Introduction to Social Marketing for Water Outreach

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With slides from Dr. James Lewis, UNH Dept of Health Management and Policy; Barbara McMillan, NH DES; and Nick Stevenson, Plymouth State University
Objectives for Today’s Introduction

• Be able to describe social marketing and how it differs from informational campaigns
• Recognize steps in carrying out social marketing campaigns
• Learn about examples of water-related social marketing campaigns
What’s Your Outreach Campaign About?

- **Understand** watersheds
- **Know** more about stormwater
- **Care** about a particular waterbody
- **Think about** alternative yard care practices that are better for water quality

- **Pick up** pet waste and dispose of it properly
- **Wash car at a car wash** rather than in the street
- **Volunteer** as a water quality monitor
- **Mow** lawns high and leave the clippings to **reduce** fertilizer applications
What is Social Marketing?

Social marketing sells a behavior change to a targeted group of individuals.

- Accept a new behavior
- Reject a potential behavior
- Modify a current behavior
- Abandon an old behavior

It borrows from the philosophy, tools, and practices of commercial marketing for health, environmental and/or social programs.
Where Does Behavior Come From?

Diagram:
- Information → Behavior
- Information → Behavior
- Information → Behavior

Question: Where Does Behavior Come From?
Need More Information?
One Theory of Behavior

Adapted from Theory of Planned Behavior (Azjen & Fishbein 1975)
Behavior Is Complex
Changing Behavior is Very Challenging
Examples of Uses of Social Marketing

health-is-wealth.org

eHow

unitedinspectionstexas.com

westcan.wordpress.com
In Other Words...

• Be uncomfortable
• Hear bad news
• Be inconvenienced
• Change your habits
• Risk relationships
• Resist peer pressure
• Spend money
Keys to Social Marketing

• Focus on the Audience
  – Target and segment audience
• Study barriers and benefits to desired behavior
  – Pinpoint behavior
  – Make sure benefits outweigh barriers to action
• Test campaign and measure results
  – Plan and prepare to evaluate
Social Marketing Process

• Define the problem (behavior)
• Identify possible solutions
• Identify and segment your audience
• Conduct an analysis of your ability to make a difference
• Understand your audience
  – ID barriers
  – ID ways to reduce barriers
  – Refine selection of action/behavior to promote
• Select medium and messages
• Pretest campaign ideas and messages
• Implement
• Evaluate
• Make Adjustments

From Getting Your Feet Wet with Social Marketing by Jack Wilbur, Utah Dept of Agriculture and Food
Community-Based Social Marketing

1. Identify barriers and benefits to a sustainable behavior
2. Design a strategy that utilizes behavior change tools
3. Pilot the strategy with a small segment of community
4. Evaluate the impact of the program once it has been implemented

Connect the Environmental/Social Situation with a Behavior

Conduct a root cause analysis – Ask “Why?”
Consider Possible Solutions and Assess

• Restrict dogs from the area.
• Hire someone to clean up after dogs.
• Require potty training for dogs.
• Have dog walkers pick up pet waste and properly dispose of it.
Who is your target AUDIENCE segment?
Identify your Target Audience

Who do you need to reach?
Who has the most influence over the outcome?

• Residents?
• Tourists?
• Voters?
• Town boards or legislators?
• Businesses?
• Teachers?
• Youth?
Segment Your Audience

Narrow down by....

- Geographic location
- Interest
- Occupation
- Age
- Gender
- Behavior Patterns
- etc.

Examples:
- Shoreland property owners
- Snowmobilers
- Automotive shop owners
- Retired people
- Women
- Over-waterers

... to fit your outcomes.
Get to Know Your Target Audience
- Condition or Motivation

- Knowledge level
- Existing skill
- Existing awareness
- Existing behavior
- Existing attitudes

Study the Barriers and Benefits to Desired Behavior!!!
Process of Social Marketing – Get to Know the Audience Segment

• Use existing data to get to know your audience
  – E.g. “septic slackers”, “frequent fertilizers”

• Conduct formative research to identify perceived benefits/barriers
  – Qualitative
    • Focus groups
    • Interviews
  – Quantitative
    • Surveys

• Work with a social scientist or market researcher

• Include your target audience on your planning team
Determine Your **Message**
for your target audience for each outcome

- Promote a direct **benefit** to the target audience
- Be **understandable** ([www.waterwordsthatwork.com](http://www.waterwordsthatwork.com))
- Link to something of **value** to them
- State **specific actions**
- Use social marketing **tools** for behavior change – [www.cbsm.com](http://www.cbsm.com)
  - Commitment, prompts, norms, communication, incentives
Choose a **Method**
to Get Your Message Across

Activities, Formats, or Products & Distribution

- Print
- Promotional give aways
- Media
- Website/CDs/listserves/e-mails
- Events
Next...

• Pretest message and method
• Implement
• Evaluate
• Adjust
Examples of Water-Related Social Marketing Research and/or Campaigns

• *Rain Garden Opinion Study* - University of Wisconsin and Lake Ripley Management Unit

• *Changing Do it Yourselfers Lawn Care Practices: Bangor Project* - Plymouth State, UMaine Cooperative Extension and Bangor Area Stormwater Group
Who Wants a Rain Garden?

