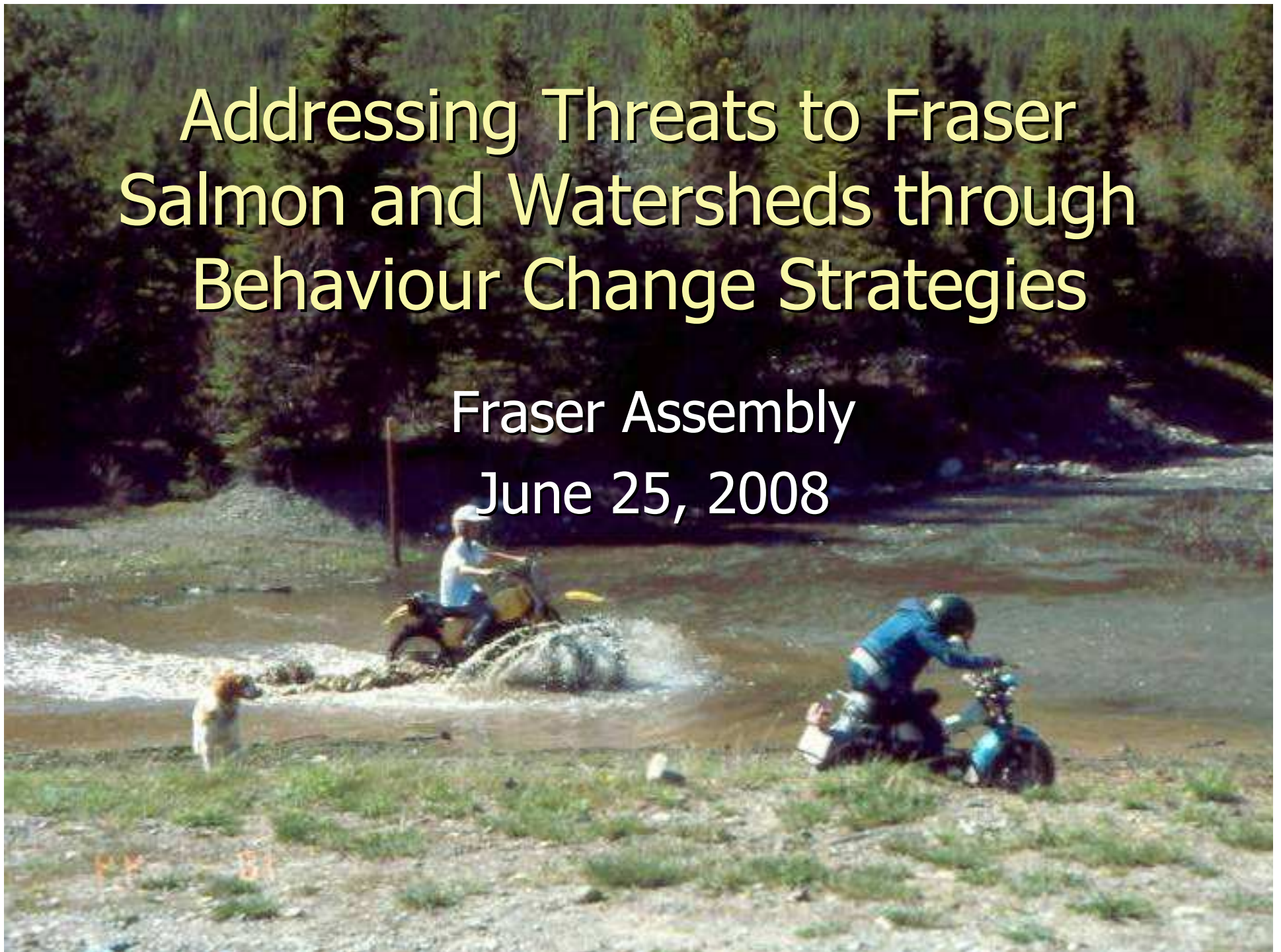


Addressing Threats to Fraser Salmon and Watersheds through Behaviour Change Strategies

Fraser Assembly
June 25, 2008



The Essence of the Challenge

A photograph of a person wearing a light-colored cap and a dark shirt, kneeling in a stream. The person is surrounded by rocks and debris, possibly engaged in stream restoration work. The background shows a grassy area and some trees.

"It's easier to work with fish and streams than it is to work with people so as to prevent them from causing the need to restore the stream in the first place."

Otto Langer, 1997

Conservation Marketing

Tell me... I will forget

Understand me... I will listen

Show me... I will remember

Involve me... I will understand

Respond to my needs... I will act

Remind and support me...

