

Abstract #: 447

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Abstract Title: It's Not Green. It's Red, White and Blue: Messaging the Smart Use of Energy in the U.S. Military

Abstract Text:

Energy is a mission-critical issue for the U.S. military, both in cost – the Armed Forces spent more than \$18 billion on electricity and fuel in 2014 – and in safety of service members – between 2003 and 2007, one in every eight U.S. Army casualties were connected to fuel convoys. In order to drive down these monetary and human costs, the services are looking to change attitudes about energy and drive efficient behavior change. This presentation will dig deeper into how messaging was developed for two behavioral energy campaigns: the Air Force's "I am Air Force Energy" campaign and the Marine Corps' "You Have the Power" campaign. The presenter will share quantitative and qualitative research that informed the creation of the messaging, including focus group findings from rank and file Marines and Airmen, survey data, and key informant interviews. The presenter will share what messages were selected and how they were targeted to various audiences. Finally, extensive survey research will be shared that provides lessons learned from after the campaigns. From desegregated units in the 1950s, to recent decisions to allow openly gay Soldiers, Sailors, Airmen and Marines to serve, the U.S. military has played a large role in changing the nation's attitudes about major issues facing our society. Their efforts on energy efficient behavior – driven by budget and human necessities – could have the power to drive broader behavior change in our society.