

Creating Effective Outreach to Change Behavior

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Many AIS objectives are best accomplished through outreach

- The public will not be inspired to take action just through regulation
- Prevention becomes effective only when all users are participating in the effort
- Outreach efforts must inspire voluntary compliance to be broadly accepted

Social Marketing

- "The planned implementation of programs designed to bring about social change using concepts from commercial marketing"
- The ultimate objective of social marketing is to influence action

Development of Social Marketing

- Concept first introduced in early 1950s
 - "Why can't you sell brotherhood and rational thinking like you can sell soap?"
- "Social Marketing: An Approach to Planned Social Change" Journal of Marketing 1971
 - "social marketing appears to represent a bridging mechanism which links the behavior scientist's knowledge of human behavior with the socially useful implementation of what that knowledge allows."

Application of Social Marketing

- Social marketing campaigns have been conducted in many disciplines
 - Agencies, organizations and others have conducted campaigns to achieve health, environmental, sustainability and other objectives
- These campaigns have resulted in significant increases in awareness of and knowledge about the issue

Information Based Outreach

- Enhanced knowledge and development of supportive attitudes will result in action
- Assumption that the public is "rational" and will act in their own economic interest

Information Based Outreach Rarely Changes Behavior

- Multiple studies have demonstrated that simply increasing awareness will not result in behavior change
 - Awareness can develop supportive attitudes
- Although Awareness will generally not lead to behavior change, awareness is the vital first step toward changing behavior

"Research showed that in most cases, increases in knowledge and awareness did not lead to pro-environmental behavior. Yet today, most environmental Non-governmental Organisations (NGOs) still base their communication campaigns and strategies on the simplistic assumption that more knowledge will lead to more enlightened behavior."

Kollmus, A., Agyeman, J. (2002) Mind the Gap: why do people act environmentally and what are the barriers to pro-environmental behavior?

- "Although advertising is an important tool for creating awareness, it is wasteful to invest most of our efforts in an influence strategy that has such a low probability of success." Mark Costanzo

Costanzo, M., Archer, D., Aronson, E., & Pettigrew, T. (1986). "Energy conservation behavior: The difficult path from information to action."

Moving Beyond Social Marketing

- Traditional information based outreach typically results in increased awareness but little if any behavior change
- It is not enough for people to know that AIS are a problem. They must know what to do and they must do it.
- To be effective we must change behavior

Community Based Social Marketing (CBSM)

Recognizing that simply providing information is usually not sufficient to initiate behavior change, CBSM uses tools and findings from social psychology to discover the perceived barriers to behavior change and ways of overcoming these barriers

Development of a CBSM Outreach Effort

- Identify desired outcomes
- Identify communities
- Identify best time, place and method for reaching target group
- Develop the program needed to support effort
- Test, Refine and Repeat

Identify Desired Outcomes

- What do you want the program to produce?
 - What is the behavior change or action that you are trying to achieve
- Is there a single action that you want from multiple groups or are there separate outcomes from different groups
- Try to insure that your desired outcomes are end-state behaviors

Identify Specific Communities

- There is no such thing as "The Public"
 - Layer upon layer of overlapping groups
- Different groups may require very different approaches to achieve the same outcome
 - Example – not all boaters are the same

While it is important to understand the technical content of the message, understanding the people you are communicating with is equally as important.

Dr. Will Allen PhD Manaaki Whenua - Landcare Research NZ Ltd

To be effective we must reach multiple groups in a diverse public

- You must understand your audience
 - What motivates them
 - Why should they care
 - Who or what influences them
- Put aside personal opinions
 - This is about understanding them – not judging them

What motivates them

- This is important - knowing their motivations is key to achieving success with them
- Motivations may be very different from group to group

Why should they care

- If we can't give them a compelling reason to change they won't
- Answer "what's in it for me". How will they be affected
- This may be very different among various audiences

Who or what influences them

- Everyone has things that have more influence on them than others
- Understanding what influences your target audience is critical to a successful effort.