I will keep doing

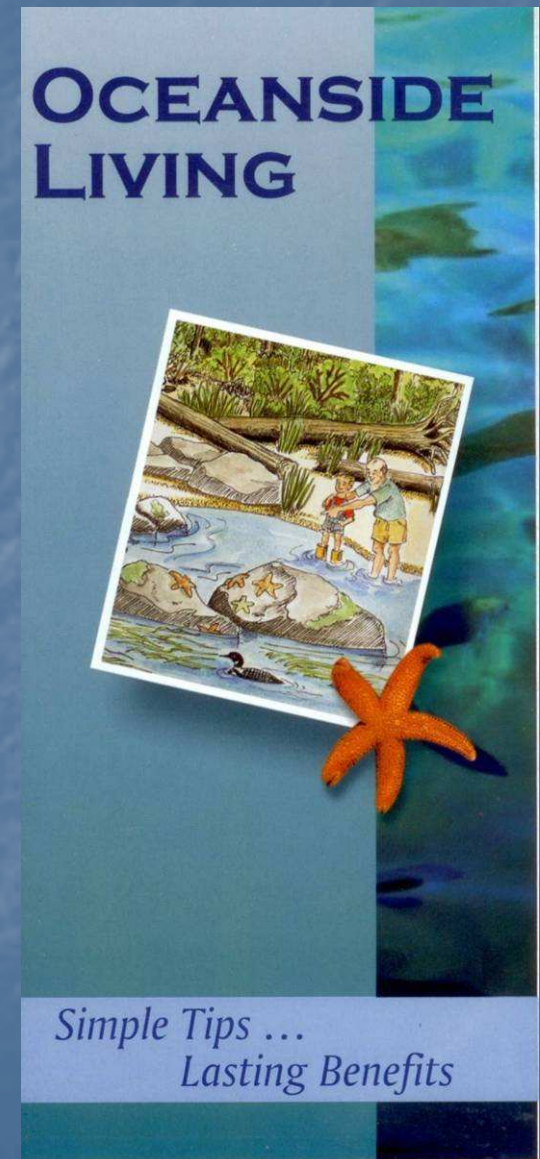
www.livingbywater.ca



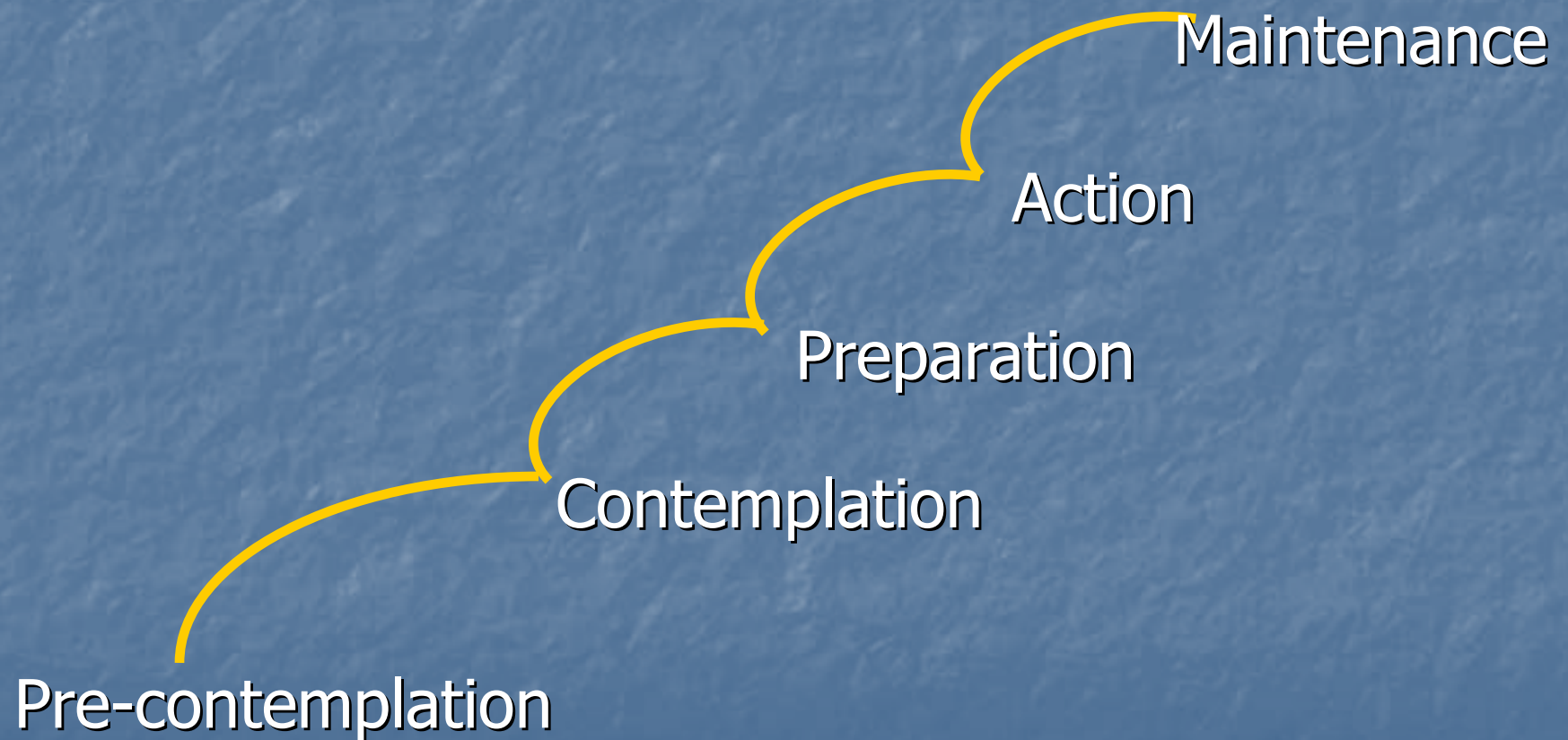
Education and Behaviour Change

Traditional use of (large scale) advertising / information campaigns

- Can be effective in creating public awareness and sometimes in changing attitudes
- However, behaviour change **rarely occurs** as a result of simply providing information
- Knowledge and awareness are necessary but often **insufficient for sustained behavior change**



Stages of Change Model



Prochaska, J.O. & DiClemente, C.C. 1982

Factors to consider when planning an outreach / education program

- Goals / outcomes / for the program?
What is the behaviour change you want?
How will you measure success?
- SWOT analysis: Your strengths / weaknesses / opportunities / threats?

When is it Social Marketing ?

- The objective → Social marketing seeks to influence and change ***social behaviours*** to benefit the target audience and general society.
- Uses concepts from commercial marketing
- May seek to change values and attitudes as a means of influencing behaviours.
- A ***call to action*** is essential

Source: Jack Wilbur

Outcomes and Impacts

- What impact do you want to have?
- What outcome?
- What will your problem look like solved?
- Are you looking for
 - Knowledge outcomes?
 - Belief outcomes?
 - Behaviour outcomes?
- If you're not sure if you are describing an activity or a result, ask the "SO WHAT?" question

Begin with the end in mind.

Stephen Covey

Strategic Gap Identification

- What are the gaps in knowledge, funding, your ability to deliver, partners, etc.?
- Can you overcome these and confidently say “the time is right for this”; “the project will be successful”?
- If not, how will you overcome the gaps / improve your chances of success?

Case example of strategic gap analysis: getting the timing right

SFU

SIMON FRASER UNIVERSITY
ADAPTATION TO CLIMATE CHANGE TEAM

SFU.CA

Burnaby | Surrey | Vancouver

SFU Online | A-Z Links | SFU Search

About
Media
Program
Contact Us



ACT Adaptation to Climate Change Team

▶ next item

October 2007 - ACT gets a new sponsor: Zurich Canada[[learn more](#)]

PARTICIPATE IN ACT'S FIRST CONFERENCE!

On March 31st, from 7:30 - 9:00 p.m., ACT is hosting a public dialogue: Communities in Jeopardy: Plant, Animal and Human, at the ICBC Concourse, Morris J. Wosk Centre for Dialogue. This town hall-style meeting will feature brief presentations on climate-induced ecosystem shifts, and offer the public an opportunity to engage with experts and each other on the challenges we face and possible solutions. Seating is free but limited - [please click here to register](#). Doors open at 7:00 p.m.

NEWS

October 2007 - ACT gets a new sponsor: Zurich Canada

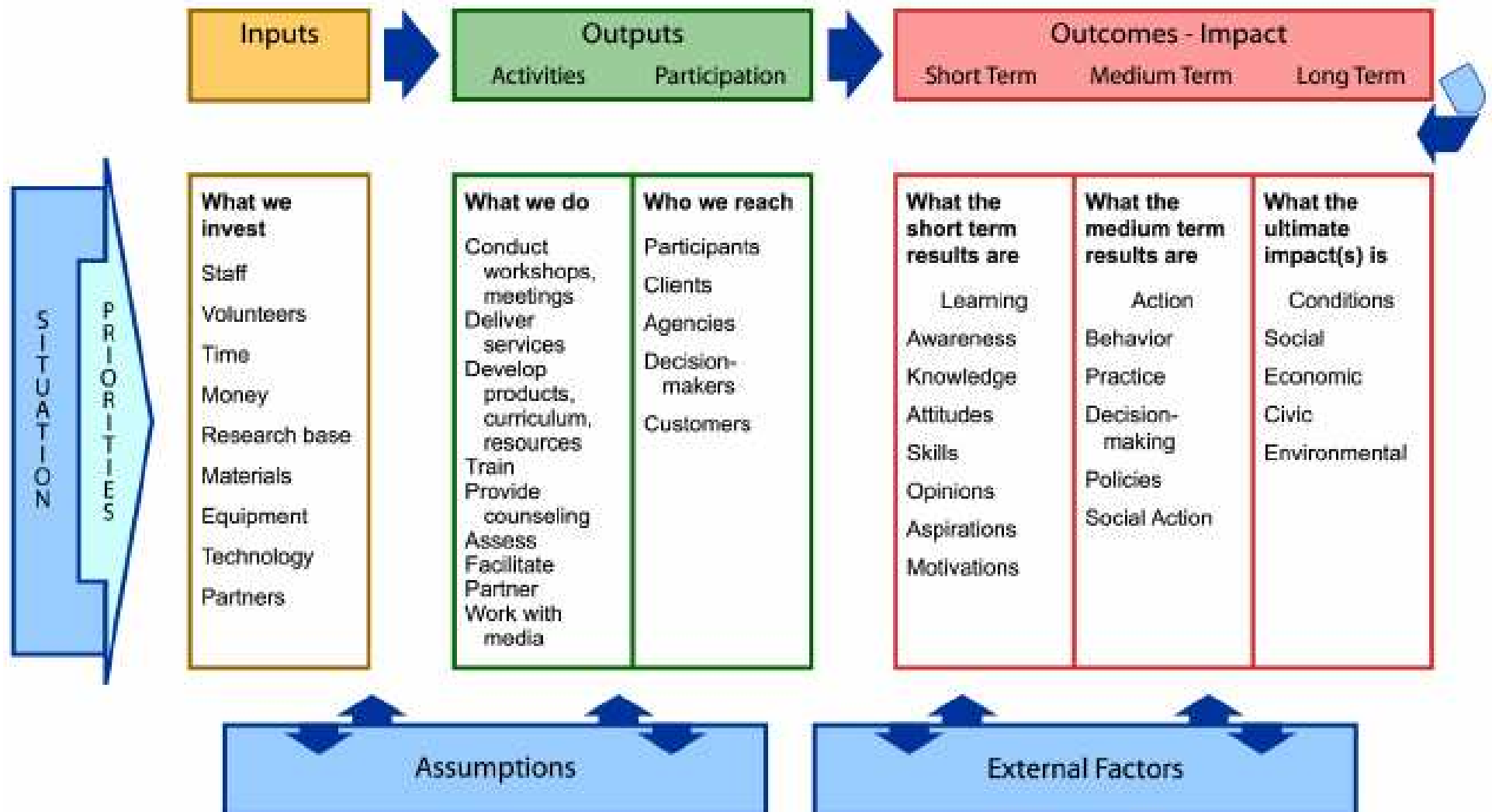
Former head of the UN Kofi Annan urges the global community to act on adaptation

ACT program director Deborah Harford quoted in Profit magazine adaptation article

ACT co-founder Dr. Richard Lipsey on adaptation in the Globe and Mail

ACT in Sun article on latest IPCC report

Logic Model



Source: Univ of Wisconsin Extension

Targeting and Understanding your Audience

- Essential to understand what the **target audience** wants, and how they think, feel and make decisions
- The target audience is central in all outreach, education, and social marketing programs
- The “general public” is **not** an audience!



