



Social Marketing Campaigns for AIS

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Human Behavior & the Environment



- Broad evidence that human behavior can harm environment
- Despite strong science about these associations, and clear recommendations for how to reduce impact, people often continue daily activities with “business as usual” approach
- Communicating scientifically supported reasons for changing behavior is important but simple transmission of information is often not sufficient to change behaviors

What is social marketing?



- The use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behavior for the benefit of individuals, groups, or society as a whole.

The four P's of marketing



- Product – represents desired behavior you are asking audience to do
- Price – cost (financial, emotional, time, etc.) and barriers audience faces in making behavior change
- Place – where audience will perform desired behaviors or where they are thinking about issue
- Promotion – communication messages, materials, channels and activities that will effectively reach audience

Factors to Consider in Selecting When to Use CBSM



- People more likely to accept program goals if it is easy to discern self-interest in changing
- Adoption will be easier when following are present:
 - Judge that self interest will be served
 - Opportunity (want to act and able to do so)
 - Ability to act (skills)

Limitations of Environmental Education



- Knowledge or awareness often does not translate to behavior change
 - Makes this approach vulnerable to criticism and funding cuts
- Often “preach to the choir”

Concerns with Social Marketing



- Vulnerable to criticisms of “social engineering” or advocacy
- Requires expertise that may be lacking
- Focus on behavior is hard
 - May increase likelihood that initiative could be viewed as unsuccessful

Problems with Law & Regulation



- Regulations may lead to resentment
- Enforcement may lack “teeth”
- Very hard to provide law enforcement across wide geographical areas with current levels of wardens, etc.

Steps for CBSM



1. Major components

1. Pick a behavior to address
2. Identify perceived **barriers** and **benefits** of both current and preferred behavior
3. Use behavior change 'tools' to design more effective programs
4. Conduct pilot study to adjust the use of tools
5. Broadly implement and evaluate program

Basics of Segmentation



- Divide population into groups whose members are more like each other than members of other segments
- “Differential responsiveness” most crucial criterion

Picking a Behavior



- Community vs. expert-based
- Intrinsically vs. extrinsically motivated
- Optimal vs. 'good enough'
- Political expediency

Encouraging Commitment



- Public commitment increases likelihood of compliance with future requests
- Act of commitment alters how people see themselves
 - See themselves as type of person who acts a certain way and feel need to act consistently with self perception
- Written commitments more effective than verbal
- Making commitment public or within group increases effectiveness

Prompts



- Explicit instructions needed
 - e.g., 'Turn off the lights' not 'Save electricity'
- Prompt should be placed as close in time or space as possible to target behavior
- Point of purchase
 - No phosphorous fertilizer
 - Native plants for rain gardens or natural shoreline

Norms



- Human tendency to look toward others to help guide behavior
- Effectiveness depends on people internalizing norms – i.e., norm is how people ‘should’ behave
- Examples: Lake association leaders, distributing normative info, county board

Creating Effective Messages



- Captivating information
 - Vivid, concrete and personalized
- Know your audience
 - Feedback at individual and community levels
- Credible source
- Modeling

Creating Effective Messages (continued)



- Use threatening messages with caution
- Enhance social diffusion by increasing likelihood people will discuss new activity with others
- Specific instructions

Incentives and Barriers



■ Incentives

- Financial (cost sharing, tax breaks, reduced fees), social approval, public acknowledgement, feeling good about self

■ Barriers

- Financial, knowledge, convenience

Identifying barriers and benefits



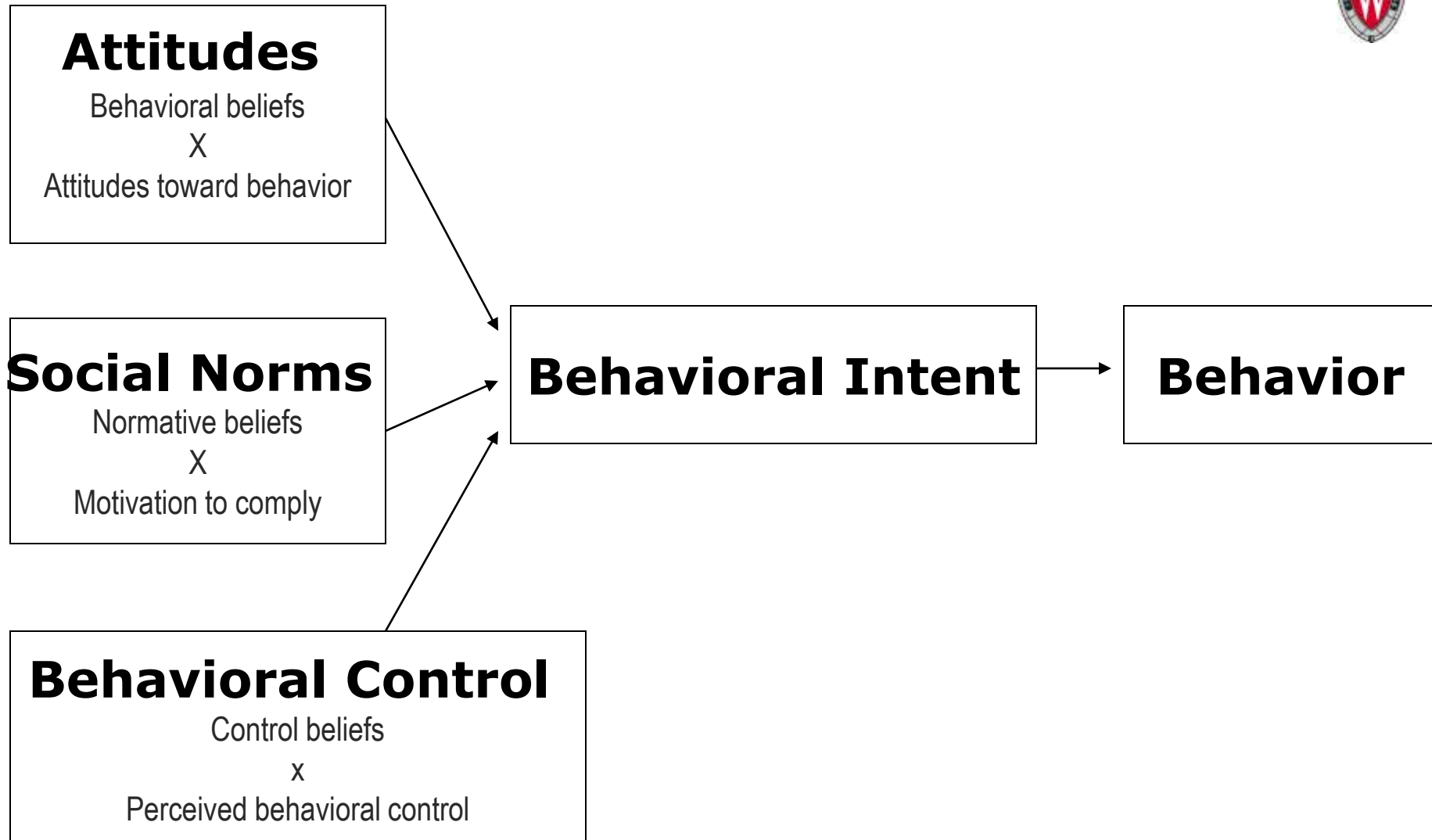
- Literature review
 - Articles
 - Reports
- Original research
 - Interviews
 - Focus groups
 - Survey
 - Observation

Using Theories and Models to Guide Social Marketing Efforts



- Hodge-podge of tools like giving somebody a toolbox to build a house
- Social marketing is a process more than a theory
- Scientifically replicable
- Scalability

Theory of Planned Behavior



Theory of Planned Behavior Explicated



- Perceived behavioral expectations
 - Social norms and motivation to comply
- Attitudes toward a behavior
 - Believing behavior will produce outcomes & attitudes toward behavior itself
- Perceived presence of factors that facilitate/impede performance of behavior
 - Control beliefs & perceived behavioral control

Theory of Planned Behavior at Lake Ripley



Summary of major obstacles	
The following are obstacles preventing me (or somebody in my household) from building a rain garden on my property: <i>1=Not at all; 6=Very much</i>	
Insufficient time	3.73
Lack of knowledge	3.73
Cost/Expense	3.64
Too much work	3.41
Yard too steep	2.20
Yard too small	1.99

Prompts for AIS



STOP AQUATIC HITCHHIKERS!™

Prevent the transport of nuisance species.
Clean all recreational equipment.

www.ProtectYourWaters.net


When you leave a body of water:

- Remove any visible mud, plants, fish or animals before transporting equipment.
- Eliminate water from equipment before transporting.
- Clean and dry anything that comes into contact with water (boats, trailers, equipment, clothing, dogs, etc.).
- Never release plants, fish or animals into a body of water unless they came out of that body of water.

