

Community-based Social Marketing (CBSM)

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What is Community-based Social Marketing?

Looks friendly! Let's feed him a cookie!



Hmmm, maybe that was a bad idea!

CBSM Focus: Behavior Change

Between my childhood visit to Yellowstone National Park and my 2018 visit, CBSM had arrived!



Reminders to Be Bear Aware were everywhere:

- Roads
- In stores and gift shops
- Campgrounds
- Picnic areas
- Restrooms
- Every piece of literature

Plenty of bear proof food storage
Bear spray available in all shops
Everyone able to train in spray use



Everyone helped share the message:

- Rangers
- Camping staff
- Gift shop staff
- Guides
- Anyone who worked in the park!

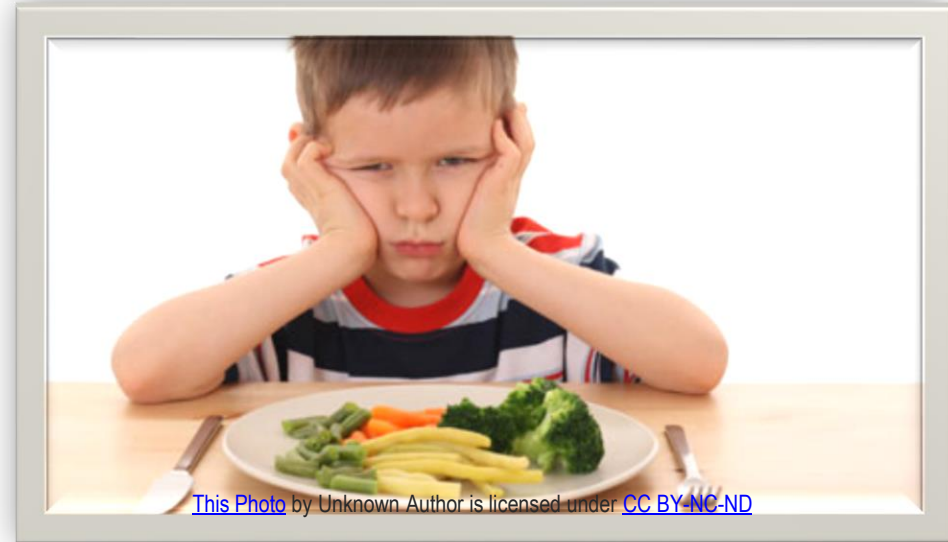
Education vs CBSM

BENEFIT

- Relative Ease, such as handing out brochures
- Expediency, such as articles in local paper, social media
- Reliance on well known (but ineffective) models

THE PROBLEM

- Basic education is inefficient for changing behavior
- Treating behavior like something we can “sell”
- We’re measuring **outputs**
 - How many brochures were ordered?
 - How many views on Facebook?
- When we should measure **outcomes**
 - How many boats left the launch free of plants?
 - How many shorelines have native plants?



The National Cancer Institute has been educating us about the value of eating our veggies since 1991. Between 1988 and 2007, knowledge increased, but vegetable consumption in the U.S. remained flat.

Community-Based Social Marketing (CBSM)

- Social science + social marketing = behavior changes
- Described as:
 - Pragmatic
 - Sustainable
 - Effective
 - Research-based*
 - Benefits the community, not the marketer*
 - It's not advertising

Community-Based Social Marketing (CBSM)

Key tools used in CBSM strategies:

- **Direct communications** – People appealing to People
- **Social norming**—“You’re doing it? Me, too!”

- **Commitments**—



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- **Prompts**—a good prompt is visible and does double duty
 1. Reminds you of the behavior and your commitment
 2. When visible, shows others your commitments---SOCIAL NORMS!

CBSM and AIS in Wisconsin

- Created with our social scientists
 - **Clean Boats, Clean Waters** – people talking to people at launches
 - **Prompts** that remind you of the behavior and are often useful or “the spot!”
 - The Drain Campaign: ice packs
 - The Landing Blitz: boat towels
 - Boat Inspections: trailer stickers
- The same messaging and logos on all our materials and signs



**STOP AQUATIC
HITCHHIKERS!™**

CBSM and AIS in Wisconsin



Behavior: clean off boat and gear

Strategies:

- Provide tools where people need them
- Prompts-reminders with message: towels, key chains
- People to people messages
- Consistent messaging



Bait Shop Initiative –



Prompts-

- Provide explicit instructions:
 - Inspect
 - Remove
 - Drain
 - Never Move
- Able to be placed as close in time or space as possible to the behavior
 - Keys for boat
 - Stickers for trailer, bait bucket

