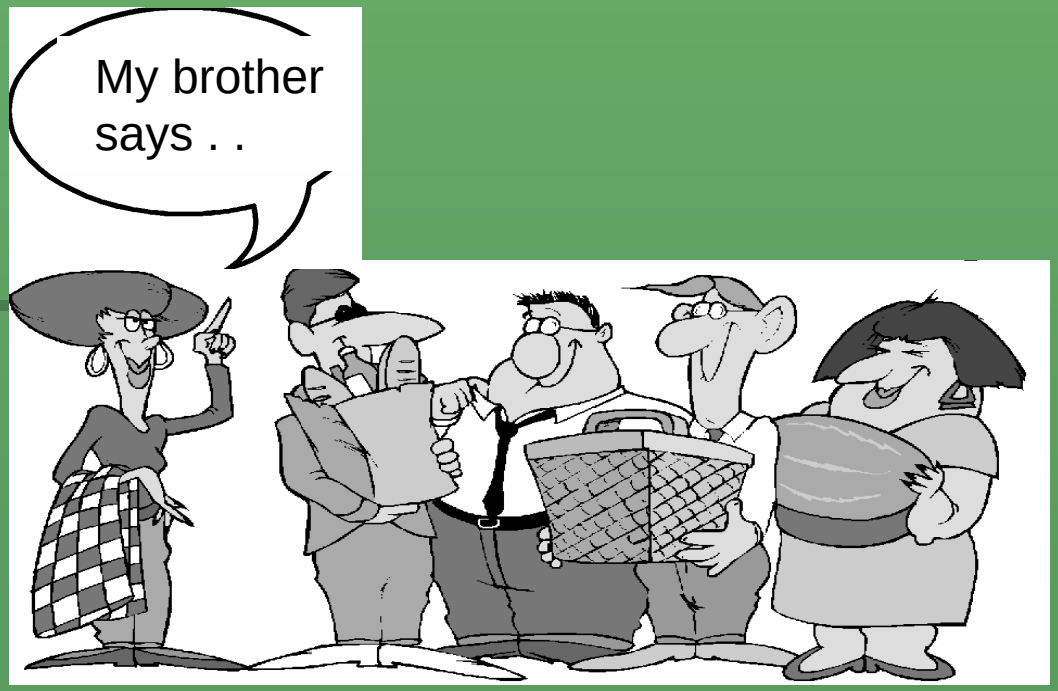
Local Hazardous Waste Management Program in King County

Key Behavior Change Principles (cont)

- Feedback and follow-up are important
- Reminders (“prompts”) are helpful

Key Behavior Change Principles (cont)

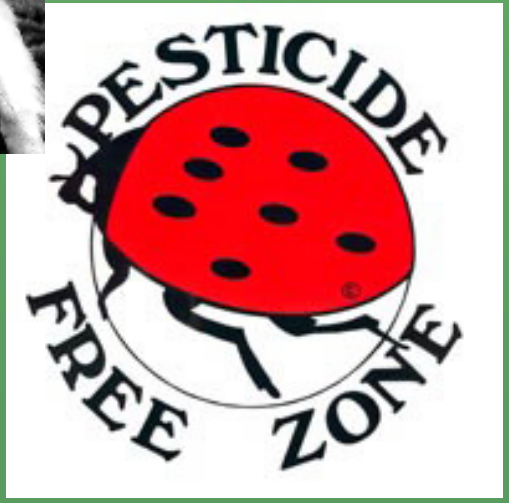
- People will listen first to their friends or relatives, or others they see as credible



Key Behavior Change Principles (cont)