Prompts for AIS




Prompts for VHS: Bait Container Stickers



**WISCONSIN
ANGLERS
remember...**

You can take live minnows bought from a Wisconsin bait dealer and left over after a fishing trip away from any state water and use them:

-  **again on that same water, or**
-  **on other waters, but only if no lake or river water, or other fish were added to their container.**

For complete rules and additional information on the VHS virus in Wisconsin, check the DNR website dnr.wi.gov



FH-250

Road Crew



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

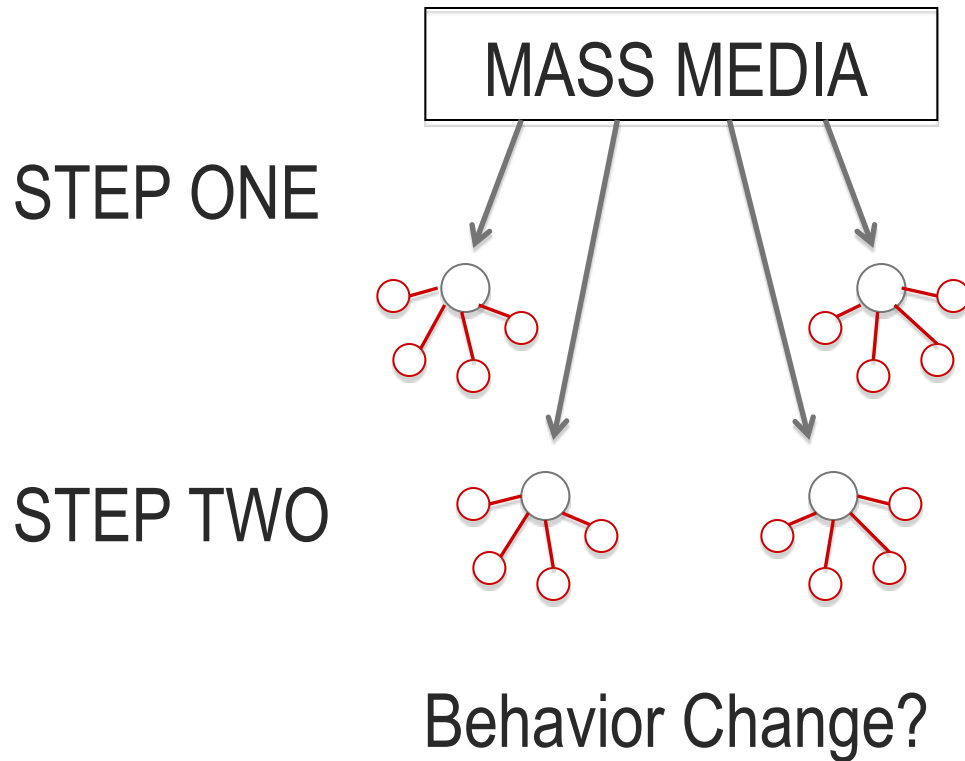
Prompt to Reduce SIDS





2010 UW-Bait Business Survey Results

Two Step Flow of Information



Bait Vendor Survey: Methodology



- Data Collected
 - May 3, 2010 – July 15, 2010
- Mailed Survey Questionnaire
- Census of 247 bait businesses
- Response rate of 57.1%
 - 141 Returned questionnaires

Vendor Characteristics



- Sex
 - Male: 72%; Female: 28%
- Age:
 - Min: 20yr, Max: 89yr, Mean: 52yr
- Education
 - Mean: Some college, technical/trade school
- Income
 - Mean: \$40,001 to \$60,000

Vendor Characteristics



- Average years in bait industry: 20yrs
- Position worked in bait industry:
 - Retail Shop Owner/Manager 82.3%
 - Guide or Professional Angler 12.1%
 - Bait Shop Employee 11.3%
 - Wild Bait Harvester 9.2%
 - Wholesale Distributer 8.5%
 - Resort Owner 5.0%

Vendor Characteristics



- Business hours:
 - Full-time 80.9%, Part-time 20.1%
 - Year-round 83.2%, Seasonal 16.8%
- Type of Vendor License:
 - Class A (over \$2000) 74.5%
 - Class B (under \$2000) 9.9%
 - Don't Know 15.6%

Vendor Characteristics



- Business Minnow Use:
 - Sell live minnows 83.7%
 - Buy farmed minnows to sell 56.7%
 - Harvest wild minnows to sell 7.1%
 - Raise farmed minnows to sell 2.8%

Vendor Characteristics



■ Overall Interest/Awareness

■ How much heard about AIS

- Haven't heard at all/Heard a little 10.5%
- Have heard a moderate amount 22.0%
- Heard quite a bit/Heard very much 67.5%

■ How much heard about VHS

- Haven't heard at all/Heard a little 9.5%
- Have heard a moderate amount 20.6%
- Heard quite a bit/Heard very much 69.9%

Vendor Characteristics



■ Overall Interest/Awareness

■ How serious a threat are AIS

- Not at all serious/A little serious 13.7%
- Somewhat serious 26.8%
- Very serious/Extremely serious 59.5%

■ How serious a threat are VHS

- Not at all serious/A little serious 21.9%
- Somewhat serious 24.0%
- Very serious/Extremely serious 54.1%

Vendor Characteristics



- Does bait shop display educational materials about:
 - Yes-AIS 69.5%
 - Yes-VHS 73.8%
- Bait vendors can play an important role in the prevention of AIS and VHS
 - Strongly disagree 6.0%
 - Somewhat disagree 8.8%
 - Neither agree nor disagree 14.5%
 - Somewhat agree 36.4%
 - Strongly agree 34.3%

Understanding of AIS



- Self assessed knowledge of the spread of AIS:
 - Not at all 5.0%
 - Somewhat 17.1%
 - Moderately 32.6%
 - Quite a Bit 30.8%
 - Very Much 14.5%
- Assessment of customers' knowledge of spread of AIS:
 - Not at all 10.9%
 - Somewhat 41.4%
 - Moderate 34.3%
 - Quite a Bit 10.2%
 - Very Much 3.2%

Understanding of VHS



- Self assessed knowledge of risks of VHS:
 - Nothing at all 1.9%
 - A little 12.8%
 - Moderate 15.2%
 - Quite a Bit 42.1%
 - Very Much 28.0%
- Assessment of customers' knowledge of risks of VHS:
 - Not at all 6.7%
 - Somewhat 38.2%
 - Moderately 30.4%
 - Quite a Bit 18.7%
 - Very Much 6.0%

Understanding of VHS



■ Awareness of VHS information (provided in survey):

- Not at all aware 6.4%
- Somewhat aware 20.9%
- Very aware 72.7%

■ Awareness of VHS laws (provided in survey):

- Not at all aware 4.4%
- Somewhat aware 17.9%
- Very aware 76.1%

Attitudes toward VHS



- Following VHS rules creates extra work:
 - Strongly/Somewhat disagree 25.5%
 - Neither agree/disagree 34.8%
 - Somewhat/Strongly agree 39.7%

- Fees for licensing and testing bait are too high:
 - Strongly/Somewhat disagree 10.8%
 - Neither agree/disagree 25.7%
 - Somewhat/Strongly agree 63.5%

Attitudes toward VHS



- Following VHS rules makes using live bait less appealing:
 - Strongly/Somewhat disagree 17.7%
 - Neither agree/disagree 21.9%
 - Somewhat/Strongly agree 60.4%

- The state should pay for costs of testing bait:
 - Strongly/Somewhat disagree 10.4%
 - Neither agree/disagree 26.7%
 - Somewhat/Strongly agree 62.9%

