



# Community-Based Social Marketing: Achieving Sustained Behavior Change

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This webinar is being provided as part of the West Coast Climate and Materials Management Forum Webinar Series. The Forum is convened by EPA Regions 9 and 10 and operates under statutory authority in the Pollution Prevention Act, the Resource Conservation and Recovery Act (RCRA), and the Clean Air Act. We invite guest speakers to share their views on climate change topics to get participants thinking and talking about new strategies for achieving our environmental goals. Mention of trade names or commercial products does not constitute endorsement or recommendation for use. **Please note the opinions, ideas, or data presented by non-EPA speakers in this series do not represent EPA policy or constitute endorsement by EPA.**

# Community-Based Social Marketing: Achieving Sustained Behavior Change



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# COLEHOUR + COHEN

*Public Relations & Social Marketing*

## Community-Based Social Marketing: Achieving Sustained Behavior Change

West Coast Climate &  
Materials Management Forum

*Presented by: Amanda Godwin, C+C*



March 24, 2015

# CBSM in a Nut Shell

## COMMUNITY-BASED SOCIAL MARKETING

A process that uses marketing principles and techniques to influence a target audience behavior that will benefit society, as well as the individual

OR

**Changing behaviors for good**



## Social Marketing Truths

1. Awareness does not lead to behavior change
2. People do not change their behaviors because it is “the right thing to do”
3. Education alone does not change behaviors
4. People fib about their behaviors

People **do** change their behaviors when the benefit to them outweighs the barrier

# Social Marketing Planning Process

**Step 1:** Identify Goals & Objectives

**Step 2:** Define Research Needs

**Step 3:** Identify the Desired Behavior Change

**Step 4:** Choose & Prioritize Target Audiences

**Step 5:** Map Barriers and Motivations

**Step 6:** Plan your CBSM intervention

**Step 7:** Create an Effective Message Strategy

**Step 8:** Identify and Enlist Partners

**Step 9:** Develop your Communications Plan

**Step 10:** Create an Evaluation Plan

*“If you don’t know where  
you’re going, any road will  
get you there”*

*- Alice in Wonderland*



# Step #1: Identify Goals & Objectives

## GOALS

Long term and broad  
Determined before  
planning process begins

## OBJECTIVES

Measurable ways to reach  
goals

Specific as possible: by  
who? How much? By  
when?

## Step #2: Define Research Needs

- Let research guide program development
- Don't assume you know how your audience thinks and feels
- Use research to:
  - Determine current behaviors
  - Identify target audiences
  - Identify barriers and motivations
  - Test concepts/messages
  - Set baselines for evaluation

## Step #2: Define Research Needs

- Mine existing sources
  - West Coast Climate & Materials Management Forum
  - WRAP.org.uk
  - Eu-fusions.org
  - NRDC
  - USDA
  - FAO
  - Local universities
  - Environmental organizations
  - Media



## Step #2: Define Research Needs

Type of Research	How Used	Considerations
Quantitative (telephone, online, mail)	<ul style="list-style-type: none"><li>• Gather statistically significant data</li><li>• Baseline data</li></ul>	<ul style="list-style-type: none"><li>• Self-reporting bias</li><li>• Caller ID/cell phones</li><li>• Screening questions</li><li>• Online self-selection</li><li>• Online can show visuals</li></ul>
Focus Groups	<ul style="list-style-type: none"><li>• Test messages</li><li>• Test creative concepts</li><li>• Delve deep into issues</li></ul>	<ul style="list-style-type: none"><li>• Group think</li><li>• Participation incentives</li></ul>
Intercept Surveys	<ul style="list-style-type: none"><li>• Test messages</li><li>• Test creative concepts</li></ul>	<ul style="list-style-type: none"><li>• Keep it short</li><li>• Go to locations where target audience visits</li></ul>

## Step #2: Define Research Needs

Type of Research	How Used	Considerations
Behavioral Data/ Observation	<ul style="list-style-type: none"><li>• To measure actual behavior changes</li><li>• E.g. meter data; waste diverted</li><li>• Observe and record behavior</li></ul>	<ul style="list-style-type: none"><li>• No self reporting bias concerns</li><li>• Often expensive to gather and analyze</li></ul>
Executive interviews	<ul style="list-style-type: none"><li>• Gather input from influencers and key stakeholders</li></ul>	<ul style="list-style-type: none"><li>• Opp to brief key audiences</li><li>• Identify potential road blocks</li></ul>
Diaries	<ul style="list-style-type: none"><li>• Determine current behaviors</li><li>• Identify barriers and motivations</li></ul>	<ul style="list-style-type: none"><li>• Stealth: Track behavior/ thoughts around several activities</li></ul>

# Example: In-Home Recycling Audits

## Revealed Key Insights:

1. Most think they do a good job recycling
2. Barriers: perceptions of convenience and the “ick” factor
3. Households that had a recycling champion did better



## Step #3: Identify Behavior Change

Is the behavior non-divisible?