Targeting and Understanding your Audience (cont'd)

- Research is critical
 - Segment your audience
 - Identify their knowledge, barriers and behaviours that compete with what you are promoting
- Watch **pre-conceived ideas** and assumptions – on your part!
- **Test** your ideas and approaches with your audience



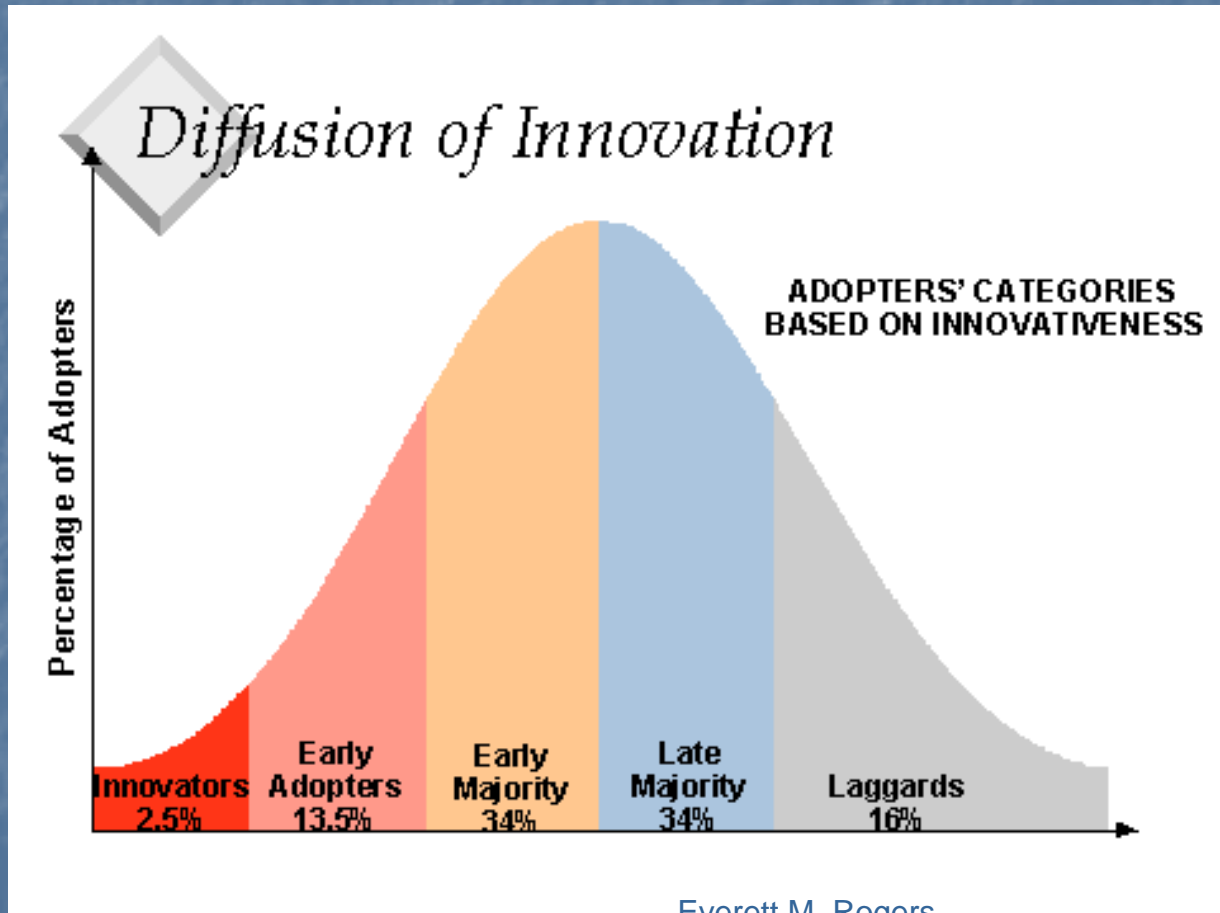
Understanding your Audience



Amsterdam Airport, Men's Room

Audience Analysis / Adoption Curve

- Who will you target (market segment)?
 - Sources of information
 - Your issue research
 - Government sources
 - Academic research
- Social diffusion
 - Innovators
 - Early adopters
 - Early majority
 - Late majority
 - Laggards
- TARPARE Analysis to help segment audience



Everett M. Rogers

Diffusion of Innovations, 1962

Segmenting the Audience

- Who will give you the best return on your investment (socio-environmental balance)?
Concentrate your limited resources on the target audience(s) offering best chances for success
- Concept of “low hanging fruit” – early adopters/early majority
- The TARPARE model for segmenting
 - **T**otal # in segment
 - **A**t **R**isk (greatest environmental threat)
 - **P**ersuadability
 - **A**ccessibility (ease of reaching linked to budgets)
 - **R**esources required
 - **E**quity (social justice linked to audiences)

Audience Assessment Methods

- Secondary research and statistical data
- Quantitative – Surveys
 - Set questions
 - Administered using consistent methodology
 - Good at determining knowledge, beliefs, practices
- Qualitative – Informal – observation, some surveys; interviews; focus groups
 - Non-consistent methodology
 - Deeper understanding – esp. the “WHY”
- Triangulation of research

Source: Jack Wilbur,
Utah State

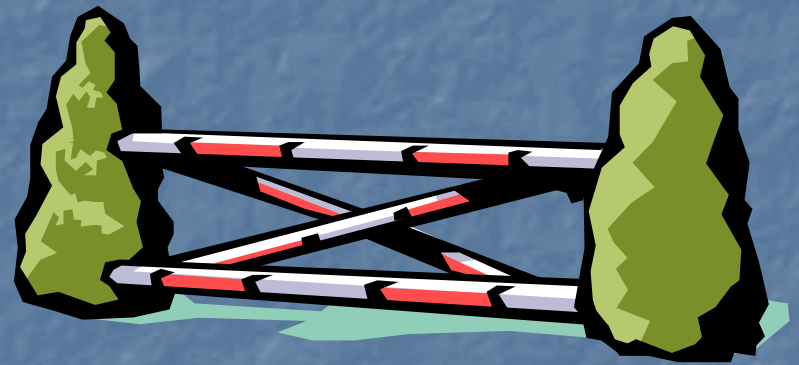
Understanding your Audience

Develop profiles of the primary target audience

- Demographics (age, sex, other characteristics)
- Psychographics (activities, interests, opinions)

Barriers Prevent Behaviour Change

- Physical Barriers
 - *Too hard to do*
 - *Not safe*
 - *Takes too long*
- Economic Barriers
 - *Added costs*
 - *No cost savings*
 - *No one else is doing it*



