

Behavioral Program Success: 10 Pitfalls to Avoid & Best Practices to Scale Up Julie Colehour, C+C and Hal Nelson, Res-Intel

Sunday November 17

8:30 am – 4:30

Offered at \$145 (includes lunch and 2 breaks)

Behavior change-based community and energy efficiency programs can generate significant results, but there are a lot of places you can go wrong along the way. Join industry experts Julie Colehour and Hal Nelson, who bring over 25 years of experience in implementing and teaching behavior change, as they dive into the 10 pitfalls you want to avoid to ensure your behavior change strategy is implemented for success. The team will lead participants through engaging exercises, and walk through case studies to reinforce learning. In the end, participants will be able to identify the pitfalls as well as employ solutions and strategies to tackle their own behavior change program and scale them effectively.

The workshop will be facilitated by Julie Colehour and Hal Nelson with a review of the basics of social marketing and behavior program best practices. Then, participants will break into small groups to deconstruct situations where programs went wrong and brainstorm solutions. Learning will be reinforced through real world examples and discussion around behavior change done right. Hal Nelson and team specialize in behavior change based energy efficiency programs to change residential customer behaviors around energy use. They will present examples of behavior change program approaches and provide detail on the effective interventions they and others have used to capture energy savings for utilities across the country.

Workshop format: Lecture, discussion, hands-on activities, worksheets, and case studies

Who should attend: Novice to Intermediate learners (1-2 years of experience)

About the instructors:



Julie Colehour, C+C

Julie Colehour is founding partner of C+C, a public relations and social marketing firm that focuses on environmental and sustainability issues for a variety of public and private sector clients. She has spent her career working to motivate people to alter their behaviors for social good. Her causes have included everything from organic farming to water conservation to green building to recycling and energy-efficient products. Julie is a Seattle-area native who grew up hiking, skiing and kayaking in our beautiful backyard.



Hal Nelson, Chief Executive Officer and Founder, Res-Intel

Dr. Nelson is an Assistant Professor in the Department of Public Administration at Portland State University. In addition, Dr. Nelson worked as a Research Associate Professor at Claremont Graduate University for 10 years prior to his appointment to PSU. As Chief Executive Officer, Dr. Nelson develops practical solutions to complex social, environmental, political, and economic problems. He has developed three decision support tools to help optimize energy sector outcomes. Dr. Nelson has publications appearing in *Energy Policy*, *The Journal of Artificial Societies and Social Simulation*, *Land Use Policy*, *Journal of Public Policy*, *The Journal of Policy Studies*, *The Journal of Environment and Development*, *The Journal of Environmental Planning and Management*, and other peer-reviewed journals. Dr. Nelson holds a PhD in Public Administration and Policy from Portland State University, with an emphasis in international institutions and energy policy.