What is potential impact?

What is the probability of change?

What is market opportunity?



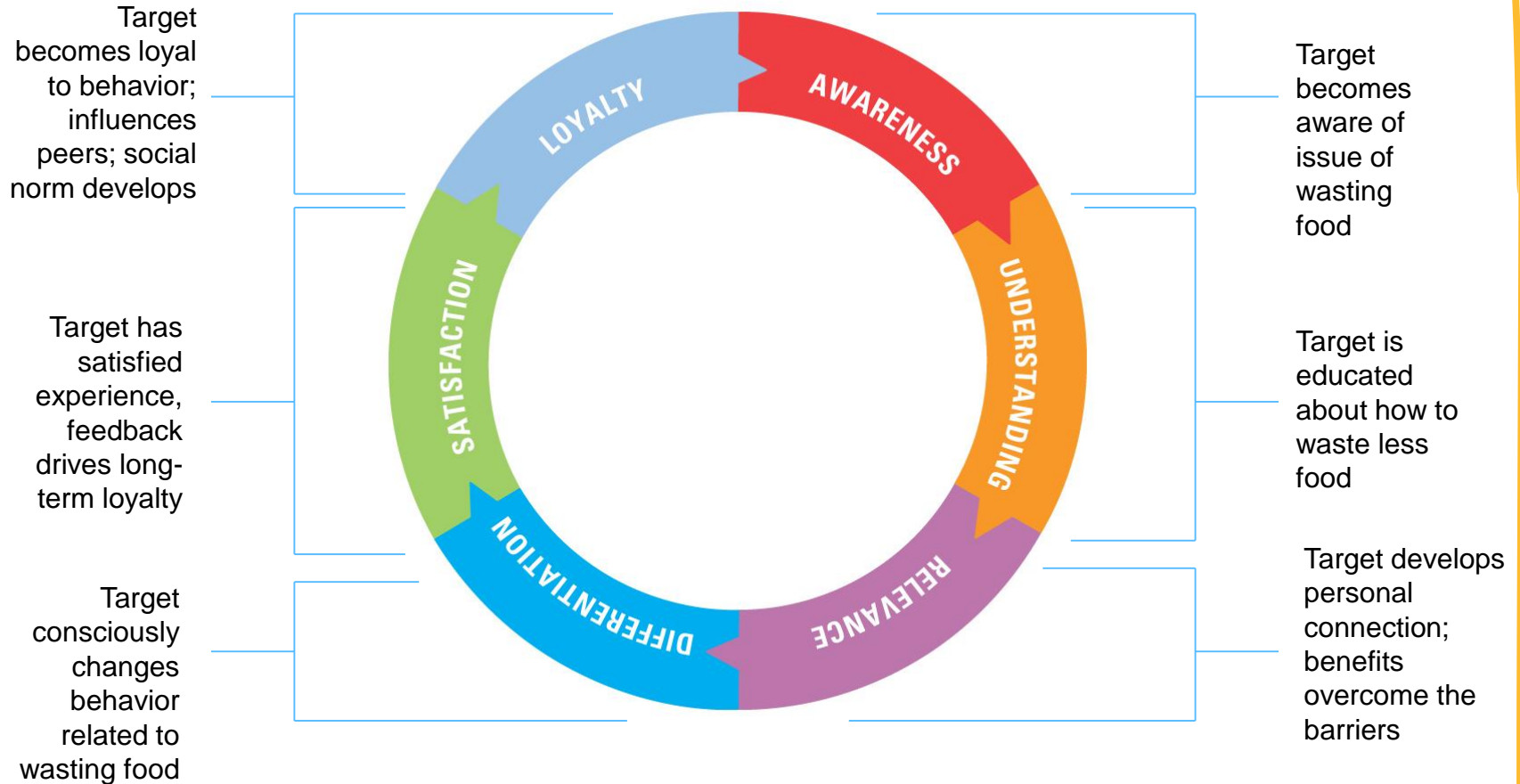
## Step #4: Choose & Prioritize Target Audiences



- Brainstorm all audiences
- Categorize each audience:
  - Primary
  - Influencer
  - Gatekeeper
- Choose priority audiences
- Develop profiles and insight