Barriers, continued

- Educational barriers

- *Don't know how to do it*

- Social/Psychological barriers

- *No one else is doing it*

- *I've never done it before*

- *Tried it once and it didn't work*

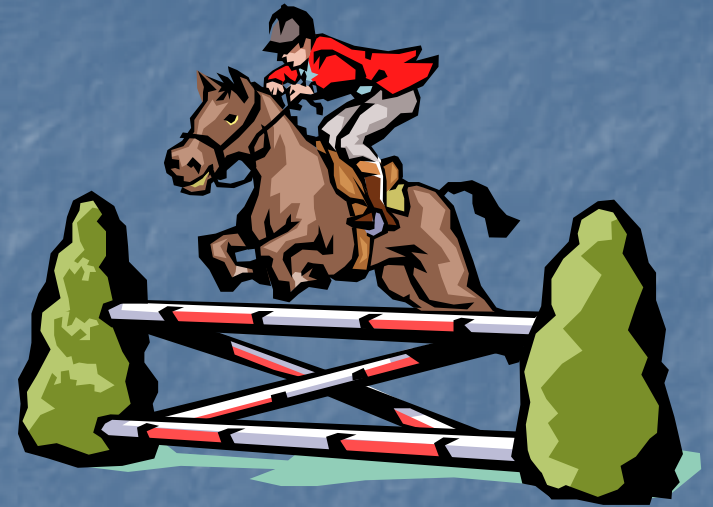
- *Don't have hope that change is possible*

- *I fear I might ...fail ...be judged...
rejected*



Overcoming Barriers

- *Everyone else is doing it (or not doing it)*
- *We'll teach you how to do it*
- *Save money/get money*
- *It takes 5 minutes or less*
- *It's the cool thing to do*
- *You'll get a reward if you do it*



Case Example: www.healthylawns.org

Audience Research

- Weed and Feed use tends to go up with income
- Lawn care decisions are made by men
- Most frequent Weed and Feed users are men 55+
- Willing to devote time and money to lawn care
- Males more likely than females to want a “green, weed-free lawn”
- Majority apply 1-3 times / year

Case example: Oregon State communities

Barriers to Alternatives

- *"Weed and Feed works"*
- *"It's easy to use"*
- *"It's the only thing available"*
- *"I want my lawn to look nice."*

Benefits and Incentives

■ Benefits

- Health protection - children and pets. Greater concern than impact of pesticides on fish and water quality
- Discounts on natural lawn care products
- Information about natural lawn care benefits (“show me that it works”)

■ Knowledge

- List of natural products
- Demos of lawn care techniques; display lawns
- Help from natural lawn experts

www.healthylawns.org

Healthy Lawns, Healthy Families

Presented by the Oregon Department of Environmental Quality

[WHY](#)[HOW](#)[ACT!](#)

Why care about lawn care



Learn how your lawn and garden habits influence your health and the health of your watershed.

[View our interactive demo](#)

How to use natural alternatives



Learn how easy it is to use natural alternatives.

Act now, take the pledge



Take a pledge and make a commitment to using natural alternatives.

We love lawns.

They are part of our image of what home should be, and when healthy, they can provide a personal refuge, a place to play, as well as erosion control and beauty.

The overuse of chemical pesticides and fertilizers is bad for the environment and could result in an unhealthy lawn, susceptible to pests and diseases.

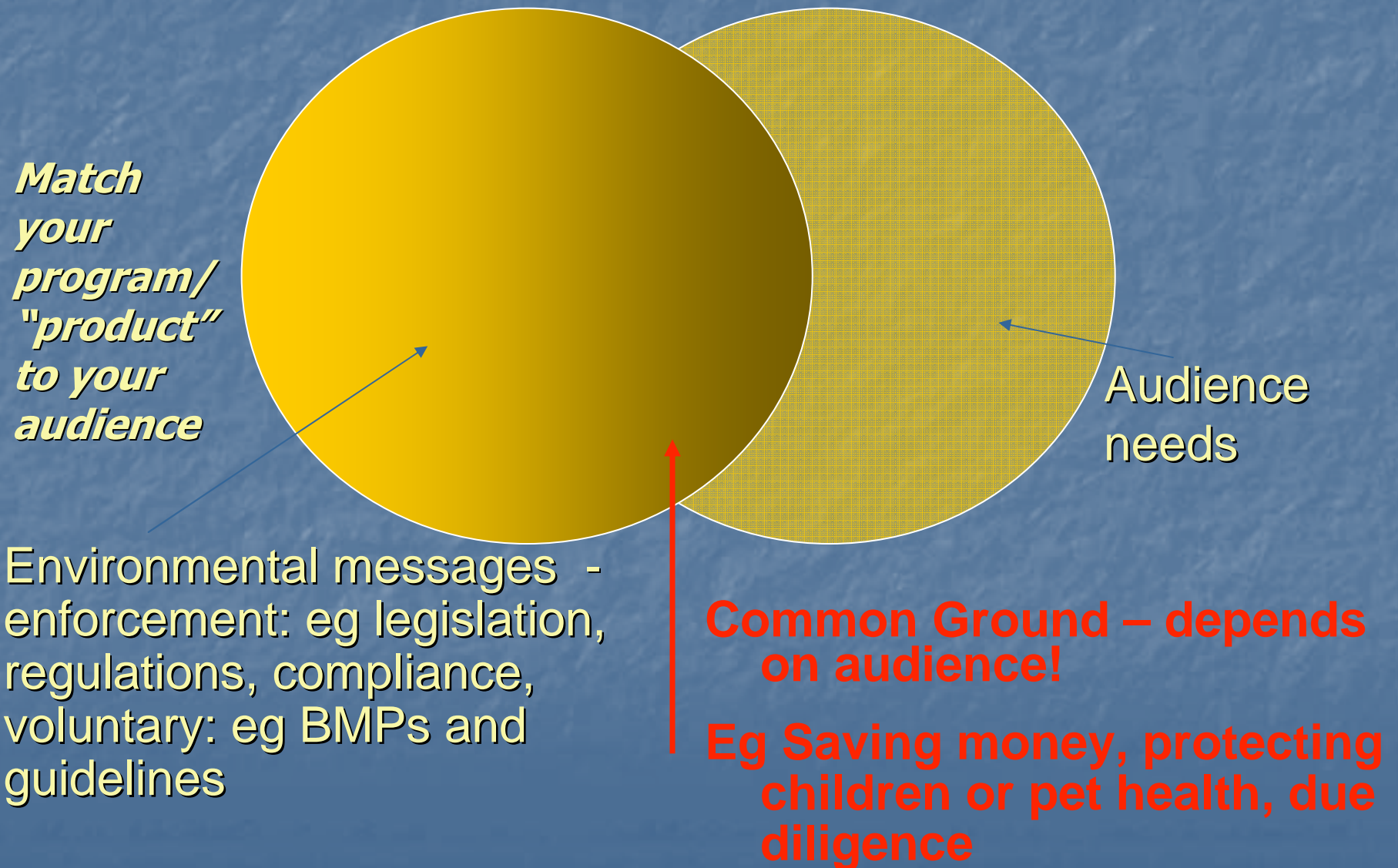
“Lawns can look great without chemicals”



Official Web site for the Oregon Department of Environmental Quality. The Oregon Department of Environmental Quality is a regulatory agency authorized to protect Oregon's environment by the [State of Oregon](#) and the [Environmental Protection Agency](#).

[Clean Water Services](#) | [City of Eugene](#) | [Metro](#)

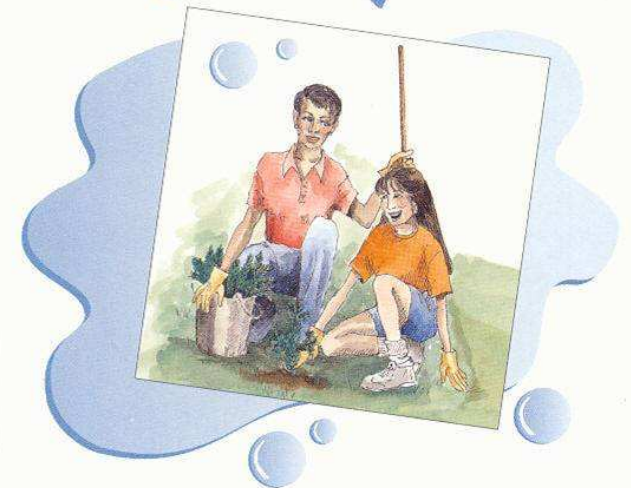
Framing your Message



Benefit Statement

- Open with the benefit statement
- Why is this relevant for the reader / viewer? How will they gain? How will it meet their needs?
- Applies to everything from grant applications to general correspondence – the “customer-centred organization”

Waterfront
Living



Simple tips

lasting
benefits

Framing your Message

“Tune in to WIFM – What’s in it for me?”

