

Motivating Behavior Change: Education, Awareness, and Action

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About the Presenter

- Ph.D. in applied social psychology
- Academic position (professor)
- Numerous consulting, writing, and marketing projects
 - **Private:** Southern California Edison (energy), Hewlett Foundation, Brookfield Zoo, EDCO Waste Management, KAB
 - **State:** California Integrated Waste Management Board (used oil recycling, waste tires), TN, FL, TX
 - **Local and County:** Napa, Madera, Los Angeles, San Diego
 - × Cities of San Diego, Vista, San Marcos, Escondido
 - **Federal:** National Academy of Sciences, Environmental Protection Agency (EPA), Department of Justice, U.S. Air Force
 - **International:** United Nations, London Zoological Society

A Little Psychology

- Scientific study of behavior
- People act for reasons
- Successful behavior change strategies require an understanding of the individual and situational factors that motivate and/or constrain behavior
- Many examples of failed (or not tested) and even boomerang effects

So You Want to Change Behavior?

- **Information campaigns (education campaigns)**
 - Media messages intended to inform people about a behavior, program, or problem.
- **Awareness campaigns**
 - Media messages intended to convey to people the severity of a specific problem or issue.




DON'T BE A DIPSTICK!

**Don't Save It.
Recycle It When
You Buy New Oil!**

Call 1-800-287-9013 or go to
www.tdec.net/dca/oil.htm
for your nearest
Oil Collection Center.

**Don't Know
What To Do With
Used Motor Oil?**




The information contained in this pamphlet is based on current laws and best management practices. Recommendations may change over time as new laws and information are developed. Contact the Division of Community Assistance if you have questions.

**DIVISION OF COMMUNITY ASSISTANCE
TENNESSEE DEPARTMENT OF
ENVIRONMENT & CONSERVATION**
8th Floor, L&C Tower
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**DHEC's Office of Solid Waste Reduction and Recycling
For Your Information...**

Used Oil Recycling 101


We love to drive. To the supermarket, to the mall, to the post office, to school, to see friends, to get a pizza, to our job, to our vacation at the beach or mountains and to a million places in between. We get in the car, buckle up and hit the road every day.

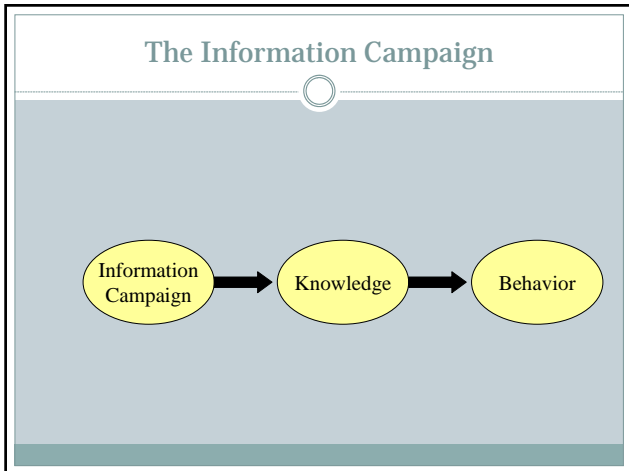
There are many responsibilities related to that privilege. Safety, for example. Car crashes are the No. 1 killer of teenagers. Buckle up. Slow down. Be careful out there.

Another responsibility often forgotten is the environmental impact of driving. Cars and trucks, for example, release pollutants into the air. Cars and trucks also consume

Why recycle oil?

- Recycling used motor oil protects human health and the environment. Recycling used motor oil keeps it from contaminating soil, leeching it out of rivers, lakes, streams and groundwater, and keeps it away from the beach, aquatic life and wildlife. The potential harm that improperly disposed of used oil may cause is staggering. One gallon of used motor oil improperly disposed of may contaminate 1 million gallons of fresh water — enough to supply 10 people with drinking water for one year. One pint of used motor oil





So You Want to Change Behavior?

- **Evaluation research consistently shows that information campaigns are generally ineffective at changing behavior:**
 - Recycling
 - Mass transit use
 - Smoking prevention in adolescents
 - Hazardous waste disposal
 - Collecting used e-waste (or u-waste)
- **Failure results (in part) from inability of messages to reach the target audience.**

So You Want to Change Behavior?



Knowledge-Deficit Model

- Knowledge-deficit model ignores the motives for behavior.
- People engage in behaviors for reasons, and knowing more is not a reason for action. (Oskamp et al., 1998; Vining & Ebreo, 1990; Werner & Makela, 1999)
 - Perceived benefits (positive)
 - Health protection (positive)
 - Personal inconvenience (negative)
 - External pressure (positive)
 - Financial motives (positive)

Knowledge-Deficit Model (caveat)

- Knowledge is not a motive for behavior.
- Lack of knowledge can be a barrier.
- Educational interventions can be effective in three situations:
 1. A substantial change has been made to an existing program.
 2. A program is being introduced for the first time to a target population
 3. No marketing materials have been provided in a long time, and there is evidence that people don't know what to do.