# Step #4: Choose Target Audiences



## Step #5: Map Barriers and Motivators

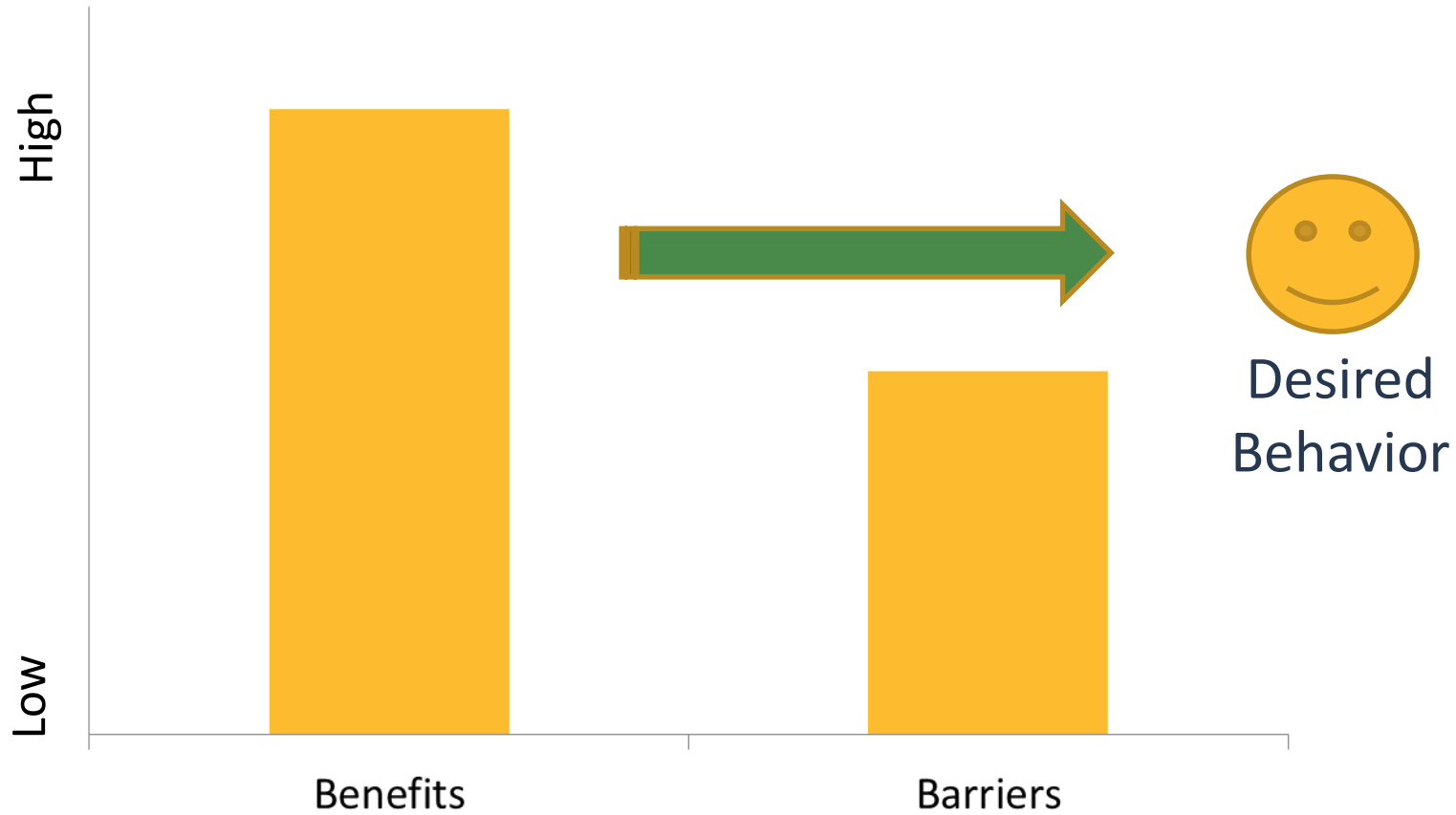
**Barrier:** Anything that reduces the probability of a person engaging in the desired behavior

- Internal barriers: Knowledge, motivation, perceptions, assumptions
- External barriers: Lack of access, difficulty, cost

**Benefits:** Anything that increases the probability of a person engaging in the desired behavior

- Intrinsic: Personal reward for changing behavior: What's in it for me?
- External: Benefiting others, society, community or world

