

Model of Behavior Change

Community Based Social Marketing

Before you begin this module, read the article on community-based social marketing:

[McKenzie-Mohr, D. \(2000\). Fostering sustainable behavior through community-based social marketing. *American psychologist*, 55\(5\)](#)

The steps in a community-based social marketing campaign are:

1. Identify a specific behavior you want to change or promote
2. Identify barriers and benefits to people changing behavior or implementing new behavior
3. Design a program to overcome barriers to selected behavior and emphasize benefits
4. Pilot the program
5. Evaluate it

The tools you have in your community-based social marketing campaign tool kit are:

- Commitment strategies
- Prompts
- Norms
- Skill development
- Incentives
- Feedback

What does a community-based social marketing campaign look like when you actually try and implement it?

Read this article excerpt for an example of this approach in action.

[McKenzie-Mohr, D. \(2000\). New ways to promote pro-environmental behavior: Promoting sustainable behavior: An introduction to community-based social marketing. *Journal of social issues*, 56\(3\), 543-554](#)

As you read the excerpt of the article, make note of the following:

- specific behavior(s) addressed
- the identified barriers and benefits to the desired behavior
- the tools used to help facilitate behavior change for the selected behavior

Learning Activity

Take a walk around your neighborhood.

- 1) Write down 4 specific behaviors/practices that you observe in people's yards that either promote water quality or degrade water quality. Take a picture of each of these four practices, and post them in the Forum for this topic.

How will you know what to look for? Here are some ideas to get you started:

- a. http://masterwaterstewards.org/using-your-yard-to-protect-water/?doing_wp_cron=1422393058.4422879219055175781250
 - b. <http://www.hennepin.us/water>
 - c. <http://www.plymouthmn.gov/Modules/ShowDocument.aspx?documentID=8684>
 - d. http://bloomingtonmn.gov/main_top/3_homecomm/environ/lawncare.htm
- 2) Select one of these specific practices to either change or promote in a behavior change campaign.
 - 3) Post your selected behavior online to receive feedback from others.
 - 4) Provide feedback to at least two other people – is the behavior specific enough to design a behavior change campaign around? How could they further specify the behavior?

Design a Campaign

This step will put you far down the road on your capstone project. One of the components of your capstone is a behavior change campaign. Use this exercise to plan your campaign, and get feedback on your plan.

- 1) Design your own behavior change campaign based on the steps from community-based social marketing.
 - a. Identify the behavior.
 - b. Identify barriers and benefits to the behavior. (You won't be able to conduct a survey/focus group as outlined in the article. Brainstorm what you think are barriers/benefits based on what you've learned so far and conversations you've had with neighbors. Ask others in the course what they think the perceived barriers/benefits are.)
 - c. Use tools from the list (and your own imagination) to address barriers and emphasize benefits to promote behavior change.

- d. Keep in mind how you're framing your messages –
 - i. Are they promoting the realization that ecological quality increases quality of life?
 - ii. Are they empowering your target audience to act?
 - iii. In a few sentences, describe how your behavior change promotes the realization that ecological quality increases quality of life and empowers people to act.
- 2) In the discussion forum, provide feedback to two others about their behavior change campaigns. Suggest revisions to make it more effective. The instructor or course facilitator will also offer you feedback and suggestions on how to make your campaign more effective.