Attitudes toward VHS



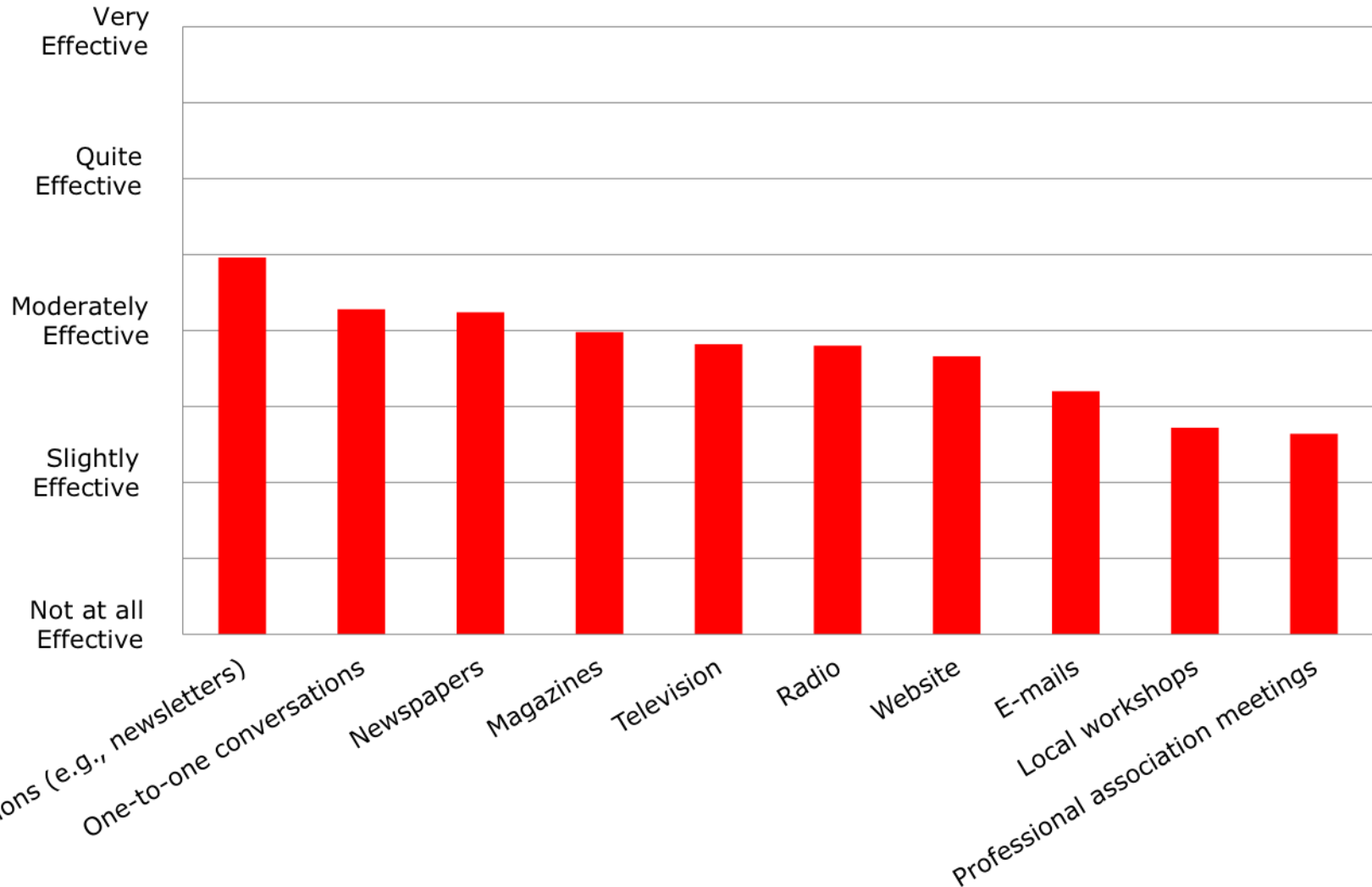
- Following VHS rules protects WI fishing industry:
 - Strongly/Somewhat disagree 20.1%
 - Neither agree/disagree 15.8%
 - Somewhat/Strongly agree 64.1%

Vendor Characteristics

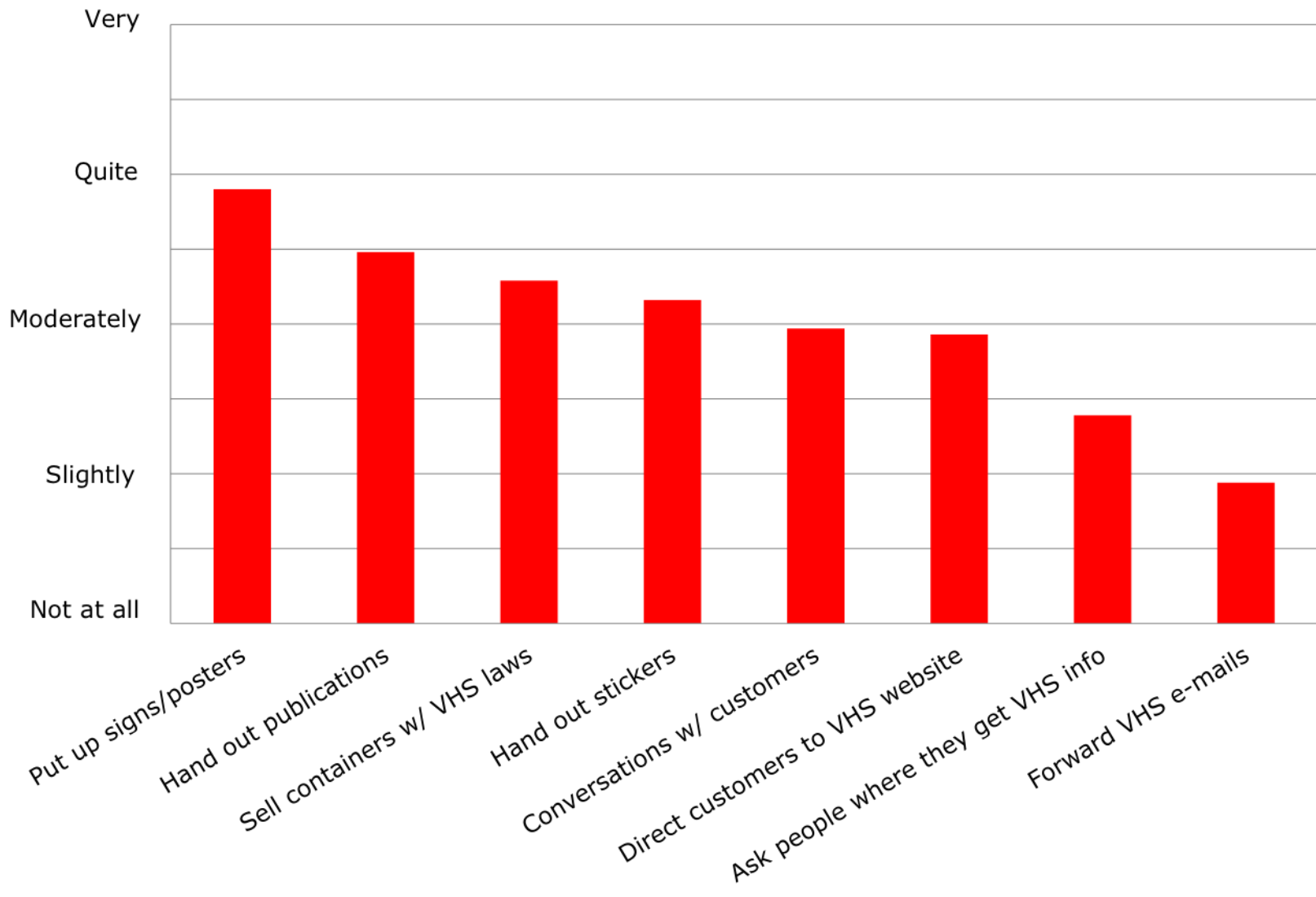


- Where vendors have heard of VHS:
 - WI-DNR 89.4%
 - Newspaper Article 77.3%
 - Website 37.6%
 - Friend or Co-Worker 37.6%
 - WI-DATCP 32.6%
 - UW-Extension 21.3%
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 - UW-Sea Grant 14.9%