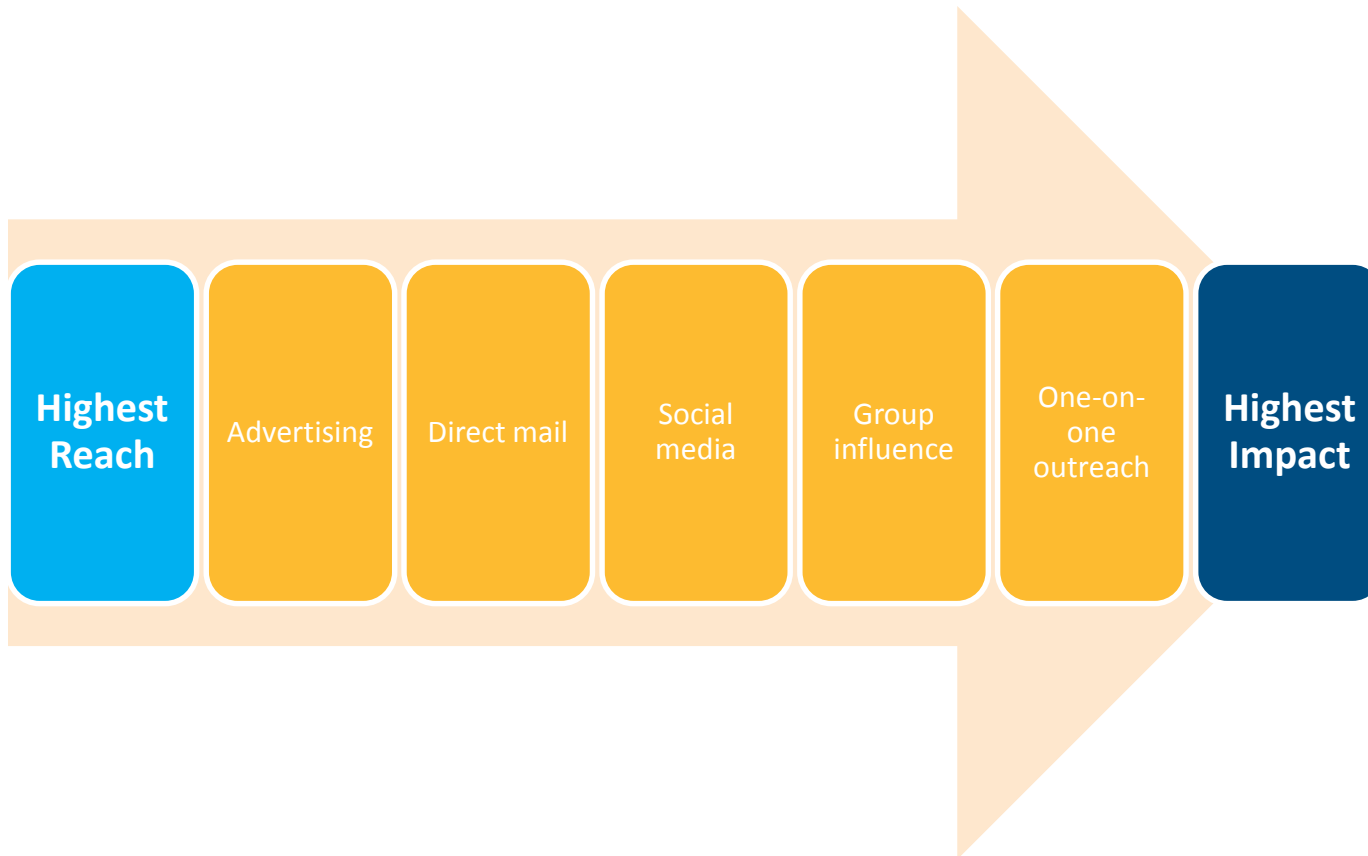
# Step #5: Map Barriers and Motivators



## Step #5: Map Barriers and Motivators

Target Audience	Desired Behavior	Barriers	Motivations	Tools/Tactics
Parents with above average income of X with young children at home	Eat your leftovers/food odds and ends before they go bad	<ul style="list-style-type: none"><li>• Busy</li><li>• Forgetful</li><li>• Picky kids</li><li>• Knowledge</li></ul>	<ul style="list-style-type: none"><li>• Save money</li><li>• Don't want to be wasteful</li><li>• Be a good example to children</li></ul>	<ul style="list-style-type: none"><li>• Eat Soon Box</li><li>• Recipe finder (apps/online guide)</li><li>• Kid friendly recipe ideas</li><li>• Chef demos at parent-oriented events with cost saving ideas</li></ul>

# Step #6: Plan Your CBSM Intervention



## Step #6: Plan Your CBSM Intervention

### **Social Marketing Tools:**

- Cognitive Dissonance
- Norms
- Incentives/rewards
- Commitments
- Prompts
- Feedback
- Social diffusion

# Cognitive Dissonance



# Cognitive Dissonance





Norm



# Norm



# Incentives/Rewards



# Commitment



Take the **I'm A Foodcycler Pledge** and get a **FREE** kitchen food scrap container

1. Go to [www.wmfoodcycling.com](http://www.wmfoodcycling.com) and take the **I'm A Foodcycler Pledge** and we will mail you a **FREE** kitchen food scrap container. (Act fast—this opportunity is for the first 500 pledges only!)
2. But wait, there's more! When you receive your free kitchen food scrap container, look inside. You'll find an **I'm A Foodcycler** decal.

3. Place the decal on your compost cart and share a photo of yourself next to the cart. Email your photo by **October 31, 2013** to [recyclenw@wm.com](mailto:recyclenw@wm.com) and you will be entered in a drawing for a **\$250 gift card** to Sunnyside Nursery.