- **INSTEAD OF:**
*protecting shorelines for
salmon habitat value....*

- **TALK ABOUT:**
*protecting shorelines for
long term erosion
prevention....*

SPIN-OFF: *salmon
habitat*



Benefits

- Real Benefits

- Save money
- Save time
- Protect health

- Perceived Benefits

- Fit in with others (It's cool)
- People expect it
- Everyone else is doing it
- I'll get rewarded



Framing your Message

Audience

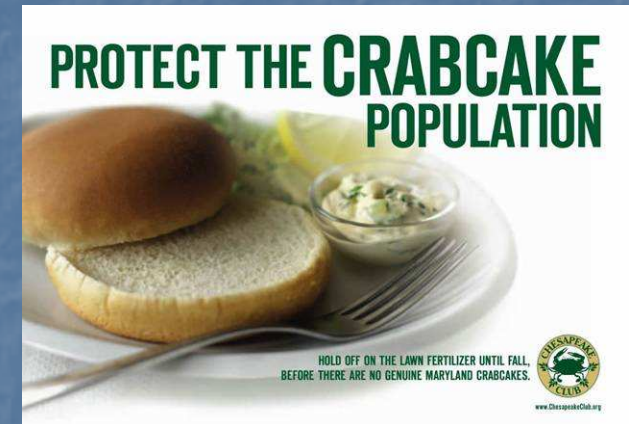
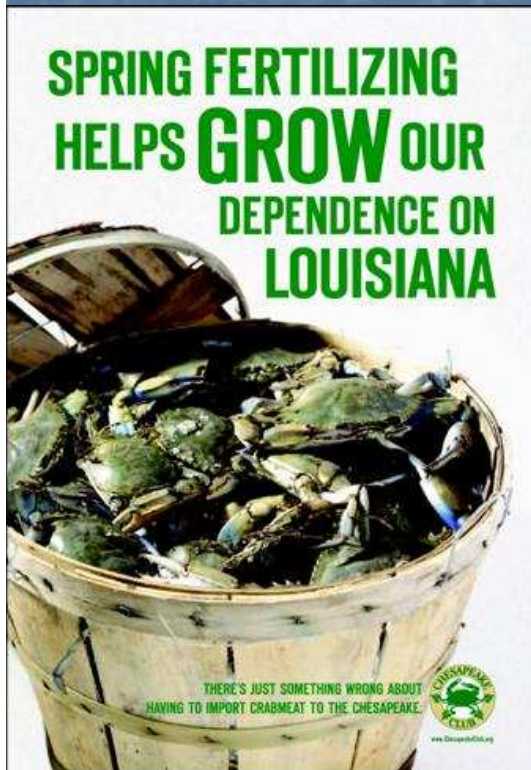
- Teenage girls
- Pregnant women
- Teenage boys
- Middle-aged men

Message

- Stop smoking. You're breathing for two.
- Inside every smoker is an ex-smoker
- You're bright enough to learn 40 football plays, and you're still smoking?
- Want yellow teeth? Keep smoking.

Match your message to the audience needs

Case Example: The Chesapeake Club Campaign



Chesapeake Club: Get in touch with your inner Chesapeake - Mozilla Firefox


File Edit View History Bookmarks Tools Help

http://www.chesapeakeclub.org/

Back Forward Reload Stop Home Downloads History Bookmarks Google

New Tab New Window Print

Chesapeake Club: Get in touch wi...



CHESAPEAKE CLUBSM

Get in touch with your inner Chesapeake

HOME

Entertaining

Homefront

Yard Care

Lawn Services

FOOD

Recipes

Restaurants

LIFE

Day Trips

Romantic Spots

Chesapeake Bay


The Bay

The Watershed

Partners

See the Ads

Merchandise



HOME

ENTERTAINING ←


How to throw the perfect crab feast, Chesapeake style.

HOMEFRONT ←

Create the Chesapeake homestead – a place in touch with the neighborhood and the watershed.

YARD CARE ←

Develop and maintain a healthy Chesapeake yard without becoming a fertilizer dumper.




FOOD

RECIPES ←

Taste the Chesapeake with the region's best recipes and cookbooks.

RESTAURANTS ←

Find restaurants & bars that have joined the Chesapeake Club to protect the food they serve.



LIFE

DAY TRIPS ←

Make a day of a trip to the Bay or one of its rivers.

ROMANTIC SPOTS ←

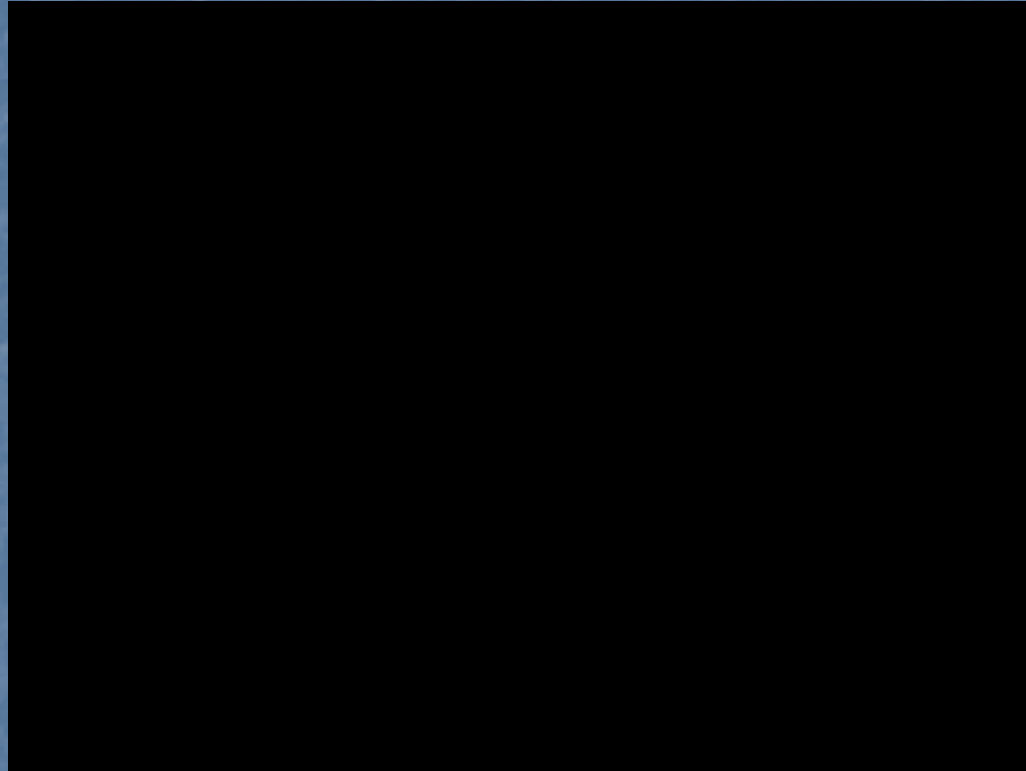
Romantic getaways not too far from home, where you and a special someone can connect with your inner Chesapeake.