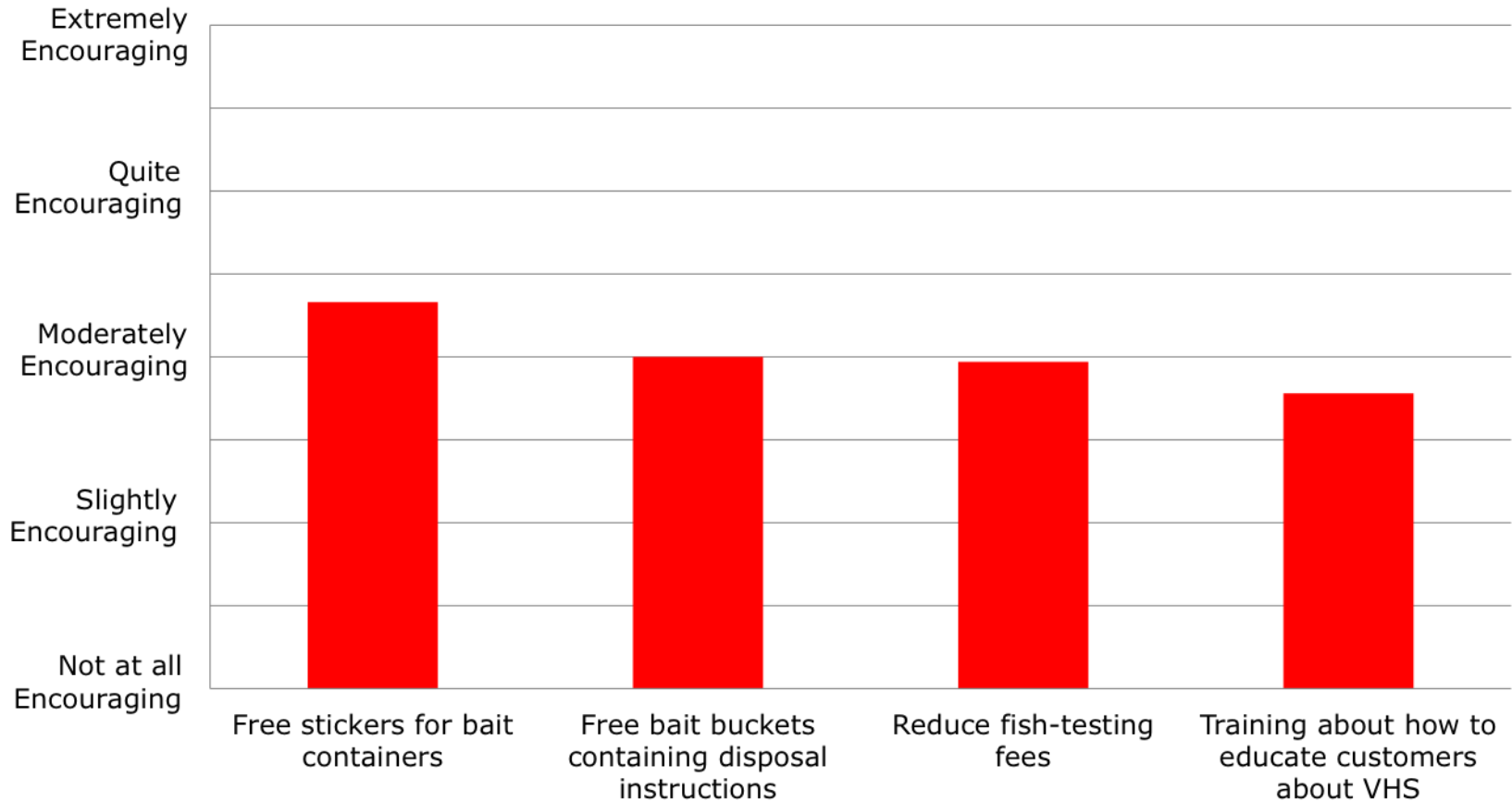
Effective ways to reach vendors with information about VHS



Likelihood to participate in VHS prevention activities



Strategies to inform customers about VHS



Response from Bait Vendors



■ **Suggestions**

*Provide info to be included with the sale of bait.
Keep it as simple as possible and a short read.*

~Bait Vendor in Antigo, WI

*To hand out pamphlets is not enough, we need
proper effective boat cleaning stations! Need more
education for kids!*

~Bait Vendor in Fond Du Lac, WI; Age 64

Response from Bait Vendors



■ Criticism

The extremely high costs of testing minnows is changing the bait business forever. I truly believe that VHS will spread with or without this testing.

~Bait Vendor in Eau Claire, WI; Age 54

You guys are spinning your wheels. No matter how much you regulate anglers and bait dealer/vendors. You cannot stop natural means of spreading VHS/AIS.

~Bait Vendor in Kenosha, WI; Age 46

Response from Bait Vendors



■ Outreach

I would be willing to help in education efforts. I am active in many fishing clubs and have a large network of professional fishing friends.

~Bait Vendor in Merrill, WI; Age 44

Social Marketing Targeting Bait Shops?



- Using a social marketing framework, what may be some effective ways to encourage bait stores to communicate with their customers (transcient anglers)?
- How can the survey data inform social marketing campaign targeting bait shops?



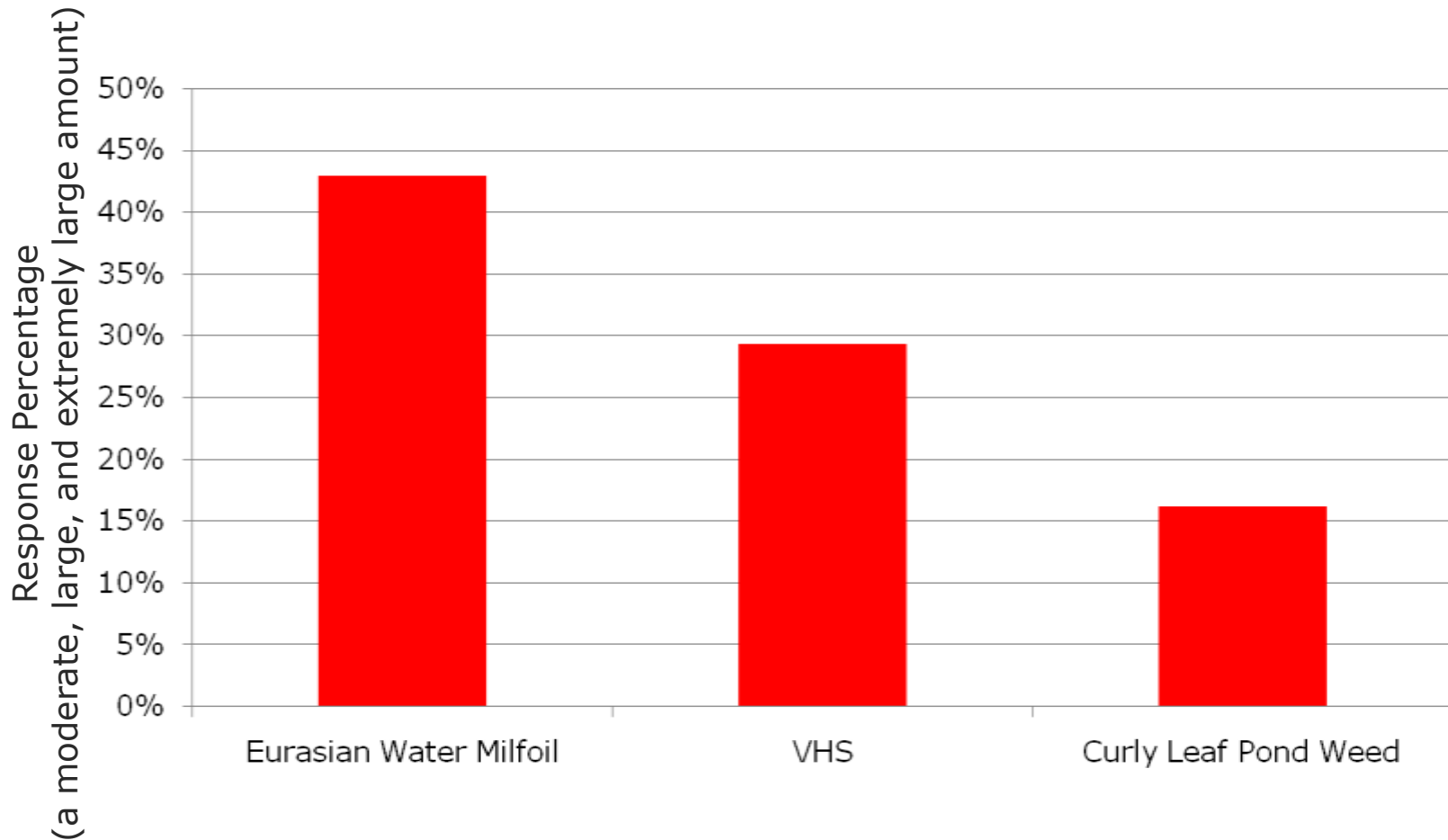
2010 Spring Badger Poll Results

Awareness 2009 v. 2010



- Overall Awareness
 - Percent Ever Heard of AIS (2009): 70.8%
 - This year, we found that people are less aware of specific types of aquatic invasives
- Social marketing considerations:
 - Establish consistent theme

How Much Have Respondents Heard About Specific AIS in 2010 (among all boaters and anglers)

