

**Community-Based Social Marketing (CBSM)  
for Sustainable Behavior Change**

A (very) quick overview

### Why CBSM?

- ▶ Information intensive programs flop.
  - ▶ Pamphlets, posters, flyers, PSAs
- ▶ Based on -
  - ▶ Attitudes influencing behavior
    - ▶ "If they just had all the information..."
  - ▶ Own economic self-interest
- ▶ Research proves that is NOT the case.
  - ▶ Info intensive campaigns are proven to have little or no impact.

### 5 Steps to CBSM

- ▶ Select desired behavior
- ▶ Research barriers & benefits
- ▶ Develop a strategy
- ▶ Pilot your strategy
- ▶ Implement broadly and evaluate

### Select Behavior

- ▶ Based on best ratio of impact the behavior will have versus probability that someone will do it.
  - ▶ Example – Idling.
    - ▶ Small impact for emissions relative to buying a hybrid or CNG vehicle, but high probability.



### Uncover Barriers

- ▶ Literature search
- ▶ Observation (if behavior is observable)
- ▶ Focus groups
- ▶ Surveys
- ▶ Research forms firm basis for outreach efforts based on local community beliefs and facts.

### Develop a Strategy

- ▶ Goals –
  - ▶ Decrease barriers & increase benefits to encourage behavior
  - ▶ Increase barriers & decrease benefits to discourage behavior

Specific Behavior	Barriers	Benefits
Encourage	↓	↑
Discourage	↑	↓

## Strategy - Tools

### ▶ Commitment –

- ▶ Studies show a commitment (however small) opens the door to continued and incremental change
  - ▶ Person begins to identify with the behavior – “I care about our air.”
- ▶ Written and public is stronger than verbal and confidential
  - ▶ Make behavior visible
    - Idle Free Utah decals

## Strategy - Tools

### ▶ Social Diffusion –

- ▶ Utilizing well-respected members of the community (not necessarily politicians) to model the desired behavior
- ▶ The more people who join, the more likely this is to occur on a grassroots level (well-respected neighbor)

## Strategy - Tools

### ▶ Prompts –

- ▶ Not designed to change attitudes, designed to REMIND
- ▶ Not slogan – needs to be VERY CLEAR
  - ▶ “Don’t drive on red air days.”
- ▶ Idle Free Utah – sign of commitment +prompt (+ social norm & diffusion potential).



## Strategy - Tools

### ▶ Norms –

- Two types:
  - **Viewed**
    - **Grown out of a descriptive norm**
      - “It’s inappropriate to idle in a parking lot of a school because you’re exposing children to concentrated amounts of harmful emissions”
  - Helps craft effective messages –
    - ▶ 75% of the guests that stay in this room participated in helping to save the environment

## Strategy - Tools

### ▶ Communication –

- ▶ Vivid messages in:
  - Print (Least Effective)
  - Radio
  - Television
  - Person-to-Person (Most Effective)
- ▶ Reinforces repetitive behavior
- ▶ Builds public support
- ▶ Develops community norms

## Strategy - Tools

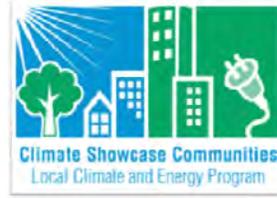
### ▶ Incentives –

- ▶ External motivation – works only while present
- ▶ Motivation for first timers
- ▶ Note –
  - ▶ Must internalize to sustain
- ▶ Examples –
  - ▶ Weekly or grand prizes, discounts

### Pilot/Implement/Evaluate

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- ▶ **Pilot your strategy**
  - ▶ If you can...
- ▶ **Implement**
- ▶ **Evaluate effectiveness**
  - ▶ Random selection and measurement



CBSM Research

Climate Showcase Communities Grant

### Community Research

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- ▶ **Air Quality Survey**
  - ▶ Diverse sample of Salt Lake County residents (600)
  - ▶ Better understanding of attitudes towards air quality situation, current habits & interest in sustainable transportation habits.
  - ▶ Preliminary results – end of next week
- ▶ **Demographic Research**
  - ▶ By zip code & city
  - ▶ Access to public transit, bike & walking paths
- ▶ **Clear the Air Challenge Demographic Research**
  - ▶ Identify holes in participation within Salt Lake Valley



### Contact Information

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