CHESAPEAKE CLUBSM

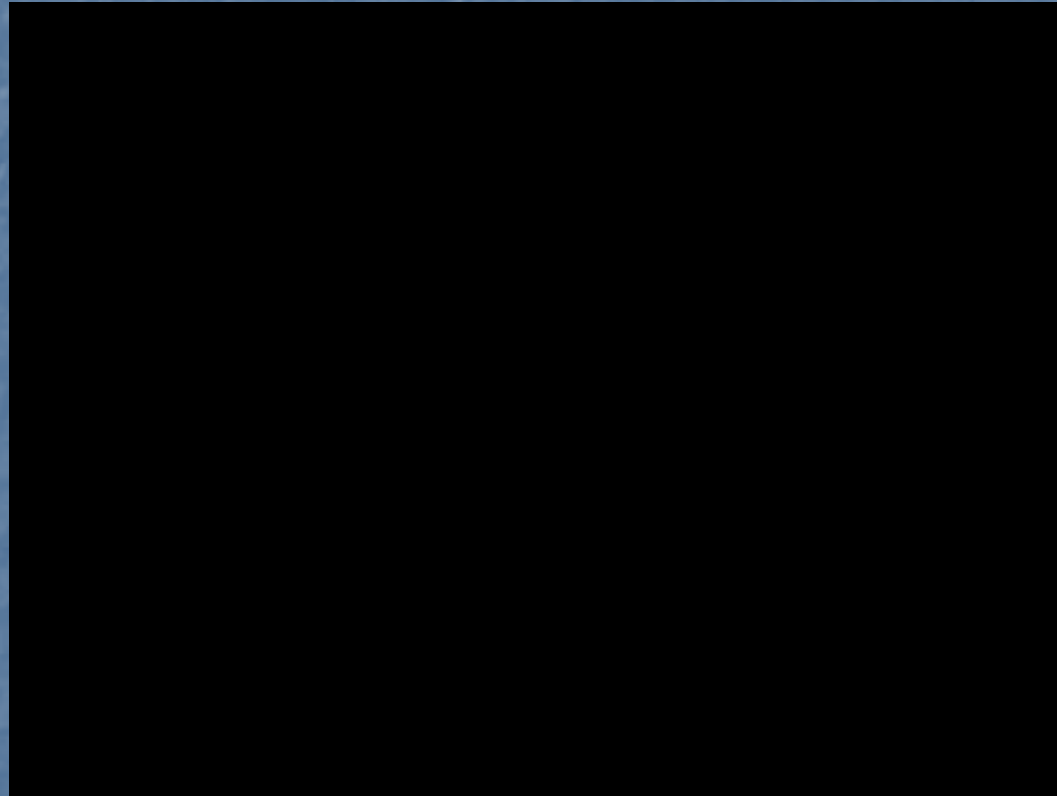
The Algonquin Indians got it right: The Chesapeake is the Great Shellfish Bay.

Done

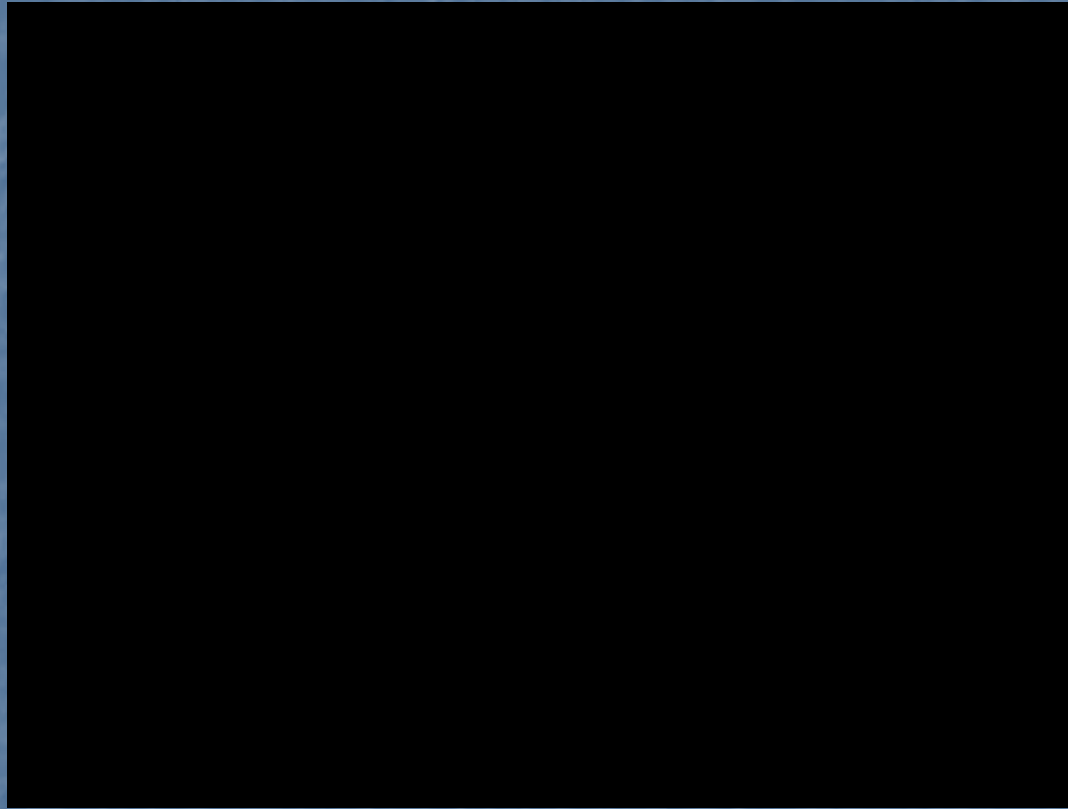
Chesapeake Club Campaign - TV



Chesapeake Club Campaign - TV



Chesapeake Club Campaign - TV



Role of the Arts in Messaging



Tips for Engaging Artists

- Don't “use” artists
- Instead, engage artists, and invite their collaboration



Benefits of Using Arts Media

- Beyond science / scientific text
- Convey information in various alternate ways - poetry, song
- “Seven times principle”
- Integration of science with human aspects
- The arts can “speak truth” in ways that science may not be able to



Some Tips for Using Arts Media

- Puppets, masks and other dress-up
- The power of story
- The role of the cartoon



Earth Day Festival, St. Louis, Missouri

Importance of Events and Celebration



Termination of Finn Donnelly's epic swim down B.C.'s Fraser River, Granville Island, Vancouver

Congratulations – you're working with stories

Stories :: Think Salmon - Mozilla Firefox

File Edit View History Bookmarks Tools Help <http://www.thinksalmon.com/story/>

Back Forward Reload Stop Home Bookmarks History Downloads New Tab New Window think salmon


WestJet - Low fares t... CBC British Columbia Gmail: Email from Goo... Salmon Arm, British C...

AVG powered by YAHOO! SEARCH Search Active Surf-Shield Search-Shield AVG Info Get More

ZONEALARM® SPY BLOCKER Search Web

think salmon - Google Search TS Stories :: Think Salmon TS Salmon Heros :: Think Salmon TS :: Think Salmon

Get updates via RSS | Get email updates | Login/Register



THINK SALMON

[HOME](#)
[STORIES](#)
[PARTICIPATE](#)
[LEARN](#)
[EVENTS](#)
[MAPS](#)
[PROJECTS](#)
[NEWS](#)
[ABOUT](#)
[CONTACT](#)

search site [search](#)
[Advanced Search](#)

STORIES

[Salmon Stories](#) | [First Nations Stories](#) | [Salmon Art](#) | [Heroes](#)


Share your salmon story, and we will send you a Think Salmon cap.

SALMON STORIES

Because salmon are symbolic, life-giving, and beloved, there are many stories about salmon. Some have been written, and some have yet to emerge. This section is the place to read salmon stories, and to contribute your own.