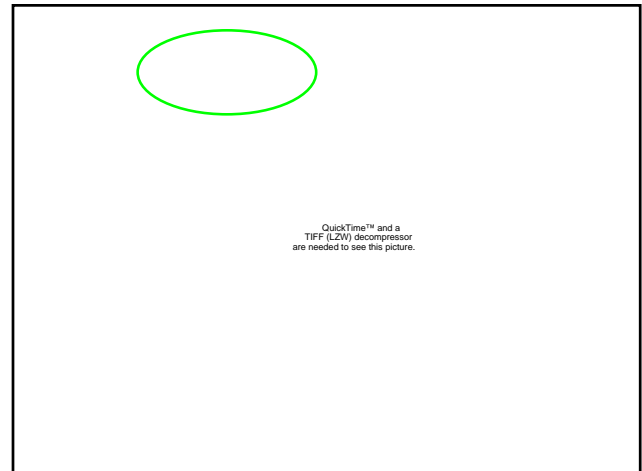
Knowledge-Deficit Model

Why is it so widely used?

1. No data is collected to evaluate the intervention, so agencies don't realize that it doesn't work
2. Public image-- "we're doing something"
3. It's relatively inexpensive and can be done by staff (or cheaply by a marketing firm)
4. It would work for us (because we *already* care)

Awareness Campaigns

- Highlight the seriousness of the problem by giving incidence rates
- “Look at this big problem”
- Based on medical and health research
- Public policy
 - Traffic, crime, hazardous waste, littering, steroid use among adolescents, eating disorders, tax evasion, mass transit, and many others
- Seen as a key ingredient to gaining funding for programs
 - Required by many grant applications, politicians, and funders





QuickTime™ and a
TIFF (LZW) decompressor
are needed to see this picture.

dirty secrets

48% of
Tennesseans
polled say that
they have
knowingly
thrown trash on
the street.

About 1 in 5
people say they
do this on a
regular basis.

[Click here for
survey results.](#)

Tennessee's Had Enough. Have You?



The Awareness Campaign



"Most people litter"

"Mass transit usage is down
48% this year"

"Litter is a problem"

"Too many people are driving
their cars to work"

"I'm NOT going to litter"

"I'm going to take the bus"

Social Norms

- Can produce a *boomerang effect* for individual behavior
- **Social norms**--an individual's beliefs about the common and accepted behavior in a specific situation.
 1. Formed through social interaction
 2. Powerful influence on behavior
 3. Most powerful in novel situations
 4. Types of norms (injunctive and descriptive)

Social Norms

- Which one attracts more tips?



Common Practice

- Information campaigns tend to produce small effects.
- Awareness campaigns can produce boomerang effects
- Neither are reliable tools for behavior change
- Both are common practice in behavior change programs across the nation
- There are alternatives (CBSM)



**DON'T TRASH
CALIFORNIA**

CALTRANS



Let's stop kidding ourselves about childhood drinking.

1 in 4
eighth graders has been drunk

Visit www.alcoholfreechildren.org

LEADERSHIP FOR A BETTER WORLD
ALCOHOL FREE

Billboard
JFK International Airport

DARE TO BE DIFFERENT.

PLEASE DON'T SMOKE!

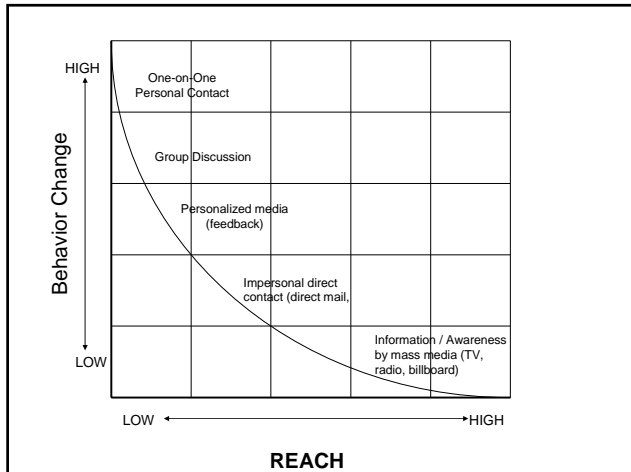
Illinois Attorney General Jim Ryan & Illinois Association of Park Districts

Elements of a Persuasive Appeal

- **Audience**
 - Topic is personally-relevant or value-based
 - Inattentive, distracted, unmotivated
- **Medium**
 - Television and radio move quickly
 - Print and internet more self-paced
- **Source**
 - Credible
 - likeable, humorous, attractive
- **Message**
 - Short versus long, humor, attention grabbing

Things to Keep in Mind

1. **Outreach to a specific audience**
Ex. People who DON'T engage in the target behavior
2. **Identify barriers for the target population**
Find them, talk to them, solicit their input,
3. **Where possible, use a personal communication channel**
Pier, retail point-of-purchase, ESL, high school classrooms
4. **Focus on a single action (Keep It Simple)**
What EXACTLY do you want people to do
Avoid "DON'T" or "NOT" messages



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