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? (i.e. 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
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.

Please note: To gain the full functionality of this site please login or create an account.
1. Examining Trends in Adolescent Environmental Attitudes, Beliefs, and Behaviors...

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, and behaviors...

Category: Transportation Tools: Attitudes

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

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: Transportation Tools: Attitudes, Norms

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

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: Transportation Tools: Attitudes, Convenience
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