

# Effective Change at the Community Level

## Climate Change & Public Health

Understanding the role for public health and health care practitioners

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So you want to change someone's behavior.....





“I’m just not feeling sufficiently incentivised today.”

## **Behaviour Change/ Community-Based Social Marketing**

**A process that leads to desired changes in behavior**

**A growing body of literature supports the following strategy**

### **Getting started**

**What behavior should be promoted?**

**Who should the program target? (ie. those currently having unsustainable behavior, or those most likely to change)**

**What conditions will person face in trying to adopt new behavior?**

**Typically the old behavior has more perceived benefits or fewer perceived barriers than the new behavior.**

## Steps involved in a Behavior Change Project:

**Discover barriers ...**



**and benefits**



**Plan the use of Communications, Commitments, Prompts,  
Norms, Incentives**

**Design program, pilot project, refine, implement full program  
and evaluation**



# Why do we need to know the barriers and benefits?

**To increase the benefits of the new behavior/ Decrease the barriers**

**Barriers can be internal (not knowing how to do something) or external (no infrastructure to support new behavior- no transit system in your town)**

**Education alone and economic benefits alone do not change behavior.**

**Remember - there are social, cultural and emotional reasons for established behaviors.**



## **To find barriers and benefits:**

**1. Literature review**

**2. Qualitative research-**

**Observation (what are people doing and why)**

**Focus groups (ask a random group about their perceptions)**

**3. Quantitative- conduct a survey about issues, perceptions, barriers**





# Communication- The art of persuasion

Use captivating information

Know your audience

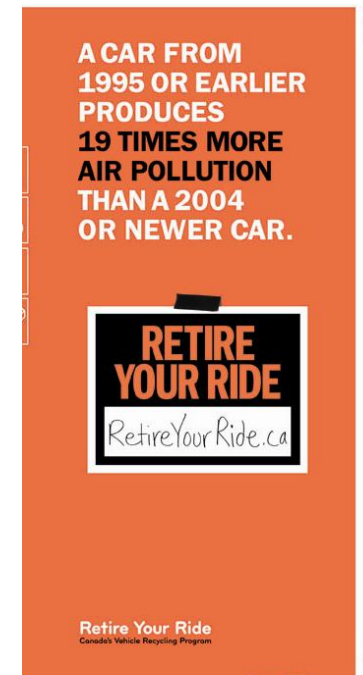
Use credible information

Frame your message (messages which emphasize losses due to inaction are more persuasive than messages that emphasize savings as a result of action)

Fear messages must be combined with solutions

Model the behavior

Provide feedback



## **Commitments**

**Obtain small commitment**

**Obtain larger commitment**

**Recognize commitment in public**

**Obtain commitment in groups, in writing**

**Use commitments of a champion (block leader)**

**Commitments must be voluntary**

**Involve the person making the commitment**

**Follow up**



## Prompts

**Make them noticeable**

**Place near to the target behavior**

**Should indicate the action needed**

**Encourage positive behavior, rather than prompt to avoid negative behaviors**





## Norms

**Create social norms that will encourage others to do the behavior**

**Use compliance rewards, or penalties**

**Promote conformity to accepted behaviors**

**Norm should be visible**

**People must internalize or habitualize the norm**



## **Incentives**

**ie. bottle deposits**

**To reward positive behavior**

**Make incentive visible**

**Consider non-monetary incentives**



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# Fostering Sustainable Behavior

COMMUNITY-BASED SOCIAL MARKETING

HOME BOOK ARTICLES CASES STRATEGIES FORUMS MY ACCOUNT TRAINING CONTACT

## Site Resources

This site consists of five resources for those working to foster sustainable behaviors, such as those involved in conservation, energy efficiency, transportation, waste reduction, and water efficiency. The site includes the complete contents of the book, *Fostering Sustainable Behavior*, as well as searchable databases of **articles**, **case studies**, and turnkey **strategies**. Further, it includes, **discussion forums** for sharing information and asking questions of others. If you take a moment to complete the free registration for this site resources added since your last visit, will be highlighted, in the table below and you will be able to post to the discussion forums and receive the daily discussion forum digest by email.

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## Articles: 86 Found under Transportation

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## 1 Examining Trends in Adolescent Environmental Attitudes, Beliefs, and Behaviors...

Wray-Lake, L., Flanagan, C., & Osgood, D. (2010). Examining trends in adolescent environmental attitudes, beliefs, and behaviors across three decades. *Environment and Behavior*, 42(1), 61-85.


Since the Environmental Movement began, adolescents' views have been largely ignored in studies of public opinion. The article presents a descriptive analysis of trends in the environmental attitudes, beliefs,...

Category:   Tools: Attitudes

## 2 Attitude-Based Target Groups to Reduce the Ecological Impact of Daily Mobility...

Hunecke, M., Haustein, S., Böhler, S., & Grischkat, S. (2010). Attitude-based target groups to reduce the ecological impact of daily mobility behavior. *Environment and Behavior*, 42(1), 3-43.

This study analyzes the usefulness of an attitude-based target group approach in predicting the ecological impact of mobility behavior. Based on a survey of 1,991 inhabitants of three large German cities, constructs...

Category:  Tools: Attitudes, Norms

## 3 Factors Influencing the Decision to Drive or Walk Short Distances to Public...

Walton, D. & Sunseri, S. (2010). Factors Influencing the Decision to Drive or Walk Short Distances to Public Transport Facilities. *International Journal of Sustainable Transportation*, 4(4), 212-226.

Samples of drivers and walkers are examined to understand factors influencing the decision to walk. The driver sample was limited to those who lived within 1 km of the park-and-ride facility to avoid confounds such as...

Category:  Tools: Attitudes, Convenience

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## **Factors Influencing the Decision to Drive or Walk Short Distances to Public Transport Facilities**

Walton, D. & Sunseri, S. (2010). Factors Influencing the Decision to Drive or Walk Short Distances to Public Transport Facilities.

International Journal of Sustainable Transportation, 4(4), 212-226.

Samples of drivers and walkers are examined to understand factors influencing the decision to walk. The driver sample was limited to those who lived within 1 km of the park-and-ride facility to avoid confounds such as car dependency and travel distance. These drivers exhibit a break in car dependency because they use public transport. A 62-item survey examines ten main factors: fear of crime; trip-chaining; weather; distance/time; social pressure; fatigue and fitness; parking charges; enjoyment of walking; inconvenience; and geography. Results show the convenience of a car park induces park-and-ride demand. Weather influences decisions to walk. However, walking is not impeded by factors such as distance, fear of crime, carriage of goods or concern for time.



**Yes You Can**