[More Salmon Stories...](#)

Pink Humpy, Philadelphians tune a fish



YouTube

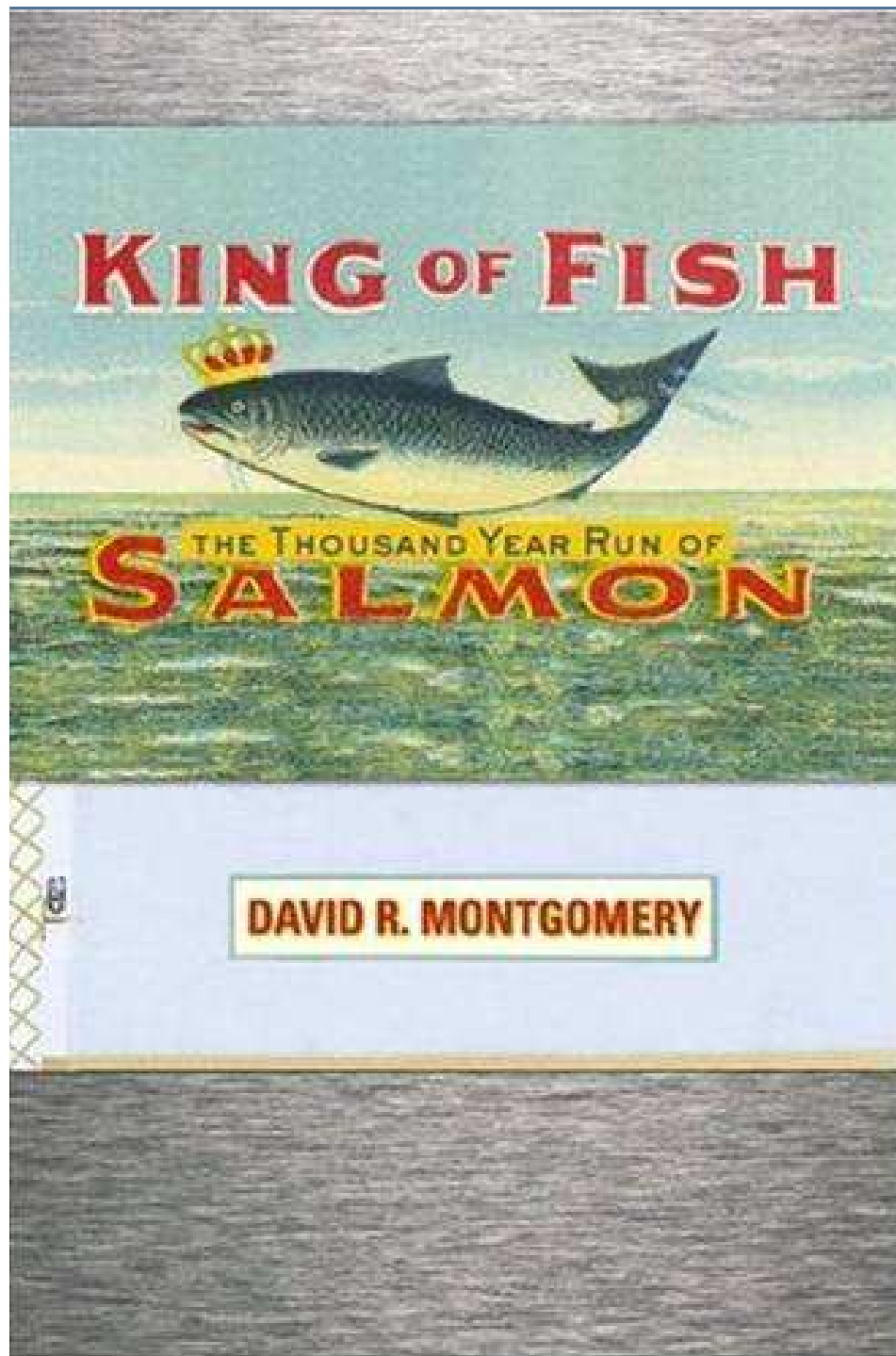
Done

Carissa and Becky, "Grebe Dance",
Salmon Arm Grebe Festival

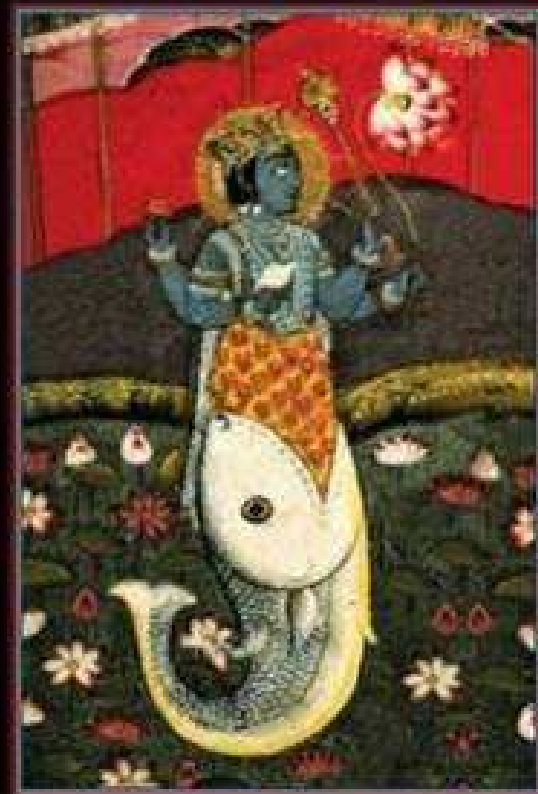


...By legends I mean the unexamined stories that explain to us how our lives work and what our place is thought to be in the web of life....
These legends are capable of changing again....It is the human legacy to change... to keep going, even when it seems that the end has come. We may weep at the Dead Sea, but we will also learn to dance.

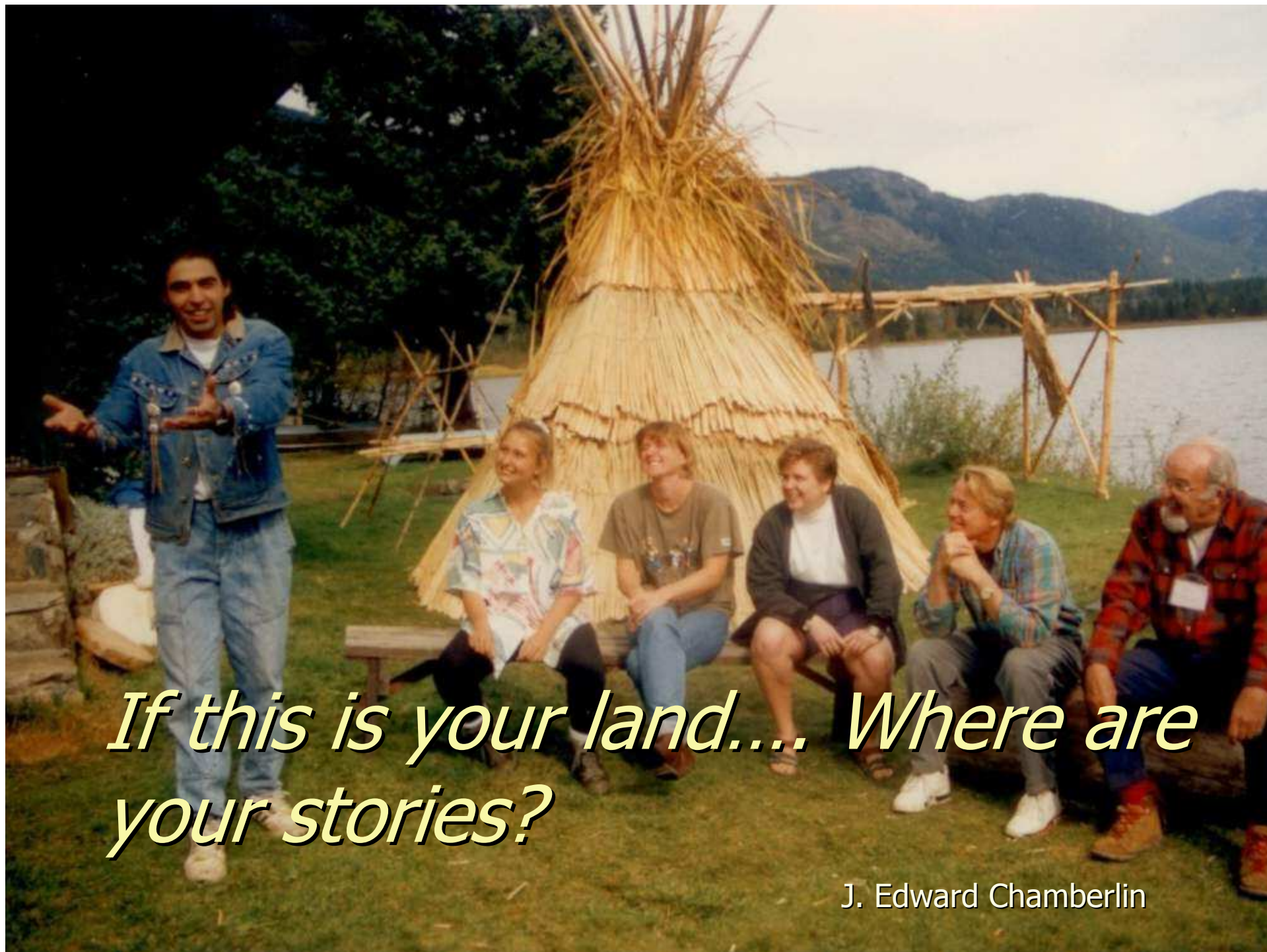
Alanna Mitchell, *Dancing at the Dead Sea*