Social Norm/Commitment

Stickers for trailer and bait bucket, use of key chain

1. Reminds the angler/boater about SAH!
2. Anyone who sees them in use, sees that these steps are what we should all do

Community-Based Social Marketing

■ Program development

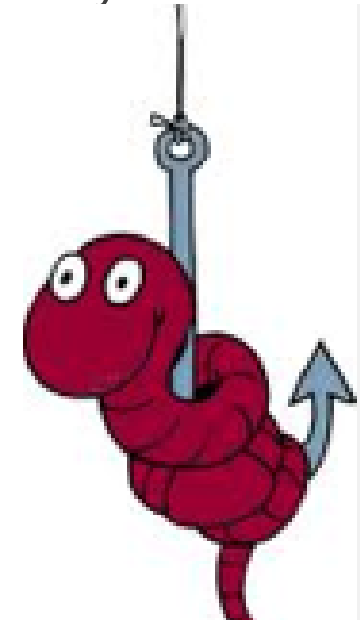
- Have a problem you need to solve
- Determine a behavior that you can influence to reduce/solve the problem
- Identify the benefits and barriers to taking the behavior
 - You can use surveys, focus groups, observation
- Develop a strategy
 - Select tools tailored to the barriers and benefits you ID
 - Pilot your strategy
 - Evaluate/revise
 - Implement
 - Continued evaluation



Fine tuning the problem

Surveys and focus groups can also help you clarify your problem

1. Notes from November 2018 meeting: about 20,000 people visit Waushara County in the summer and people who camp stay the longest, 4-7 days.
 - Are there things people do that you would like them to change because they hurt the lakes in some ways?
 - People throwing worms onto the ground instead of trash
2. The Winnebago Lakes Shoreline Property Owners Survey
 - 62.9% of respondents fish on the lakes
 - 73.53% of respondent used the lakes for recreational boating
3. Drill down to possible problems
 - Erosion due to driving boats too fast near shore
 - People throwing worms onto the ground instead of the trash
 - Other?





Get down to a non-divisible behavior

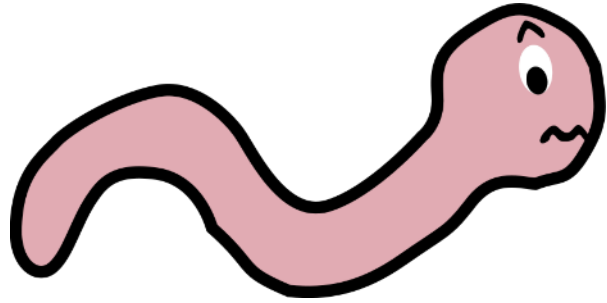


Behavior: People will throw their leftover bait in the trash, not on the ground.

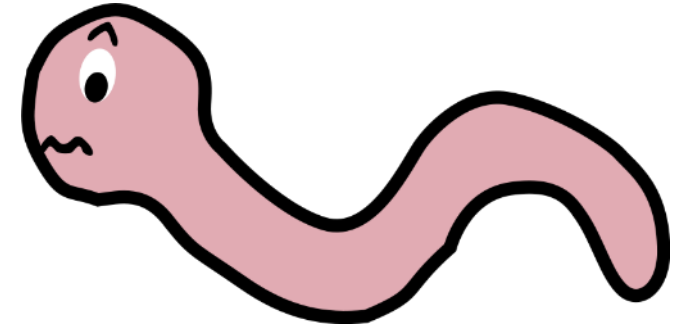
1. List all the possible parts of the behavior until you are down to one that can't be divided further.
2. Determine both the benefits and barriers to taking the behavior
 - Use a survey and talk to focus groups
 - Observe people at boat launches to see what they're actually doing
 - Talk to people about the behavior – CBCW boat inspector might ask

Benefits and Barriers

- **Benefits** to throwing away unused bait
 - Protects the environment
 - No smelly old bait in your fridge or camping gear
- **Barriers** to throwing away unused bait
 - No trash can handy
 - Lost the lid of the container
 - Maybe I'll use it tomorrow
 - Don't want to kill something



We have a behavior!



Trash your used bait!

Now we need a strategy:

- First, are there any existing programs you can use?
- Make trash containers available at all boat launches and fish cleaning stations
- Provide stickers for container lids given at the bait shop and/or by CBCW boat inspectors
- A large matching sticker (bumper sticker size) on the trash bins
- Bait disposal bag for minnows with “recipe” for how to preserve for future use

Once you have a strategy:

- Pilot it at a few locations
- Evaluate how it worked
- Revise as necessary
- Implement widely
- Have a plan in place to evaluate it again overtime and revise as needed.

- **SHARE YOUR RESULTS** – this is not part of CBSM necessarily, but sharing your results, good or bad helps everyone else who may be interested in the problem.

Tips

- Keep the message simple, positive, few words
- Utilize existing branding
- Focus on challenging/changing the norm
- Have a trusted spokesperson
- Words matter:
 - “I didn’t know this until recently myself...”
 - Ask audiences in focus groups, “What are you already doing?” instead of and before launching into informational program.



Thanks for your time and interest! Questions?

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