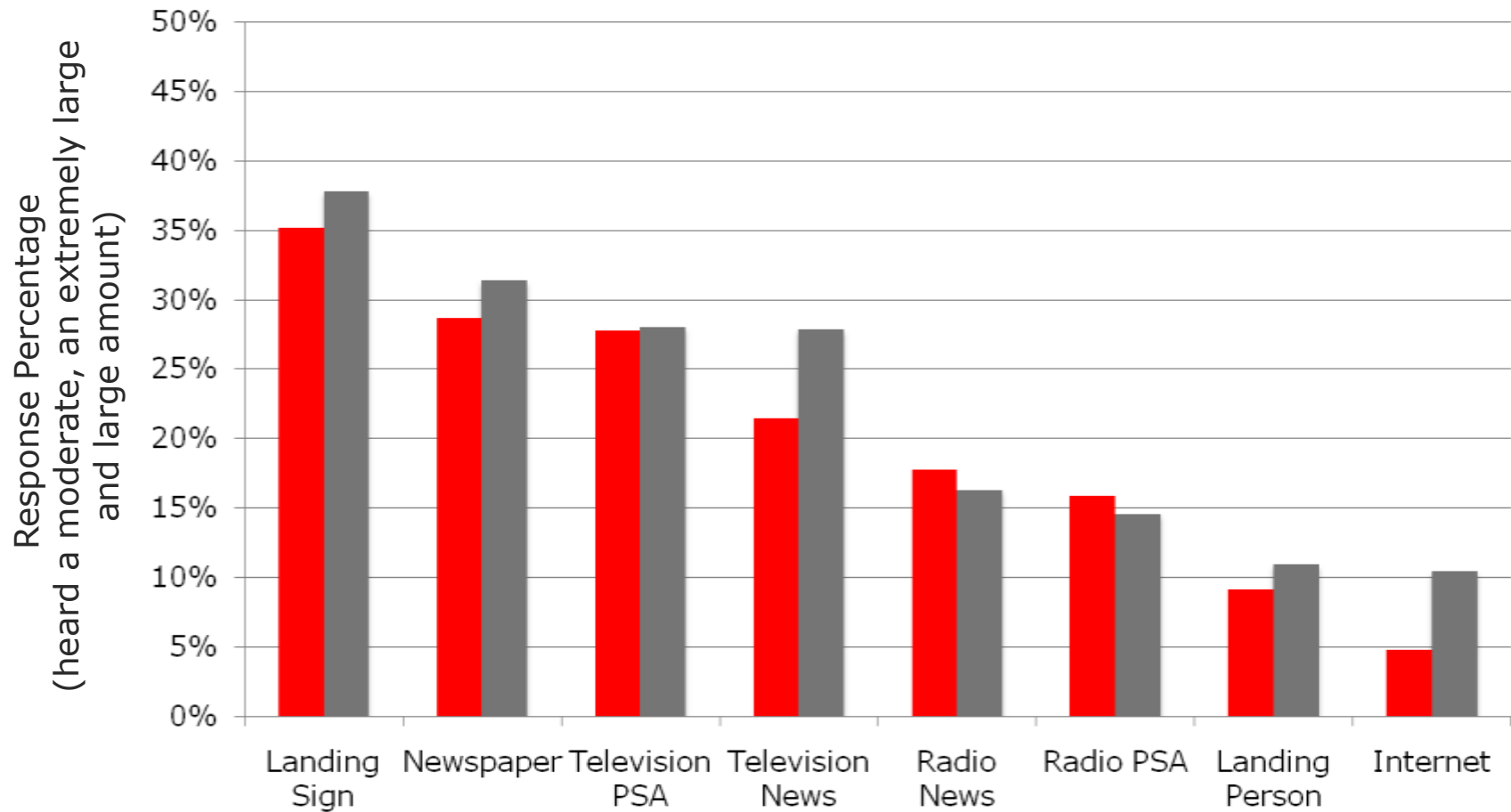


Media



- Transient boaters and anglers most likely to hear about AIS from
 - Landing signs, newspaper, TV, radio
- Least likely to hear from:
 - Internet
 - Person at a landing
- Social marketing considerations
 - Saturate one or two media

Attention to AIS media among transient boaters (2009 v. 2010)



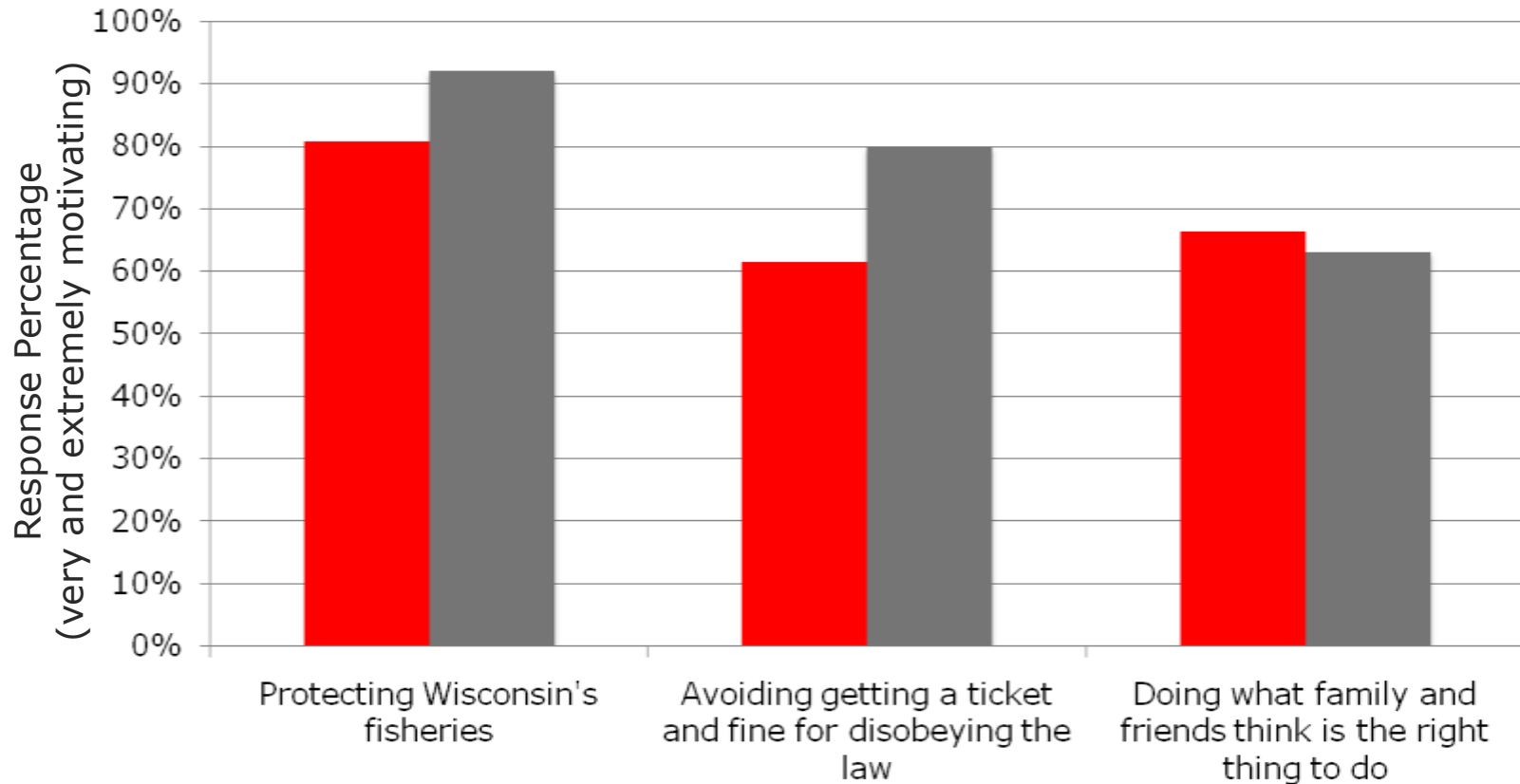
Note: Red=2009 and Grey=2010

Motivations



- Evaluations:
 - Influence of “protecting fisheries” and “avoiding ticket” have increased
- Social marketing considerations
 - Important to think of motivations when considering social marketing campaign

Motivating factors behind preventative behaviors Transient Boaters (2009 v. 2010)