The World Behind The World



Living at the Ends of Time
Michael Meade



*If this is your land.... Where are
your stories?*

J. Edward Chamberlin

The Need for Plain “Speak”

The screenshot shows a Mozilla Firefox browser window with the address bar displaying <http://www.ecy.wa.gov/quality/plaintalk/>. The browser's menu bar includes File, Edit, View, History, Bookmarks, Tools, and Help. The toolbar contains buttons for Back, Forward, Reload, Stop, Home, Downloads, History, Bookmarks, and a Google search box. The browser's status bar shows the page title "Plain Talk at Ecology".

The website itself is the "Plain Talk at Ecology" page. At the top, it features the Washington State Department of Ecology logo and the text "WASHINGTON STATE Department of Ecology". To the right of the logo is a search bar with a "GO" button. Below the logo is a navigation menu with links: Home, About Us, Environmental Education, Public Input, News, and Employment. Below this menu is another navigation bar with links: Air, Land, Water, Toxics, and Waste.

The main content area is titled "About Us" and includes a sub-header "About Us > Plain Talk". The main heading is "Plain Talk at Ecology". The text below the heading reads: "We are working to write agency communications that are easy to understand. This will help the the people we regulate understand what they need to do to protect the environment and the public's health."

Below the text is a list of links:

- [History of Plain Talk at Ecology](#)
- [Before and After Examples](#)
- [Clear Writing Expectations](#)
- [Clear Writing Training](#)
- [Plain Talk Challenge](#)
- [Plain Talk in Government and Around the World](#)
- [Plain Talk in Science](#)
- [Resources for Ecology Employees](#)
- [Resources for Program Teams](#)

At the bottom of the main content area is a link: [Questions?](#)

On the left side of the page, there is a sidebar with two sections:

BY PROGRAM

- Air Quality
- Environmental Assessment
- Hazardous Waste & Toxics Reduction
- Nuclear Waste
- Shorelands
- Solid Waste
- Spills
- Toxics Cleanup
- Water Quality
- Water Resources

FIND INFO ABOUT

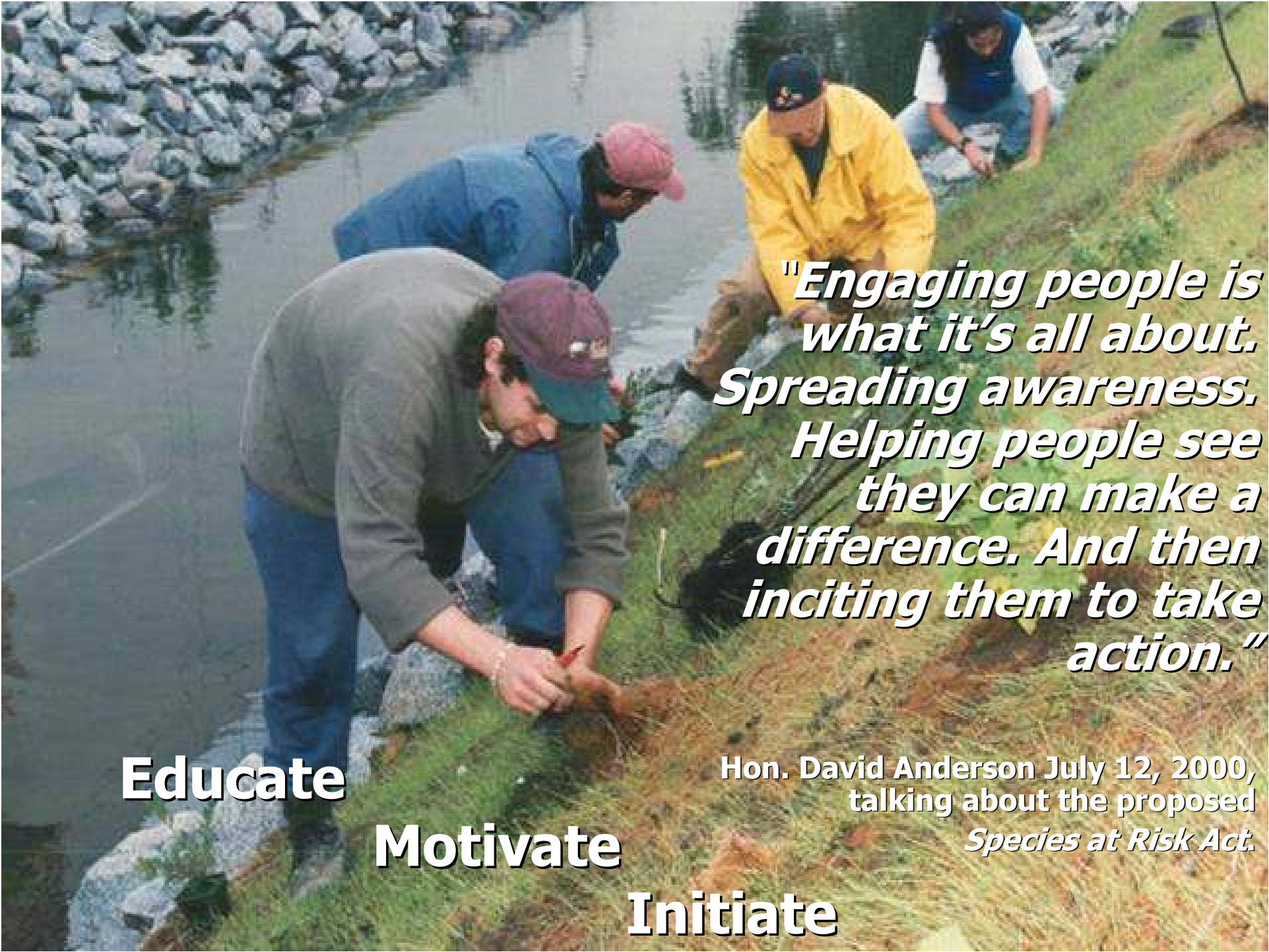
- Core Services
- Laws & Rules
- Publications & Forms

<http://www.ecy.wa.gov/quality/plaintalk/>

Partnerships and collaboration

- Be open to unusual partnerships
- Identify barriers to partnerships (e.g. turf wars)
- Share successes and joys, and challenges
- Always give credit
- Do some research prior to embarking upon a partnership or collaboration – e.g. reputation

Eelgrass: Photo, Cynthia Durance

A photograph showing four people engaged in a stream restoration project. In the foreground, a man in a grey long-sleeved shirt and a maroon baseball cap is bent over, using a red-handled tool to pull weeds from the grassy bank of a stream. Behind him, another man in a blue jacket and a pink cap is also working. To the right, a man in a bright yellow jacket and a dark cap is kneeling on the grass. In the background, a woman in a blue vest and white shirt is sitting on the grass. The stream flows through the center of the scene, bordered by a rocky bank on the left and a grassy bank on the right.

***"Engaging people is
what it's all about.
Spreading awareness.
Helping people see
they can make a
difference. And then
inciting them to take
action."***

Educate

Motivate

Initiate

Hon. David Anderson July 12, 2000,
talking about the proposed
Species at Risk Act.

Acknowledgments

- Fraser Salmon and Watersheds Program
- BC Nature
- Ministry of Environment
- All past supporters of the Conservation Action Marketing Program



Sarah Weaver and Clive Callaway, Co-founders

shorelines@jetstream.net