# Prompts



# Feedback

UtilityCo

John Doe

# OP@WER

**Last Month Neighbor Comparison** | You used 85% more than your efficient neighbors.

Category	Usage
Efficient Neighbors	Low
YOU	High
All Neighbors	Medium

**How You're Doing:**  
Great  
► **GOOD** 😊  
More Than Average

**WHO ARE YOUR "NEIGHBORS"?**

- ALL NEIGHBORS: Approximately 60 occupied, nearby homes that are similar in size to yours (avg 5,379 sq ft)
- EFFICIENT NEIGHBORS: The most efficient 20 percent from the "All Neighbors" group

**Spotlight on Cooling**

Your cooling usage compared to your neighbors:

Category	Usage (KWH)
YOU	792
All Neighbors	585

**You used 26% more energy on cooling than your neighbors.**

**Summer Reminder**  
Adjust your thermostat every time you leave the house. Even one degree can make a difference in savings.


Your estimated cooling usage is based on last summer's energy use and temperature.

# Take the Challenge

**TOO GOOD TO WASTE**

**Seeing is believing!**

# Social Diffusion




**FOOD WASTE CHALLENGE**  
NEW FOOD IDEAS ARE ON THE MENU

**CHAMPIONS BOOKLET**

Help your family and friends prevent food waste

The Food Waste Challenge has been developed as part of the Love Food Hate Waste program



## Step #7: Create an Effective Message Strategy

- The public is exposed to 2,000-3,000 marketing messages per day
- You have 3-5 seconds to catch someone's attention.
- Messages should be....



# Simple



Public Relations & Social Marketing

An infographic on a pink background. On the left, it says "THROWING OUT" above a white icon of a hamburger with "1/2" to its left and "A HAMBURGER" below it. In the center is a white equals sign. On the right, there is a white icon of a showerhead with water droplets, followed by the text "THE SAME WATER USAGE AS TAKING A 60 MINUTE SHOWER".

# Emotional



# Emotional



**Wasting food wastes the energy, water and natural resources used to grow, package, transport and market that food.**

**Sad, isn't it?**

Sadder still, most of it could have been eaten. Reduce the amount of food you waste by shopping to a list and buying only what you need.

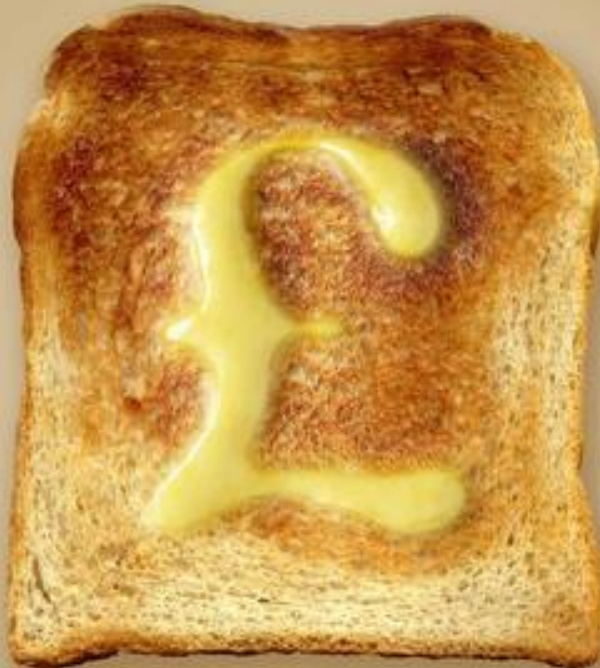
 **Environment, Climate Change & Water**

 **LOVE FOOD hate waste**

 PARTNER LOGO

**[lovefoodhatewaste.nsw.gov.au](http://lovefoodhatewaste.nsw.gov.au)**  
Waste less food, save money and our environment

# Benefits, Not Features



**FOOD  
LOVERS**  
save money

You can save almost £60  
a month by throwing away  
less food.

**LOVE  
FOOD**  
hate waste .COM

Benefits, Not Features

# What do you spend on the food you toss?



[WasteLessFood.com](http://WasteLessFood.com)

# Relevant & Timely



# Don't Forget to Have Fun



**Don't be  
bananas**

BRITISH PEOPLE  
**WASTE**  
**50%**  
OF FOOD THEY BUY

**MAKE A LIST BEFORE SHOPPING**  
**ONLY BUY WHAT YOU NEED**

As much as half of the world's food, amounting to two billion tonnes worth, is wasted. In the UK, people throw away 7.2 million tonnes of food and drink from their homes every year, the majority of which could have been eaten. It's costing us £1.2bn a year and is bad for the environment too.