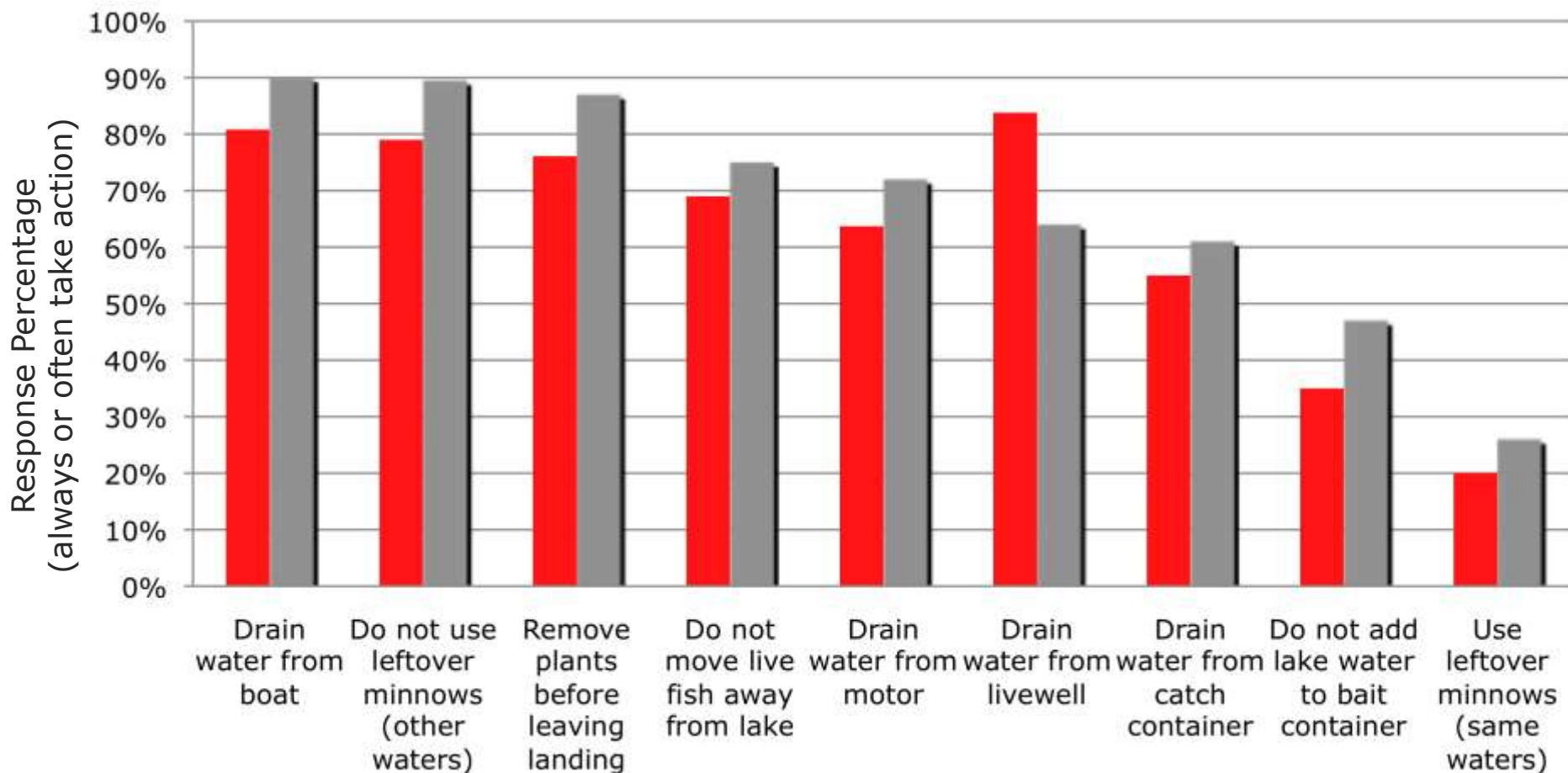
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Compliance



- Evaluations:
 - Overall, compliance is high
 - Transients are not moving minnows
 - Room for improvement – moving live fish and draining water
- Social marketing considerations:
 - Focus on behaviors that are in highest need for change

Compliance with Positive AIS Behaviors Among Transient Boaters (2009 v. 2010)



Note: Red=2009 and Grey=2010

Examples of inconsistencies between messages



DON'T LET THIS BE YOUR NEXT CATCH!

INSPECT boats, trailers and equipment.
REMOVE plants, animals and mud.
DRAIN water from boats and all equipment.
DON'T MOVE live fish away from a waterbody.
BUY minnows from a Wisconsin bait dealer. Use leftover minnows only under certain conditions. See website for more information.

www.dnr.wi.gov

STOP AQUATIC HITCHHIKERS!
Prevent the spread of the fish disease VHS and other invasive species.

DON'T LET THIS BE YOUR NEXT CATCH!

INSPECT
CLEAN
DRAIN

Before *launching* and before *leaving* **YOU MUST:**

- ✓ **INSPECT** boats, trailers, and equipment.
- ✓ **REMOVE** all attached aquatic plants and animals.
- ✓ **DRAIN** all water from boats, vehicles, and equipment.
- ✓ **NEVER MOVE** plants or live fish away from a waterbody.*



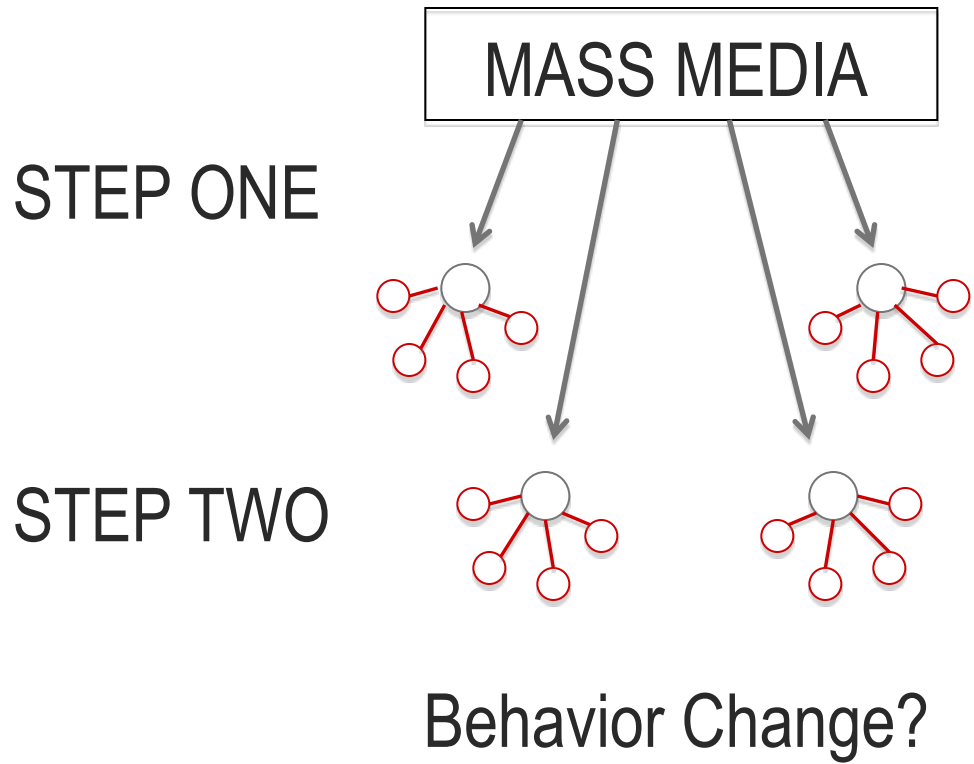
Who else can play a role in
you campaigning?

Importance of Interpersonal Communication



- Opinion leaders can act as gatekeepers for interventions:
 - Help change social norms
 - Accelerate behavior change
- Application of the two step flow theory
- Utilizing opinion leaders in helping to shape culturally appropriate strategies

Two Step Flow of Information



Important Questions



- What role do opinion leaders play in encouraging positive AIS behaviors among water users?
- How can public opinion leaders inform current and future AIS educational and media initiatives?