Identify barriers to producing the desired outcome

- Tangible
 - Monetary cost
 - Time & effort
- Intangible
 - Social cost – embarrassment, disapproval, etc.

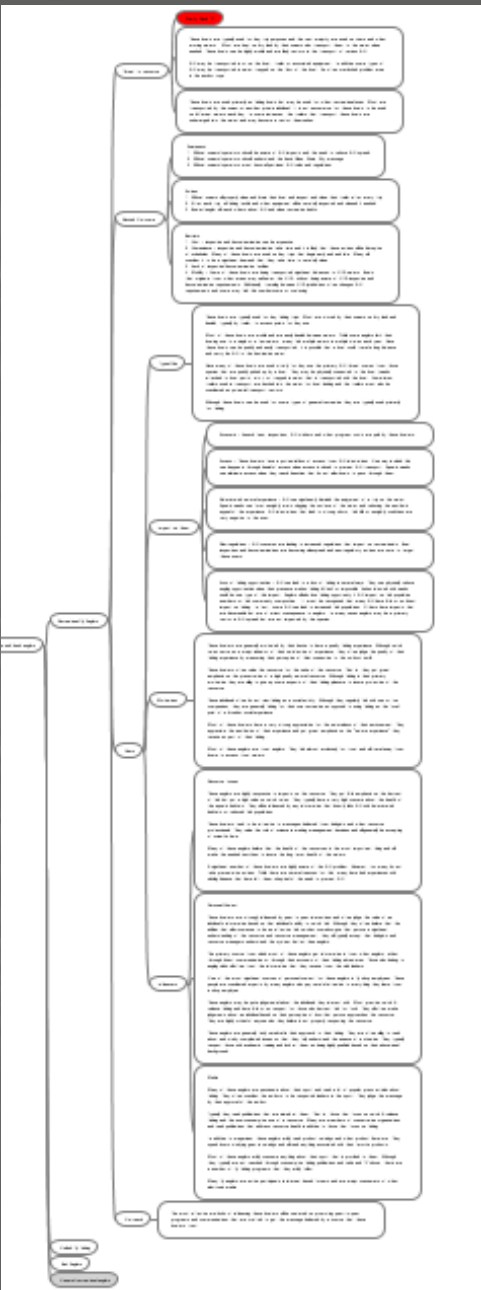
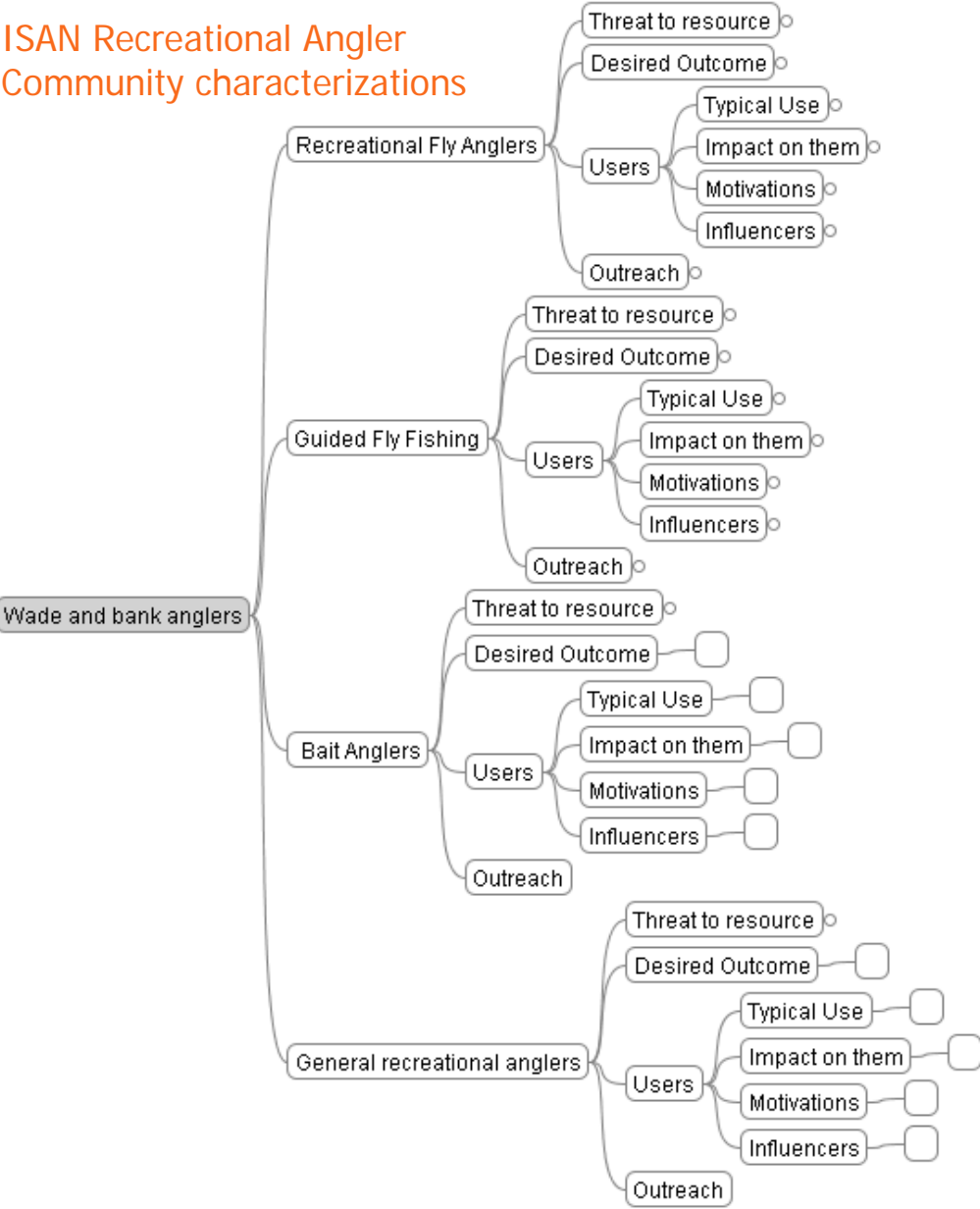
Identify best method for reaching target group