A review of findings from a study by University of Wisconsin of property owners around Lake Ripley in 2007
Focus of Questionnaire Design

• What do people believe would be the consequences to them personally of building a rain garden? How do they evaluate those consequences?

• What do they believe significant others think they should do?

• To what extent do they believe they have the necessary resources to be able to build?
Results – Basic Concepts

• Most respondents felt they had an understanding of rain gardens OR that they could easily acquire the information.
  – Lack of knowledge is NOT a major barrier and additional information is not required.
  – Understand link between rain gardens and water quality.
Results - Barriers

• Preference for yard that is mostly lawn.
  – Aesthetics?
  – Cultural norm?
Results - Obstacles

• 6 total rated – 4 “real”
  – Cost and expense
  – Insufficient time
  – Belief that it would be too much work
  – Not having requisite knowledge

• None scored very high
  – Well designed CBSM might overcome obstacles
Results – Strong Predictor of Intent

- Availability of cost sharing
  - i.e. discounts from nurseries with native plants
Results – Strong Predictors of Intent

Respondents with the highest intent to install a rain garden within the next 2 years.

Beliefs about outcomes
- Improve water quality
- Enhance wildlife habitat
- Increase property value

Their values
- Water quality
- Wildlife habitat
- Property value
Results – Significant Predictor

• Degree to which respondents believed significant others would look favorably toward them installing a rain garden.

• Most cared what others thought.
“Take Home” on Marketing Residential Rain Gardens

- Help audience visualize gardens
- Help audience feel they “fit in”
- Offer cost sharing incentives
  - discount native plants, use grants, partner
- Emphasize outcomes
  - healthy water quality, habitat, property value
- Engage friends, neighbors, family
  - “community days”, neighborhood promotions
Changing Homeowner’s Lawn Care Behavior to Reduce Nutrient Losses

USDA/NIFA 2006-51130-03656
Bangor ME Stormwater Education

• Develop campaign with partners.
• Conduct campaign in MS4 communities.
• Evaluate.
Local Businesses Offering Recommended Products

- Parks Hardware, Orono
- Aubuchon, Old Town & Bangor
- Blue Seal Feeds & Needs, Bangor
- Schacht’s True Value, Hampden

For more information on lawn care visit www.BASWG.org or contact Penobscot County Cooperative Extension office at 942-7396.

Local Partner: City of Bangor
Phone: 992-4255

The Bangor Area Storm Water Group (BASWG) is comprised of local towns and institutions working together to protect water quality.

The use of lawn chemicals, such as pesticides and fertilizers, threatens Bangor area water quality and the health of our children and pets. Please help protect your family and our community by reducing or eliminating your use of lawn chemicals.

“Did you know that if stormwater pollution were rubber duckies, it wouldn’t matter what went down our storm drains.”

Logo and tag line: THINK BLUE BANGOR www.BASWG.ORG

The stencil and duck: The stencil and duck

Kids and Pets message: Kids and Pets message

Boy about to eat lawn: Boy about to eat lawn

Business partners: Business partners

Local partners and affiliations: Local partners and affiliations
Local Businesses Offering Recommended Products

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Logos:
- Bangor Area Storm Water Group (BASWG) is comprised of local towns and institutions working together to protect water quality.
- Think blue

Text:

Most of your neighbors don’t use lawn chemicals, such as fertilizers and pesticides, on their lawns.

The use of these lawn chemicals threaten Hampden’s water quality and the health of our children and pets.

Join your neighbors in helping to protect our families and community by reducing or eliminating your use of lawn chemicals.

Business partners

Local partners and affiliations

Logo/tag line

Normative based message

Upscale home with lush lawn

Child and dog on safe lawn
Evaluating the BASWG Campaign

- 6 Neighborhoods received one of three treatments: standard messaging, normative messaging, and control (experimental design).

Questionnaires were delivered door to door using the drop off/pick up method... during a snow storm (n=230).
Evaluating the BASWG Campaign

- Tested for:
  - Increases in intention to reduce or eliminate use.
  - Exposure to products.
  - Changes in attitudes.

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<th>(J) Treatment type</th>
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<th>Std. Error</th>
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Notable Results

• Normative messages (Neighbors) worked.
• Standard messaging (Kids and Pets) also worked.
• Attitudes did not vary (significantly) across groups.
• The stencils and the doorhanger were visible and effective.
• Website and social networks were not commonly used.
Most of your neighbors don’t use lawn chemicals, such as fertilizers and pesticides, on their lawns.

Join your neighbors in helping to protect our families and community by reducing your use of lawn chemicals.

We Sell Ducky Approved Products. Look for the Ducky! For more information visit www.BASWG.org!
Spring Tips
For a Lush Green Lawn
April - June
(Recommendations from the University of Maine Cooperative Extension)

- Set your mower blade to its highest setting, about 3” is ideal
- Always leave grass clippings on the lawn for free, natural fertilizer
- Check your soil’s pH and nutrient needs by testing your soil
- Wait until after green-up before applying fertilizer, if fertilizer is needed
Resources


• Water Words That Work. [www.waterwordsthatwork.com](http://www.waterwordsthatwork.com)
Resources

• http://www.buckleupamerica.org/
• http://www.thetruth.com/
• http://www.turningpointprogram.org/Pages/socialmkt.html
• www.epa.gov/owow/nps/toolbox.html
Thank You!