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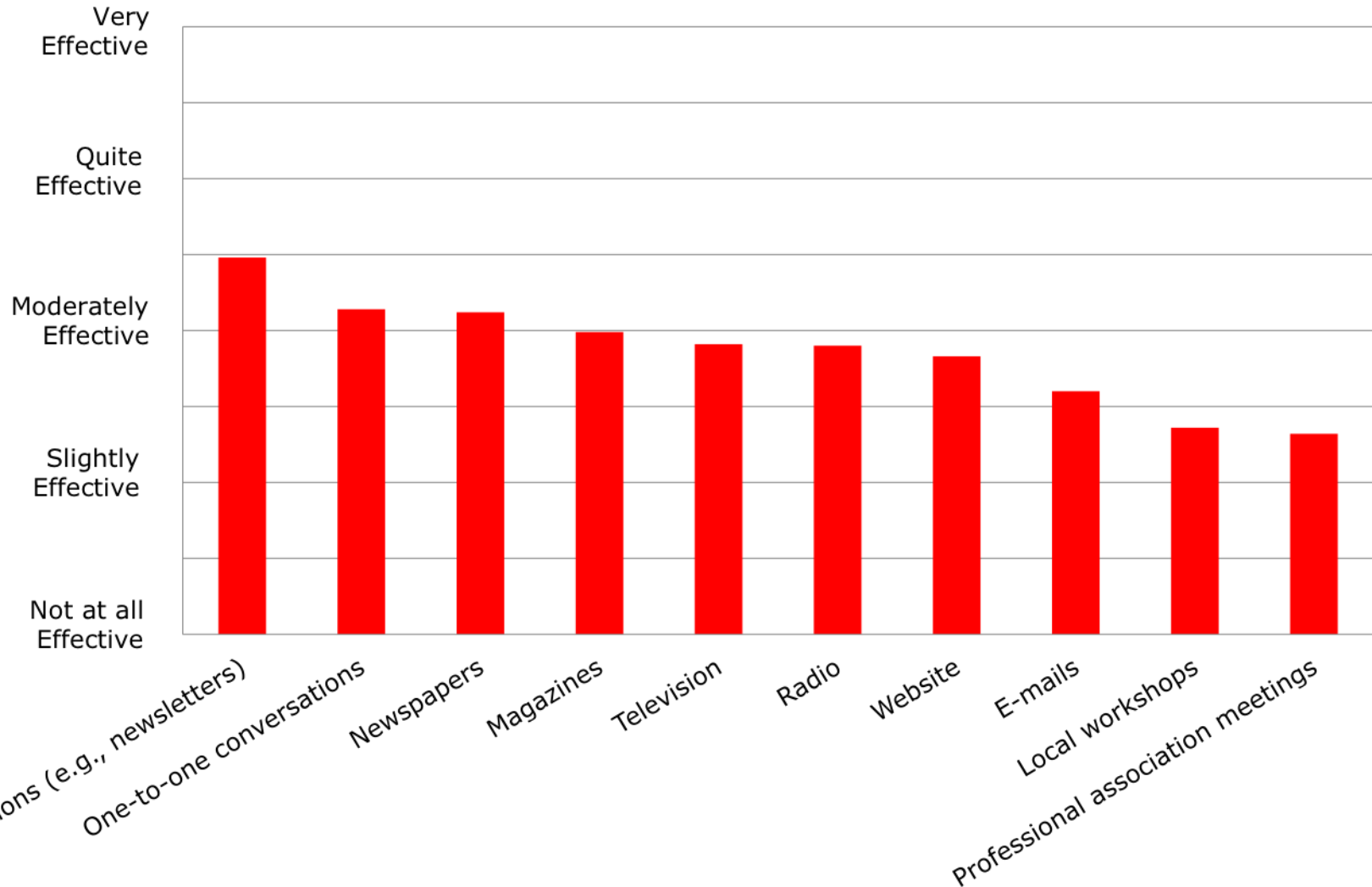
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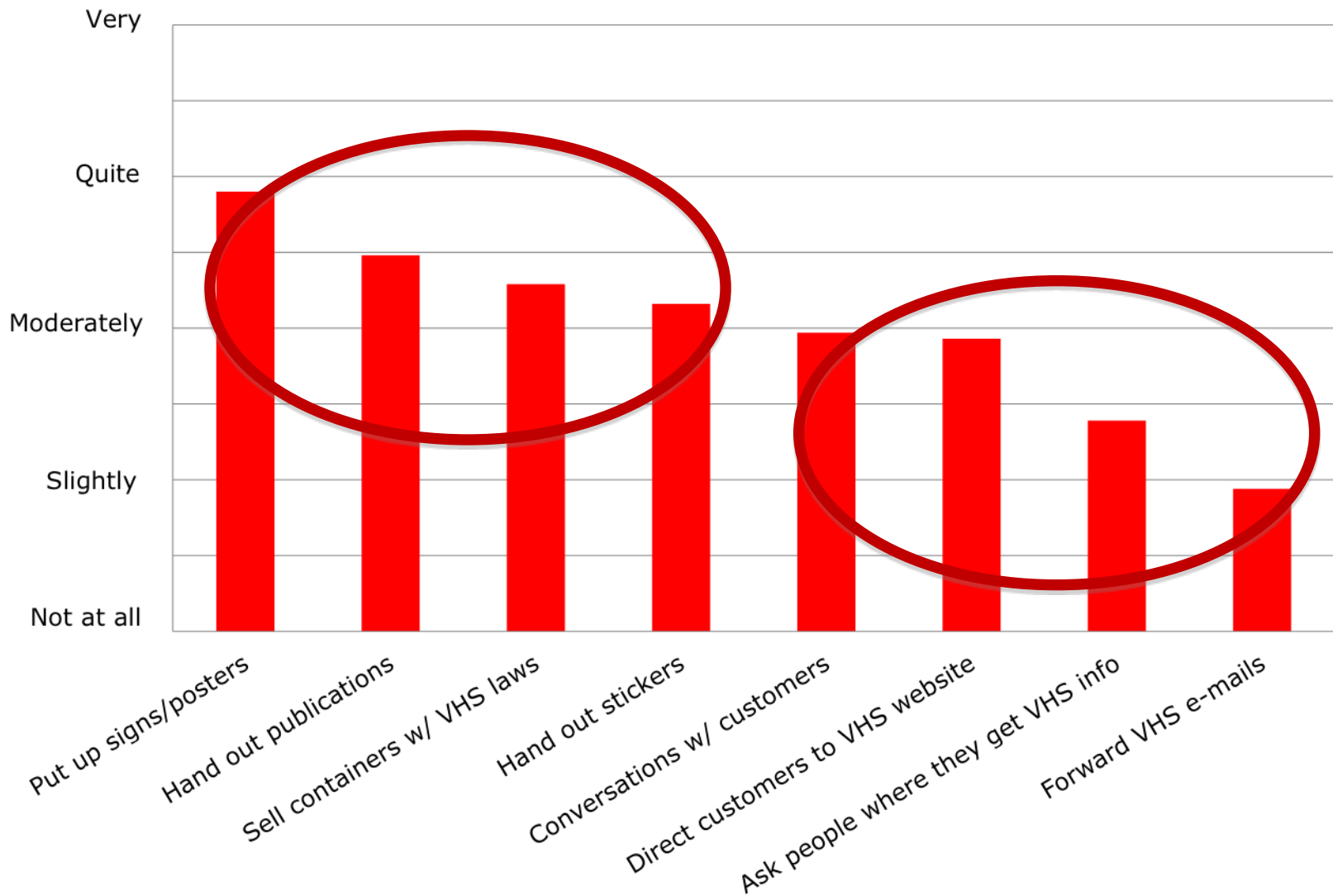


