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Title: Scaling Up Community Based Social Marketing Research with Student Research Teams

Abstract: Community Based Social Marketing (CBSM) is a well-established empirically driven approach to behavior change that works. Yet few campus sustainability offices have the resources or training to launch full-scale CBSM campaigns. In this talk we describe a collaboration between the Psychology Department and the Office of Environmental Sustainability at Oberlin College. By integrating CBSM into the curriculum we are able to capitalize on synergies that make it possible to launch multiple CBSM programs across the campus with very few additional resources. Students enroll in a research methods course that fulfills requirements for both the environmental studies and psychology majors, thus furthering their academic goals. The course is taught by a psychology faculty member with a staff person from the Office of Environmental Sustainability as a co-instructor. Students learn valuable research skills in a pedagogically impactful way: by working on real projects on campus. Students also learn how to work collaboratively with community partners and how to think strategically about behavior change. Finally, students provide the person-power, enthusiasm, and intimate community knowledge required to successfully design, execute and evaluate CBSM interventions. The institution benefited from students' research by receiving effective behavior change programming at very little cost. Students benefit from furthering their education and learning valuable skills. The world benefits from on-campus carbon reductions as well as from the training of a new generation of behavior change specialists. We will provide an overview of the course's structure, and describe the design, execution and evaluation of two of our campaigns (encouraging cold water laundry and promoting turning off lights in unused classrooms). We will share suggestions and lessons learned so that others can deploy this model elsewhere.