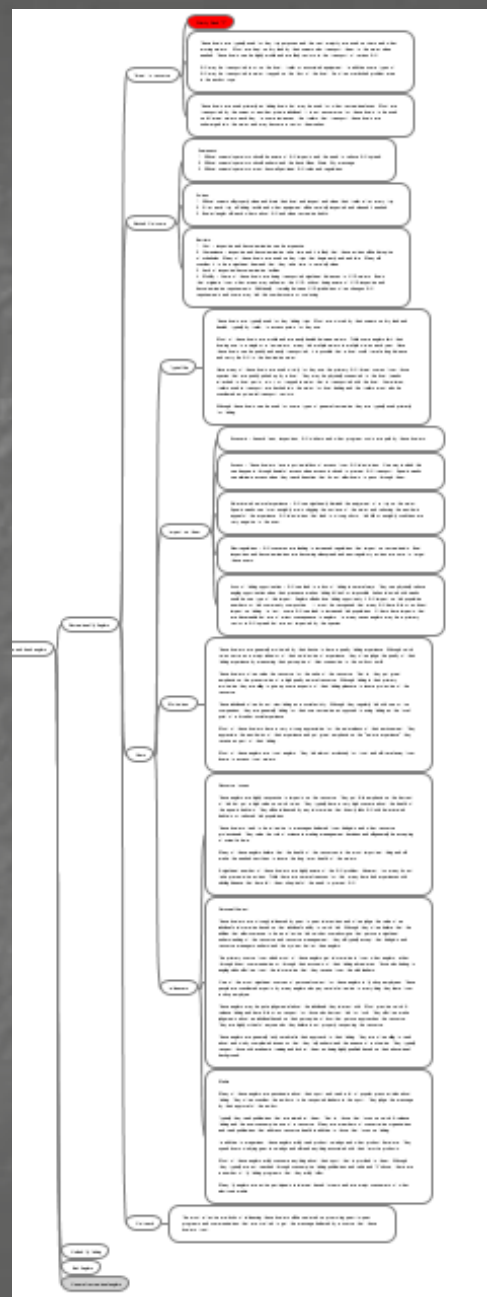
- “If the only tool you have is a hammer, you tend to see every problem as a nail”
Andrew Maslow
- Effective programs reach the targeted Community with messages that appeal directly to them. One size does not fit all!