Working together for a world without waste <http://www.wrap.org.uk>

**wrap**

## Step #8: Identify & Enlist Partners

- Look for partners with:
  - Complementary mission/goals
  - Audience overlap
  - History of collaboration/community involvement
- Things that partners can bring to the table
  - Communications channels to the target audience
  - Money/in-kind resources/incentives
  - Data and/or data analysis
  - Credibility with target audience
- Make sure you have something to bring to the table
- Consider private, public and non-profit sectors
- Look for local media partners



# Step #8: Identify & Enlist Partners



Learn where to store fruits and veggies so they last longer.

Take the Challenge at [WasteLessFood.com](http://WasteLessFood.com)



with **Chef Jackie**



**TOO GOOD TO WASTE**



# Step #8: Identify & Enlist Partners

## Mahi Mahi Cakes

This recipe will use up any fish scraps you might have, like leftover mahi mahi, monkfish, swordfish, ahi, catfish, or tilapia. Yields 15-20 cakes.

### Sweet Thai Chili Aioli Dipping Sauce

- 1 lemon, juiced
- 1 Tbsp Worcestershire Sauce
- 1/2 cup Thai sweet chili sauce
- 1 1/2 cup mayonnaise

### Mahi Mahi Cakes

- 2 lbs leftover mahi mahi fillets (or other fish)
- 10 oz Maui onions
- 4 oz carrots
- 2 oz celery
- 1 cup mushrooms
- 1 cup oyster sauce
- 2 cups panko (Japanese-style bread crumbs)
- 1/2 cup mayonnaise
- Pinch garlic

For Dipping Sauce: Mix all of the ingredients together until smooth. If it's a little too thick, add more sweet chili sauce.

For Fish Cakes: In a food processor, add all the vegetables and mix until they are finely chopped. Pan-fry the fish with a little butter (or bake it in the oven at 350°F) until it is cooked through; let it cool. If you are using leftover cooked fish, skip this step. Once cool, process the fish in a food processor until it is finely chopped. Mix together the fish, vegetables, panko, oyster sauce, and mayo in a large bowl. Form the cakes using an ice cream scooper or large spoon. Mahi mahi cakes may be pan-fried or cooked in a deep fryer at 350°F until golden brown and heated through. Serve two cakes on a bed of mixed greens and drizzle with aioli sauce.



Mariah Brown and her partner Lesi Tomita have run Da Kitchen since 2000, starting in Maui and expanding onto Oahu in 2010. She specializes in local favorites and Hawaiian cuisine—a menu rich in Island Soul Food. In order to reduce food waste and create options for diners to choose from, Da Kitchen integrates all ingredients into several menu items. Most ingredients are locally sourced and all food waste and plastic bottles are recycled. You can visit Da Kitchen at 525 Iwanberg St., Honolulu or go to [www.da-kitchen.com](http://www.da-kitchen.com). Mariah's Quick Tip: Find a way to utilize the leftover items in the next day's meals. Today's leftovers, tomorrow's Daily Special!

## Quiche

Quiche is a savory cheesy custard pie that consists of parts: crust + custard + fillers + seasonings. Yields one 8 or 9 inch pie.

### Basic Crust

The crust can be an 8" or 9" homemade or frozen pie crust. It can also be used to make a toasty crostini pie crust by toasting bread, brushing with melted butter, and pressing into the pan. Mini quiches can be made by pressing pie dough into tins.

### Basic Custard

- 3 eggs, beaten
- 1 1/2 cups milk
- 1 Tbsp sour cream or half and half (optional)
- 1 tsp salt
- 1 tsp Worcestershire Sauce (optional)

Filler: a combination of grated cheese(s) with any left over meats and vegetables. See next page for suggestions.

Preheat the oven to 350°F. Pre-bake the pie crusts for 10-15 minutes before adding the rest of the ingredients. Whisk the custard ingredients together. Add the filler ingredients and sea salt to the custard mix. Pour into pre-baked pie crust. Bake at 350°F for 30-40 minutes until the custard top is golden brown and springy to the touch. Allow to cool for 10 to 15 minutes before serving with a lightly dressed leafy salad.



Tom Jones' family-style Japanese restaurant has been on Oahu for twelve years and is known for its fresh seafood. To reduce food waste, he plans his menu dishes around a small list of ingredients making the most of your freezer—catch it when it's at the peak of ripeness and freeze them at the peak of ripeness, not going to eat them immediately. What's important to Tom, and the food waste that the kitchen of Gyotaku ends up feeding pigs on Oahu and recycled into biodiesel. Glass bottles, plastics, aluminum, are all recycled as well, saving both money and landfill space. Visit Gyotaku at 1000 King Street, or Nuu Valley or go online at [www.gyotaku.com](http://www.gyotaku.com). Tom's Quick Tip: Freeze single portions of cooked rice in microwaveable containers (highly wrapped). Unwrap and reheat the rice in the microwave when you need it.

