EFFECTIVE TOOLS FOR CHANGING BEHAVIORS

Tiffany O’Dell, Pierce County
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Why behavior change?

Changing Citizen Behaviors
Education • Marketing • Law

16% Show Me
68% Help Me
16% Make Me
Education only gets you so far
Why social marketing?

Use marketing practices to influence voluntary behavior of target audiences to benefit society and the individual.
Why social marketing?
Social Marketing Approach

Top Five

1. What’s the problem?
Social Marketing Approach

Top Five

1. What’s the problem?
2. Who’s the audience?
Social Marketing Approach

Top Five

1. What’s the problem?
2. Who’s the audience?
3. Marketing mix strategy?
Social Marketing Approach

Top Five

1. What’s the problem?
2. Who’s the audience?
3. Marketing mix strategy?
4. Who’s doing what?
Social Marketing Approach

Top Five

1. What’s the problem?
2. Who’s the audience?
3. Marketing mix strategy?
4. Who’s doing what?
5. How are we doing?
“Numerous studies document that education alone often has little or no effect upon sustainable behavior…”

- Fostering Sustainable Behavior, Doug McKenzie-Mohr, PhD
Social Marketing vs Education

... have very little likelihood of changing behavior.”

- Fostering Sustainable Behavior, Doug McKenzie-Mohr, PhD
How to use social marketing

1. What is the behavior you want to influence?
How to use social marketing

1. What is the behavior you want to influence?
2. Who is the audience? What do they know?
How to use social marketing

1. What is the behavior you want to influence?
2. Who is the audience? What do they know?
3. Why would the new behavior motivate, benefit or challenge them?
How to use social marketing

1. What is the behavior you want to influence?
2. Who is the audience? What do they know?
3. How will you motivate, benefit or challenge them?
4. What will you measure?
Social Marketing Resources

**Literature:**

- *Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing*
  - Doug McKenzie-Mohr, 2011
- *Social Marketing: Influencing Behaviors for Good*
  - Nancy Lee and Philip Kotler, 2008
- *Social Marketing in the 21st Century*
  - Alan R. Andreasen, 2006
Social Marketing Resources

- Nancy Lee, Social Marketing Services
  http://socialmarketingservice.com/
- Pacific Northwest Social Marketing Association
  http://pnsma.org/
- Doug McKenzie Mohr Community Based Social Marketing
  www.cbsm.com/public/world.lasso
- CDC National Center for Health Marketing
  www.cdc.gov/healthmarketing/
- International Social Marketing Association
  http://i-socialmarketing.org/
QUESTIONS?

THANK YOU!

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