

**Behavior Change and Social Marketing Maneuvers, Magic, and Mastery
Developing Effective Environmental Outreach Programs**
Meghan Kelly, Green Motivate and Jill Hoffmann, Empower Results, LLC

Saturday, October 22
1:00pm – 5:00pm
Offered at no charge

Workshop format:

Lecture

Discussion

Case studies

Hands-on exercises

Readings

What to expect:

- Participants will be able to explain the process of social marketing and apply key steps of the process to their own outreach programming.
- Participants will be able to demonstrate how to use particular research-supported behavior change strategies, and identify their benefits and challenges.
- Participants will be able to recognize common behavior change myths about what motivates people to change their actions.
- Participants will be able to apply lessons learned from a fast-growing, national award-winning social marketing program to their own programming, including how to create customized key messages, conduct target audience outreach, and direct positive feedback to one's target audience.
- Participants will be able to conduct intercept surveys and utilize data from such surveys to gain insight into a target audience's perceptions.

Who should attend:

This interactive workshop is aimed toward environmental organizations, (NGOs, public, and private sector,) who have goals of effectively encouraging environmentally responsible behavior change in a target audience.

Workshop agenda:

Is your organization interested in encouraging environmentally responsible behavior change, such as encouraging audience members to fertilize less, compost more, or plant native plants, but not sure where to start? If you have started to incorporate behavioral goals into your programs, but would like to achieve them more effectively, this is your session! This interactive workshop will help you gain the knowledge, skills, and best practices to turn those behavior change goals into effective programs.

Through this workshop, we aim to demystify the process of social marketing and improve participants' application of formative research methods that can be used to achieve a better understanding of an audience's barriers, beliefs, and attitudes about a specific behavior.

To achieve these goals, workshop participants will learn the process of social marketing with particular emphasis on the steps of community-based social marketing, behavior change strategies, and formative research methods. By the end of the workshop, participants will be able to recognize common misconceptions about what motivates people to change their actions, apply key steps of the social marketing process to their own outreach programming, and demonstrate how to effectively use particular research-supported behavior change strategies.

As a case study, workshop participants will also explore the various program elements behind a fast-growing, national award-winning social marketing program called Clear Choices, Clean Water (clearchoicescleanwater.org). Clear Choices successes, including the cornerstones of social marketing such as customized key messages, precision target-audience outreach, and direct positive feedback to the public, will be shared through interactive activities. Participants will explore how the program's pledge map, associated pollution reduction estimates, and

various website analytics provide both immediate gratification for the pledgee and real-time evaluation for the program administrators.

Workshop participants will also learn and practice intercept surveys, gaining confidence to translate these simple conversations into qualitative data that can dramatically increase the efficacy of outreach programs. Participants will understand best practices for developing survey questions that gain insight into a target audience's barriers, beliefs, attitudes, and motivators about a specific behavior. Focus will be given to practical means for identifying and segmenting sub-groups of people, what the audience's current behaviors are, and understanding their perceived barriers and benefits to doing the promoted behavior.

Finally, we will guide participants through building a communication planning matrix, allowing them to use the barriers and benefits identified in the intercept survey activity to practice identifying appropriate communication venues, materials, and outreach strategies for a campaign

About the Workshop Leaders:



Meghan Kelly is Founder and Principal of Green Motivate, a sustainability consulting business that assists environmental organizations in designing, implementing, and evaluating programs with a goal of behavior change. Meghan specializes in research design and strategy, including observational and formative research, interviews, and surveys, as well as providing professional development workshops and presentations on behavior change. Previously, she was an environmental projects specialist for the City of Oakland, where she served as project manager for Oakland Earth Day and lead the Adopt a Spot program for parks. Meghan has an M.S. in Natural Resources and Environment from the University of Michigan. Meghan lives in San Francisco and spends her free time bird watching, hiking with her husband and dog, and serving as board co-president for Young Women Social Entrepreneurs - San Francisco.

Previous presentations and workshops on environmental behavior change and social marketing:

- [River Network's](#) River Rally National Conferences: "Behavior Change & Social Marketing Maneuvers, Magic, & Mastery" (May 2016, co-presenter with Jill Hoffmann, *below*, and Lynn Crighton); "Developing Effective Behavior Change Programs: An Intro to Social Marketing & Formative Research" (May 2015, co-presenter with Kacey Wetzel)
- [Climate Corps Bay Area](#) Program Orientation: Behavior Change for Environmental Stewardship: Misperceptions and Research-Supported Strategies (September 2015)
- [California Association for Environmental & Outdoor Education](#) Spring and Fall Conferences: "An Introduction to Environmentally Responsible Behavior Change", "Best Practices and Strategies for Encouraging Environmentally Responsible Behaviors" (October 2014; April 2015)
- [Zero Waste Youth USA](#) Convergence: "An Introduction to Encouraging Environmentally Responsible Behavior" (March 2015)
- [North American Association for Environmental Education](#) Annual Conference- "Watershed Outreach Professionals' Behavior Change Practices, Challenges, and Needs" (October 2012, co-presenter)
- [Michigan Alliance for Environmental & Outdoor Education](#) Conference - "Behavior Change to Foster Watershed Stewardship" (October 2011, co-presenter)



Jill Hoffmann is the President and Principle Owner of Empower Results, LLC – an environmental consulting company based in Indianapolis focused primarily on environmental education, outreach, and various public involvement services. She has a Master's in Environmental Science and a Master's in Public Affairs from Indiana University, as well as a BS in Biology from the University of Wisconsin. Jill has split her career between public government service and private consulting - giving her a wide range of experience on water quality issues. Her recent work as the Executive Director for the White River Alliance is gaining national recognition as a model for watershed partnerships and programs.