## Food: Too Good To Waste

### Cookbook and Smart Food Tips



## Step #9: Develop a Communications Plan



- Don't start with this step!
- Strategies are broad, tactics are specific
- Both support primary intervention strategy
- Look for integration of tactics
- **Pilot strategies**

## Strategies & Tactics



- One-on-one outreach
- Tools and incentives
- Media relations
- Social media
- Advertising
- Community events

# One-on-One Outreach



Source: Rhode Island Food Policy Council



As part of the Love Food Hate Waste Ten Cities Campaign we are working with Lia's Kitchen to deliver two exciting cooking workshops in Adamsdown and Roath areas of Cardiff.





# Media relations



## The Daily Iowan

NEWSPAPER • ONLINE • TELEVISION

THE DAILY IOWA  
ETHICS  
POLITIC  
INITIATI

SUNDAY, MARCH 22, 2015 |

HOME

METRO

SPORTS

OPINIONS

80 HOURS

PHOTO

VIDEO

### Iowa City officials test food waste initiatives

BY GRACE PATERAS | NOVEMBER 21, 2014 5:00 AM

✉ SHARE/EMAIL THIS ARTICLE

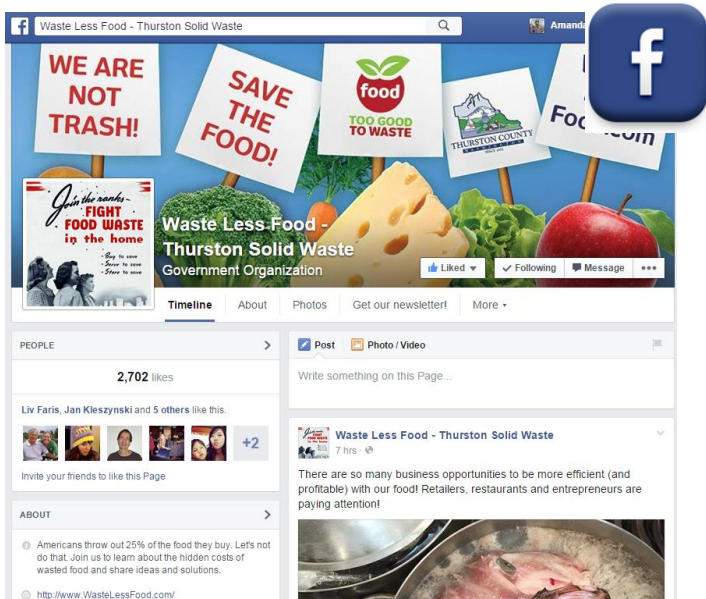
When it comes to recycling programs, an Iowa City organization has been recognized by a government agency for exceeding in initiatives to better the environment and overall well-being of the community.

Most recently, the Environmental Protection Agency recognized government officials from the Iowa City Landfill and Recycling Division for participating in an EPA food waste reduction pilot program.

EPA's Midwest representative Gayle Hubert said Iowa City already had established sustainability programs, and officials were more than willing to participate in the program "Food: Too Good To Waste."

Jane Wilch, Iowa City recycling projects assistant who led the pilot program in Iowa City, said the initiative's main purpose is to get people familiar with the dangers of wasting food and to reduce food waste in Iowa City households.

"By reducing the amount of food waste, you're saving money because you didn't eat what you bought," she said. "Compost your food, and don't throw it in the trash."

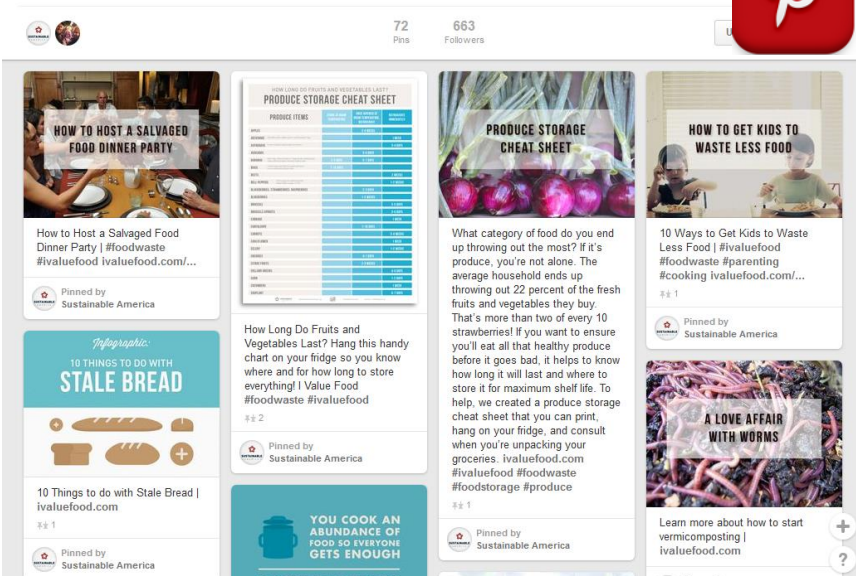


# Social



## Reducing Food Waste at Home

Smart kitchen tips for reducing food waste at home. #Food #FoodWaste





# Advertising



**Feed This** **Not This**

We waste 25% of the food we buy.  
Find out ways to [WasteLessFood.com](http://WasteLessFood.com)

food  
TOO GOOD TO WASTE

THURSTON COUNTY



Waste Less Food - Thurston Solid Waste

Like Page

Sponsored · 🌐

What could you have done with this lemon instead of wasting it?



