

Oh, Behave! Overcoming Barriers to Behavioral Change

Community-Based Social Marketing Workshop

Thursday, April 17, 2008

9:30am-12:30pm

Dr. Rick Chenoweth, Emeritus Professor, UW-Madison

Paul Dearlove, Lake Manager, Lake Ripley Management District

Paul Heiberger, UW-Madison Graduate Student

Dr. Bret Shaw, Assistant Professor, Department of Life Sciences Communication, UW-Extension/UW-Madison



Ever wonder why people behave the way they do? Understanding the motivations behind behaviors—such as choosing to restore native shoreline vegetation versus maintaining a lawn to the water’s edge—is key to getting people to change their behavior in a more positive direction. Community-based social marketing (CBSM) goes beyond traditional educational approaches that assume, often incorrectly, that simply informing people of the “right” thing to do will automatically be followed by a corresponding change in behavior.

This workshop briefly covers the theoretical principles behind CBSM, but focuses more on providing hands-on experience in designing your own program. Through a series of small-group exercises and handouts, participants will learn how to prepare and implement a CBSM plan for Lake Fauxbagon. Lake Fauxbagon is a hypothetical lake community that will serve as the vehicle for learning about the application of CBSM. Some of the practical considerations are discussed in the context of lessons learned in designing a program for Lake Ripley (Jefferson County, Wisconsin). Participants should have a basic familiarity of CBSM concepts to gain the most from this workshop.

Estimated Timeframe	Facilitator	Workshop Exercise
9:30 – 9:45	RC	Workshop overview; Introduction to community-based social marketing Handouts: <i>Agenda; summary of main CBSM elements; list of additional resources</i>
9:45 – 9:55	PD	Introduction to Lake Fauxbagon as a hypothetical case study Handout: <i>Faux data on resource condition, demographics, mgmt. priorities, etc.</i>
9:55 – 10:20	PH	<u>Small group exercise:</u> Brainstorm target behaviors; Using ranking criteria matrix Handout: <i>Ranking criteria matrix for behavior selection</i>
10:20 – 10:30	PD/PH	Identifying target audiences and subgroups
10:30 – 10:55	PH/RC	Planning focus groups; <u>Small group exercise:</u> Use faux focus group results to identify “barriers and benefits” associated with the target and competing behaviors Handout: <i>Faux focus group results</i>
10:55 – 11:20	BS	Constructing survey questions based on the theory of planned behavior; Tips on conducting your own survey; Review results from faux survey to identify barrier-benefit outcomes Handouts: <i>Faux survey instrument and results</i>
11:20 – 11:35	PH/BS	<u>Small group exercise:</u> Generate a barriers-benefits table and MOA analysis based on focus group/survey input Handouts: <i>Barrier-benefits table; MOA table</i>
11:35 – 11:50	RC	Selecting CBSM tools that reduce perceived barriers or enhance perceived benefits; <u>Small group exercise:</u> Identify CBSM tools to address specific barriers and benefits Handout: <i>List of CBSM tools and suggested applications</i>
11:50 – 12:10	All	<u>Small group exercise:</u> Group presentations on the barriers-benefits matrix, MOA analysis, and proposed solutions using CBSM tools
12:10 – 12:15	PD	-Developing a monitoring plan
12:15 – 12:30	All	-General Q&A