- Change agents and role models are important
- Community norms affect behavior

Ciscoe Morris, radio gardener

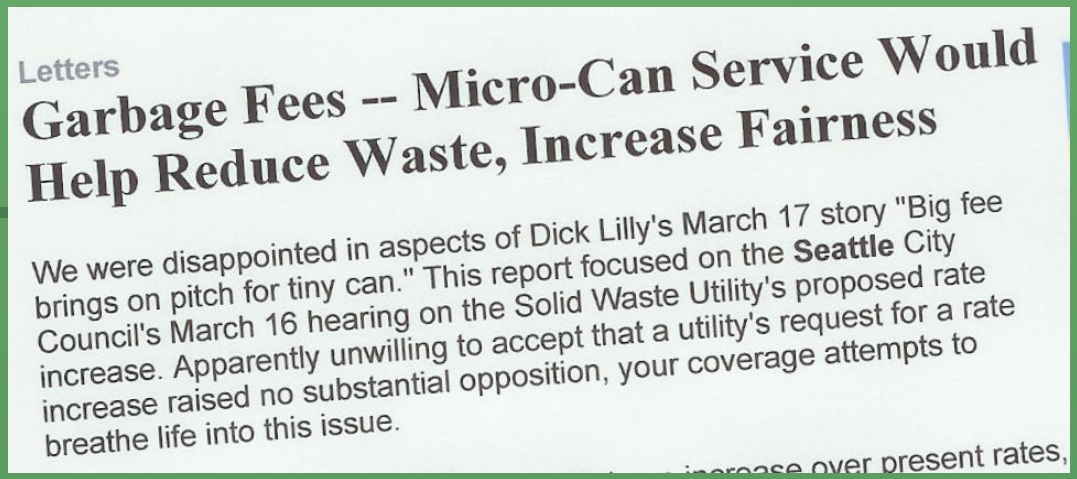


Key Behavior Change Principles (cont)

- People's attitudes and beliefs may/may not affect behavior

Key Behavior Change Principles (cont)

- Incentives may be helpful if used carefully
  - Variable garbage fees
  - Bottle deposits
  - Energy retrofits



Letters

Garbage Fees -- Micro-Can Service Would Help Reduce Waste, Increase Fairness

We were disappointed in aspects of Dick Lilly's March 17 story "Big fee brings on pitch for tiny can." This report focused on the **Seattle** City Council's March 16 hearing on the Solid Waste Utility's proposed rate increase. Apparently unwilling to accept that a utility's request for a rate increase raised no substantial opposition, your coverage attempts to breathe life into this issue.

increase over present rates,

Presenting Information Effectively

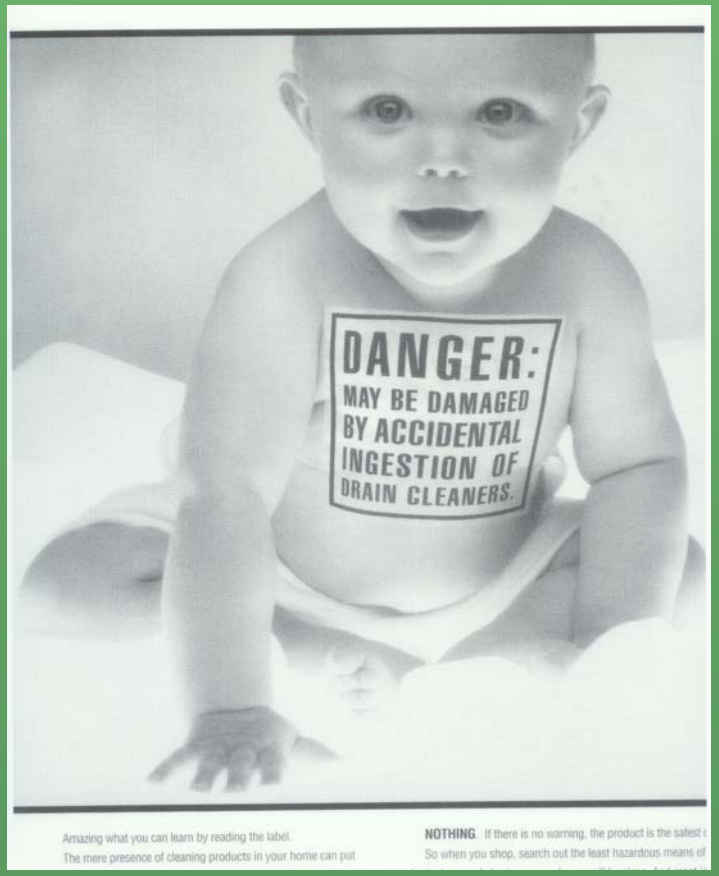
- Make it:
  - Vivid
  - Personal
  - Emotional
- Tell a story

Presenting Information Effectively

- Make it specific and concrete
- Make it easy to remember

Presenting Information Effectively

- Know your audience
- Frame your message in terms of loss rather than gain



Exercise 3: Developing Strategies

1. Brainstorm possible ways to address barriers identified in previous exercise
2. Brainstorm possible strategies to reach audiences identified

Wrap-up

1. Name one thing you've learned today that you will use in your work
2. Write it down for follow-up
3. Fill out workshop evaluation forms

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