## Learn to Waste Less Food

Wasting food means wasting all the resources used to produce, package, store and transport it. Schedule a free WasteLessFood presentation for your school, office or group to learn how to waste less.

[WASTELESSFOOD.COM](http://WASTELESSFOOD.COM)

Learn More

Like · Comment · Share



**Waste Less Food. Save More Bucks.**  
Take the Challenge at [WasteLessFood.com](http://WasteLessFood.com)

**YOU TOSS OUT \$1600 A YEAR WORTH OF FOOD. Ask me how to WasteLessFood.com**

Biking Billboards.com



**CLICK TO TAKE THE CHALLENGE**

**Waste Less Food. Save More Bucks.**

food  
TOO GOOD TO WASTE

THURSTON COUNTY

# Community Events



## Step #10: Creating an Evaluation Plan

- Create evaluation plan before starting implementation
- Ideal is to measure actual behavior change
- Decide how you will measure against each objective
- Set an evaluation timeline
- Look for trends in data
- Course correct if necessary

## Key Takeaways

- Focus on one specific behavior at a time
- Remove barriers & emphasize benefits
- Prioritize audiences and understand where they are in behavior change continuum
- Emphasize personal contact
- Find ways to encourage social diffusion
- Measurement matters

Thank You!

It's leftovers night. We'll save money  
and won't waste food.

Translation:  
I don't feel  
like cooking.



somee cards  
user card



# Questions?



# Community-Based Social Marketing: Achieving Sustained Behavior Change

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Annual Meeting

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Search

## Food: Too Good To Waste *Keep your food (and money) out of the trash!*

- [Food: Too Good To Waste Home](#)
- [Learn About Wasted Food](#)
- [Waste Less Food at Home](#)
- [See What Other Communities Are Doing!](#)
- [Get Your Community Started!](#)
- [Acknowledgements](#)



### Why it Matters

Whether it's moldy cheese, limp celery, or long lost leftovers in the back of the fridge, chances are you've wasted food this week. And you're not alone. Americans waste about 25% of all food purchases, but communities, families and individuals are working to toss less by making small shifts in how they shop, prepare, and store food.

The average family could save over \$30/week (\$1,600 a year) using this toolkit. When we throw away food, we're also wasting all the water, energy and other resources used to produce, package and transport food to our plates.

Food is wasted when we:

- Buy more than we need
- Store it incorrectly
- Throw away leftovers
- Cook too much
- This toolkit includes strategies and tools that have been linked to a 25% reduction in household wasted food among pilot participants. The best results come when a group or community of households use it together.

### Who can use the Toolkit?

- This toolkit is designed for families and individuals to reduce wasted food at home.
- You can increase your impact by joining with your community or a group of households.
- Cities, schools, and parents groups have all used it.
- Government or community groups interested in hosting a campaign, can find resources on our [Get Your Community Started](#) page.



NRDC "Wasted" Report



# Opportunities for Your Organization

## Cities and States

- May sign up to endorse EPA's [Food Recovery Challenge](#) (commercial focus) AND implement Food: Too Good to Waste (residential focus) with local businesses and technical assistance providers

## Colleges and universities

- May integrate information to support sustainability programs aimed at the young adult demographic.

## Community groups or non-profits

- Outreach through their social networks, or combine with a community challenge.

## Grocers, Restaurants, and other businesses

- May assist with outreach and provide incentives

## Farmers Markets, CSA, and municipal waste management companies

- Likely partners for implementation

# Food: Too Good to Waste Research Objectives

- Reach and Effectiveness
- Impact

**For updates on the evaluation:**

<http://bit.ly/FTGTWeval>



*Next Webinar:*

# Reducing GHGs in the Construction Sector

**When:** May 12, 2015, 9:30-11 am PDT

- **Speakers:**

- Wes Sullens, Stop Waste in Alameda County (Moderator)
- **Concrete and Asphalt Research Update**
  - Aaron Toney, Good Company
  - Stacy Ludington, Oregon Dept. of Environmental Quality
- **Asphalt Case Study**
  - Jennifer Willer, City of Eugene



# **We value your feedback!**

3-5 minute evaluation will be sent  
out in the follow-up email

[westcoastclimateforum.com](http://westcoastclimateforum.com)