Utilize a process for characterizing audiences

- Many different methods of gathering information about target communities are available
 - Marketing books
 - Online resources

ISAN Recreational Angler Community characterizations





Influencers

Resource Issues

These anglers are highly responsive to impacts on the resource. They put little emphasis on the harvest of fish but put a high value on catch rates. They typically have a very high concern about the health of the aquatic habitats. They will be influenced by any information that directly links AIS with deteriorated habitats or reduced fish populations.

These boaters tend to be attentive to messages delivered from biologists and other resource professionals. They value the role of science in making management decisions and will generally be accepting of scientific data.

Many of these anglers believe that the health of the resources is the most important thing and will make the needed sacrifices to insure the long term health of the waters.

A significant number of these boaters are highly aware of the AIS problem. However, too many do not take preventative actions. While there are several reasons for this, many have had experiences with whirling disease that have left them skeptical of the need to prevent AIS.

Personal Contact

These boaters are strongly influenced by peer to peer interactions and often judge the value of an individual's information based on that individual's ability to catch fish. Although they often believe that the abilities that allow someone to be an effective fish catcher somehow give that person a significant understanding of the resource and resource management, they will typically accept that biologists and resource managers understand the system better than anglers.

The primary source from which most of these anglers get information is from other anglers, either through direct communication or through their accounts of their fishing adventures. Those who belong to angling clubs will often trust the information that they receive from the club leaders.

One of the most significant sources of personal contact for these anglers is fly shop employees. These people are considered experts by many anglers who pay careful attention to everything they learn from a shop employee.

These anglers may be quite judgmental about the individuals they interact with. Most practice catch & release fishing and have little or no respect for those who harvest fish for food. They will often make judgments about an individual based on their perception of how that person approaches the resource. They are highly critical of anyone who they believe is not properly respecting the resource.

These anglers are generally fairly cerebral in their approach to their fishing. They are often willing to read about and study complicated issues so that they fully understand the nuance of a situation. They typically respect those with academic training and look at them as being highly qualified based on their educational background.

Media

Many of these anglers are passionate about their sport and read a lot of popular press articles about fishing. They often consider the authors to be respected leaders in the sport. They judge the message by their approval of the author.

Typically they read publications that are aimed at them. That is, those that focus on catch & release fishing and the non-consumptive use of a resource. Many are members of conservation organizations and read publications that address resource health in addition to those that focus on fishing.

In addition to magazines, these anglers avidly read product catalogs and other product literature. They spend hours studying gear in catalogs and will read anything associated with their favorite products.

Most of these anglers avidly consume anything about their sport that is provided to them. Although they typically are not reached through consumptive fishing publications and radio and TV shows, there are a number of fly fishing programs that they avidly follow.

Many fly anglers are active participants in internet based forums and are major consumers of other electronic media.

Develop the program

- Only after careful planning should you focus on products and delivery
- Multiple products and delivery methods will be needed to properly motivate the diverse publics that must be engaged.

Crafting the product

- Address what they want to know, not what you think they should know.
 - Don't expect them to be like you
 - Put yourself in their seat

Tell a good story

- Try to relay a story – don't recite facts
 - Use of facts can often distract a conversation
- Keep it simple
 - Include no more than one or two main points
- Make it repeatable

Find the right messenger

- Understand who the target group is influenced by and get them to carry the message
- Human contact is often the most effective
 - Peer-to-peer is often effective
 - Agencies and agency personnel may not be best in some situations

Deliver the message at the best time and place

- Identify the best times and places to deliver the message to a receptive audience
- Different delivery times/locations may require different messaging