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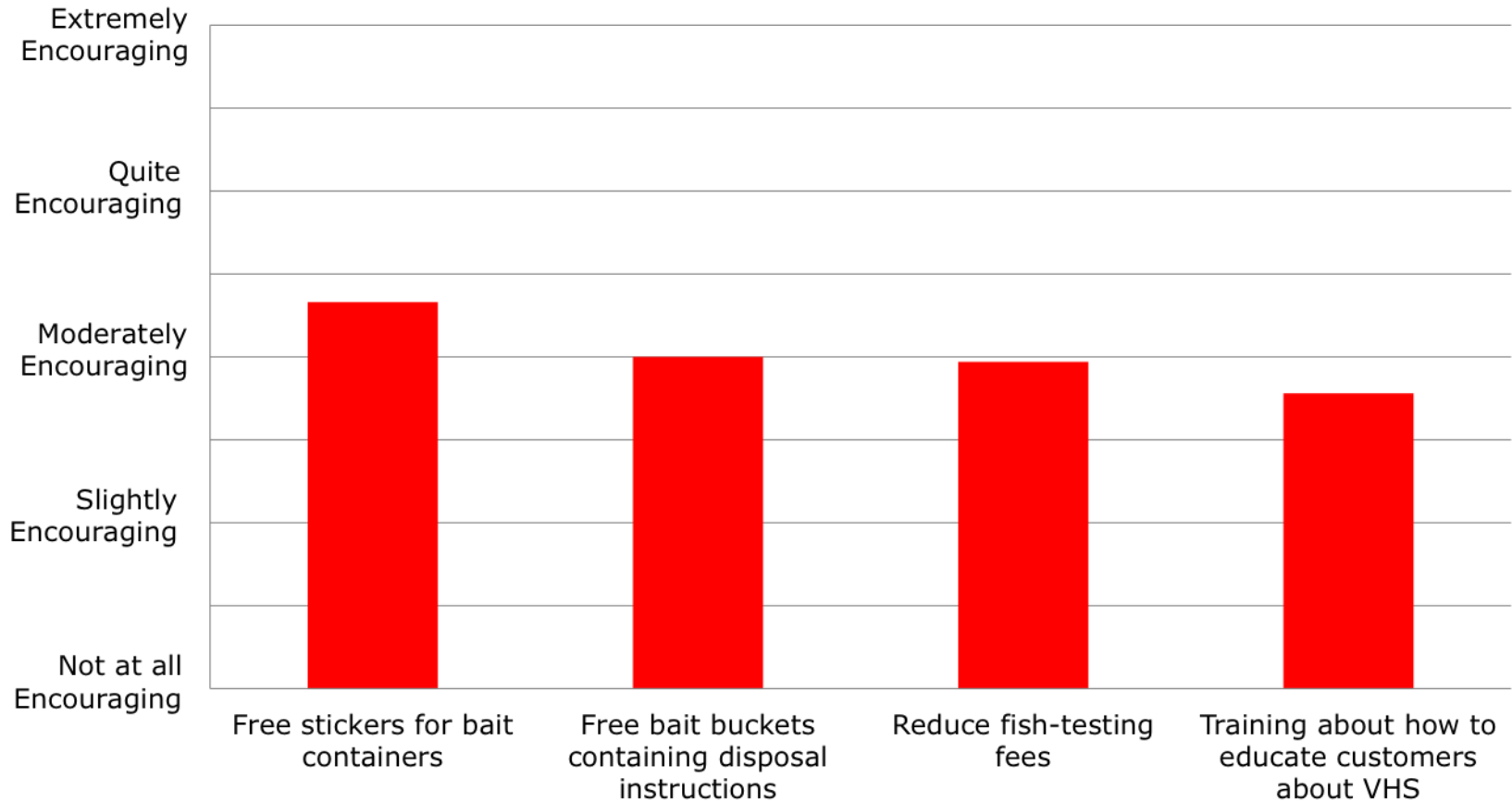
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What influences vendor's leadership?



- Analyses indicate:
 - Bait vendors believe they are important in the process of preventing aquatic invasives
 - Media are important in shaping vendor's perceived efficacy and participation
 - Efficacy positively influences engagement and likelihood to participate (support for TPB)

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Other groups to consider...

Fishing Advocacy Group Interviews



■ **Communication Outreach Methods**

■ Groups rely on:

- Newsletters
- Meetings
- Tournaments
- Websites

■ **Community Outreach**

- Less common in smaller groups
- Larger groups are more active in communicating with non-members

Our Outreach Efforts



■ **Survey and CD**

- Mailed to vendors. Survey included information and CD regarding AIS/VHS.

■ **Newsletter Articles**

- Tailored articles discussing importance of VHS/AIS awareness and preventative behaviors

■ **Tournament Flyer Ads**

- Inserted or attached to tournament announcements

Newsletter Articles



Volume 27, Issue 6

August 2010

Protecting Wisconsin's Fisheries:

What all muskie anglers should know about Viral Hemorrhagic Septicemia

By: *Kajsa Dalrymple*

As viral hemorrhagic septicemia (VHS) continues to threaten Wisconsin's waters, muskie anglers are in a unique position to prevent the spread of this deadly fish disease. Although many people have heard about the threat of invasive plant species, which affect native plant diversity and degrade muskie habitats, VHS can spread throughout lakes and rivers without us really noticing.

This is because VHS is a fish virus that can spread easily to healthy fish that eat infected fish or absorb water carrying the virus. If one fish gets sick, they all can. As a result the virus is likely responsible for killing 90 percent of the St. Lawrence River's world-renowned muskie population in recent years. Similarly, fisheries officials believe that VHS is responsible for a number of muskie fish kills across the Great Lakes, as well as in Ohio and Michigan.

Currently word abc anglers, l Bret Shaw Capital C other mm also writn

"Groups like the Capital City Chapter of Muskies Inc. are important partners in helping to spread the word about VHS to other musky anglers around the state because they are the people who are most aware of the problem and also witness the damage that VHS can cause." ~ Bret Shaw

How can
1) D
2) D
3) C
4) Y
5) BUT, when moving from lake to lake, do not add water or fish to your container.

By respecting these rules, we can set a good example for other anglers who may not be aware of VHS or the necessary steps that need to be taken to prevent the spread of the virus.

Next, keep topics like aquatic invasive species and VHS on the agenda of your fishing organization. By staying up-to-date with current threats to Wisconsin's lakes and rivers, we can all help protect our waters and fisheries.

For more information about the UW-Madison program, please contact Bret Shaw by email at brshaw@mtsc.edu or by phone at 608) 890 - 1878.

Editor's Note - Ms Dalrymple is a doctoral student in the Department Life Sciences Communication at the University of Wisconsin-Madison. She received her Bachelor of sciences from Cornell University and graduated cum laude with distinction in research.

- VHS and AIS related articles tailored to group, fish, and area.

Potential Audience Reached

# of Groups	Type of Outreach	Potential Audience
25	Newsletter	6612
1	Tournament Flyer	1500
1	Online Newsletter	430
Total = 27		Total = 8542



Tournament Flyer Ads



HELP PROTECT WISCONSIN'S MUSKIES

STOP THE SPREAD OF VIRAL HEMORRHAGIC SEPTICEMIA (VHS)



-  VHS Infected Waters
-  VHS Suspected Waters

Viral Hemorrhagic Septicemia (VHS) is a fish disease that was found in Lake Michigan and the Lake Winnebago system in May 2007 and Lake Superior in January 2010. The virus may also be present in the Wisconsin River, the Mississippi River and connected waters.

VHS can easily spread to healthy fish that eat infected fish or absorb water carrying the virus. The virus is likely responsible for killing 90 percent of the St. Lawrence River's muskie population in recent years. Similarly, fisheries officials believe that VHS is responsible for a number of muskie fish kills across the Great Lakes, as well as in Ohio and Michigan.

BUT, Wisconsin anglers are in a unique position to prevent VHS from spreading to further lake and river systems.

To keep fish healthy and prevent this deadly fish disease from spreading, follow these five simple rules:

- 1 Drain** all water from boats and fishing equipment.
- 2 Don't** move **live fish**.
- 3 Only** use live bait purchased from a **Wisconsin bait dealer**.
- 4** You can use **leftover minnows** on the same water.
- 5 But**, when moving from lake to lake **do not** add water or fish to your container.

Fishing Guide Interviews: Opportunities



- 21 interviews with fishing guides in WI
- Mostly willing to help – stewards of environment and model for anglers' behavior
- Guides from inland lakes and Great Lakes perceive different threats from AIS
- Most see negative changes to fishing business
 - Avoid certain lakes, blow out engines
 - Lures, etc. get caught in weeds
 - More clear waters require more stealthy tactics
- Infrastructure at landings to wash boats?

Fishing Guide Interviews: Challenges



- Impossible to clean area of boat between trailer and bottom of boat
- Lake associations cut back AIS leaving many small remnants -- harder to clean boats
- Fishing has changed, but not always for worse
 - e.g., increased habitat
- Are fishing guide clients appropriate AIS targets if they don't own their own boats and are not avid anglers?

Conclusions



- Bait Survey and Advocacy Group Interviews
 - Bait vendors, fishing advocacy groups and guides are aware and concerned about the spread of AIS and VHS
 - Many feel they can and should play a role in AIS-prevention efforts
 - Forming relationships with these groups will allow us to reach less informed groups of anglers and boaters (like, lakefront visitors or anglers who use live bait)

Conclusions



- Suggestions for social marketing
 - Simplify the message
 - Use channels that are already established in businesses and fishing groups
 - Consider future opportunities for face time with vendors and groups

Social Marketing

Targeting Opinion Leaders?



- Using a social marketing framework, what may be some effective ways to encourage opinion leaders to communicate with transient anglers?
- How would you modify your AIS campaign to include what you now know about opinion leaders?
 - Bait businesses, fishing clubs, fishing guides, marinas, other?

Questions



- Bait vendors
- Fishing clubs
- Fishing guides
- Marina owner
- Other?