Test, Refine and Repeat

- Formal CBSM efforts include extensive testing and evaluation
- For AIS programs, evaluation is often neglected
- Expect to learn through failure

Learning Through Failure

- Fly fishing guides have long been identified as an important peer group to convey a cleaning message
- ISAN undertook an outreach effort to teach guides about AIS and to encourage boot cleaning
- We Failed

Why We Failed

- We assumed that enhancing awareness would result in behavior change
- We assumed that economic self-interest would result in behavior change
- We did not have enough awareness of the issue
- Boot cleaning was not convenient

Learning From Failure

- In analyzing why we were unsuccessful in changing behavior, we discovered that convenience was a major obstacle
- We focused on the convenience problem and sought alternatives

Boot Cleaning Stations

- Cleaning stations installed at high traffic locations
- License agents encourage non-resident cleaning
- Guides have convenient cleaning locations



The Forest Pest Problem

- Invasive Forest Pest Insects threaten our native trees
- Introduced species can often be eradicated if discovered soon enough
- Need – more trained people watching for pests

Defining the Community

- Must be capable of identifying insects
 - Most people pay little attention to the identifying characteristics of insects
- Must be interested in identifying insects
 - If they are not interested in insects we are unlikely to ever get them engaged ("Yuk, it's a bug")

Fly Anglers Love Bugs

- Avid fly anglers are generally interested in all aspects of insect life
- Their study of the insects that fish eat teaches them to recognize differences in insects
- The interest stimulated by their sport extends to their daily lives
- They generally care about the environment

How Do We Get Anglers Engaged With Forest Pests

- Fly tying is very important to many anglers
- Talented fly tiers can tie a fly to duplicate any insect
- Fly tiers love to demonstrate their skills



Fly Tiers Draw Attention



- Thousands of fly anglers attend fly tying demonstration shows each year
- Trained fly tiers tie forest pest flies to teach about the problem

We Are Engaging Anglers



Local Invasive Species Action Network on the lookout for destructive Asian Longhorned Beetle



Home Waters



To support any IFFC conservation, restoration or education activity, please make a tax deductible contribution to: InFFC Federation of Fly Fishers, 5227 U.S. Hwy. 89 S., Ste. 11 Livingston, MT 59047-9176

CONSERVATION NEWS

Invasive Species are Devastating Our Forests
By Bob Wiltshire

I opened an early October e-mail and read these words with dread: "This is a day I was hoping would never happen." Invasive emerald ash borers (EAB) had been discovered in Colorado. For the past decade, emerald ash borers have been devastating forests in the eastern United States, and a major effort is focused on reducing their spread. Unfortunately, they are now in the Rockies and we all hope that early and effective action in Colorado will keep them contained.


First discovered in the United States in 2002, the natural range of the EAB is eastern Russia, northern China, Japan and Korea. They likely came to the U.S. through the transport of larval beetles in wooden packing or crating materials. Adults are small (about 1/2 inch), iridescent green beetles that lay their eggs in clusters.

The invasive emerald ash borer is doing severe damage to forests.

Forest pests are moved in wood, and we all have the potential to spread the problem. The biggest concern for anglers and outdoor recreationists is the movement of firewood. While many of us carry our wood when we go camping, it is time for us to stop. Never move firewood with you when you go camping - buy it or gather it where you burn it!

In addition, fly anglers can be a potent weapon in the effort to control pest insects. The key to combating a forest pest is to spot them as soon after introduction as possible. If we find the insects when they are confined to a small area, we have a very good chance of eradicating them. Unfortunately many people are not educated to be able to

You can help conserve, restore and protect our precious fisheries. Read the red patch at the top of the page to read how.




Network in Livingston, holds patterns. The local ISAN group is enlisting anglers'

Conclusions

- Many outreach efforts increase awareness and knowledge but do little to change behavior
- Outreach efforts should focus on generating action
- Specific outreach efforts must be crafted to address each target audience or desired outcome
- Changing behavior is difficult and requires significant sustained effort but effective techniques are available

Learn More

www.cbism.com

www.toolsofchange.com

Thank You

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