Successful Source Control
Through Behavior Change

Dave Ward
Puget Sound Partnership

Tiffany O'Dell
Pierce County
Problem ➔ Educate ➔ A Miracle Occurs ➔ Desired Outcome
Late Majority: 34%
Laggards: 16%
Early Adopters: 13.5%
Innovators: 2.5%

Information & education (SHOW ME)
Social marketing approaches (HELP ME)
Regulations & legal interventions (MAKE ME)
<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>“Show Me”</strong></td>
<td>Education</td>
<td>Education</td>
<td>Persuasion</td>
<td></td>
</tr>
<tr>
<td><strong>“Help Me”</strong></td>
<td>Environment</td>
<td>Marketing</td>
<td>Exchange</td>
<td></td>
</tr>
<tr>
<td><strong>“Make Me”</strong></td>
<td>Enforcement</td>
<td>Law</td>
<td>Authority</td>
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Social Marketing
Influencing public behaviors for good
Education helps people to know things

Social Marketing helps people to do things

Social Marketing is about the practices and behaviors that can help clean water and habitat

(It is not about advertising)
MARKETING is EXCHANGE
The Process

1. Formative research
2. Strategy/intervention
3. Trial
4. Measure, evaluate, refine
5. Broad implementation

1. Evidence
2. Hypothesis
3. Test
4. Validate hypothesis
5. Apply knowledge
Why Social Marketing?

• Proven results in other fields (health, disease prevention, safety)
• Established methods
• Established, growing infrastructure
• In the long run it’s more efficient than conventional education
# Social Marketing Benchmark Criteria

## 1. Behaviour

**Aims to change people’s actual behaviour**

- The intervention is focused on influencing specific behaviors, not just knowledge, attitudes and beliefs.
- Clear, specific, measurable and time bound behavioral goals have been set, with baseline and key indicators established.

## 2. Customer Orientation

**Focuses on the audience:** Fully understands their live, behavior, and the issues using a mix of data sources and research methods.

- Goes beyond interview and focus groups to use ethnographic techniques as well.
- Uses a range of research analysis and combines data from different sources (qualitative and quantitative).
- Gains key stakeholders’ understanding and feeds it into methods mix (Benchmark 2 & 4), development.
- Interviewees are pre-tested with the audience.
- Involves the target audience and local community rather than treating them as research subjects.

## 3. Theory

**Uses behavioral theories to understand behavior and inform the intervention.**

- The theory or theories used are identified after contacting the customer orientation research.
- Appropriate behavioral theory is directly used to inform and guide the methods mix (Benchmark 1).
- Theoretical assumptions are tested as part of the intervention pre-testing.

## 4. Insight

**Customer research identifies ‘stakeable insights’ – pieces of understanding that will lead intervention development.**

- A deep understanding of what moves and motivates the target audience, including who and what influences the targeted behavior.
- Insight is generated from customer orientation work (Benchmark 2).
- Identifies emotional barriers (such as fear of being positive) and physical barriers (such as senior opening brand).
- Uses insight to develop an attractive exchange and scalable methods mix (Benchmark 3 & 4).

## 5. Exchange

**Considers benefits and costs of adopting and maintaining a new behavior:** Maximizes the benefits and minimizes the costs to create an attractive offer.

- A clear and comprehensive analysis of the perceived/calculated costs versus perceived/calculated benefits.
- Considers what the target audience values; offers incentives and rewards, based on customer orientation and insight (Benchmark 2 & 4).
- Replaces benefits and costs derived from the problem behavior and competition (Benchmark 5).
- The exchange offered is clearly linked to ‘prices’ in the methods mix (Benchmark 4).

## 6. Segmentation

**Seeks to understand what comprises for the audience’s time, attention, and motivation to behave in a particular way.**

- Address direct and external factors that compete for the audience’s time and attention.
- Develop strategies to minimize the impact of competition, directly linked to the exchange offered (Benchmark 5).
- Forms alliances with or learns from the competing factors to develop the methods mix (Benchmark 4).

## 7. Methods Mix

**Uses a mix of methods to bring about behavior change. Does not...**
Relevance to NPDES
BEHAVIOR
BEHAVIOUR
Specific
End-state
Non-divisible
Measurable
Time-bound
Specific
Non-divisible
Measurable
Time-bound
SEGMENTATION
The Figure Skater Dress
GLOBAL PATRIOT
A PROUD HISTORY AND A BRIGHT FUTURE

MORE THAN
200
FIRE UNITS
AROUND THE GLOBE

Patriot is a premier, combat-proven air and missile defense system, protecting U.S. and Allied forces around the world.

A 12 nation global alliance and future Patriot partners offer a wide network for interoperability and a cost-effective solution to meet future AMD requirements.

FULLY MODERNIZED PATRIOT WILL BE IN SERVICE THROUGH 2040 AND BEYOND

More than 2,500 target search and track tests completed.

Global Patriot

Raytheon
• Hybrid car drivers have higher income, much higher than the average car buyer.
  • Hybrid owner incomes are $100,000 a year versus $85,000 a year for the average buyer.
  • A 2007 survey of Prius drivers, found 71 percent of respondents earned more than $100,000 per year.

• Hybrid drivers are a few years older than the average car buyer—closer to 50 rather than the average age of 40.
  • Auto industry marketing shows that only 2 percent of hybrid owners are 24 or younger;
  • 29 percent are between 45 and 54; 33 percent are 55 and older.
Antonella, the guiding personality for the Ford Verve
Natasha, the personality model for the Lincoln C
Desired Behavior
Pick-up regularly and dispose in trash

Partial Behavior
Pick-up regularly but do not dispose properly

Contrary Behavior
Pick-up irregularly or not at all

Target Audience – Dog Owners

Reinforce behavior

Correct behavior

Introduce behavior
## Dog Owners by Pick-up Method

(Quantity)

<table>
<thead>
<tr>
<th></th>
<th>At least weekly</th>
<th>At least monthly</th>
<th>Irregularly</th>
<th>Not at all</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place waste in trash</td>
<td>35,384</td>
<td>5,285</td>
<td>1,149</td>
<td>-</td>
<td>41,817</td>
</tr>
<tr>
<td>Compost/bury</td>
<td>19,760</td>
<td>3,217</td>
<td>2,068</td>
<td>-</td>
<td>25,044</td>
</tr>
<tr>
<td>Place waste in toilet</td>
<td>2,068</td>
<td>689</td>
<td>230</td>
<td>-</td>
<td>2,987</td>
</tr>
<tr>
<td>Other/DKNA</td>
<td>2,987</td>
<td>689</td>
<td>1,379</td>
<td>-</td>
<td>5,055</td>
</tr>
<tr>
<td>Leave waste in yard</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>9,191</td>
<td>9,191</td>
</tr>
<tr>
<td><strong>Total dog-owning households</strong></td>
<td><strong>60,198</strong></td>
<td><strong>9,880</strong></td>
<td><strong>4,825</strong></td>
<td><strong>9,191</strong></td>
<td><strong>84,094</strong></td>
</tr>
</tbody>
</table>
CUSTOMER ORIENTATION
Wet Feet, Dirty Water
A Landowner’s Guide to Working in Streams
If you want to
- Plan a project in or near your stream
- Clear brush or trees
- Build a pond or bridge
- Expand your yard or garden
- Leave healthy streams and clean water for your children and grandchildren
Then this workshop is for you!
Saturday, May 11  
9 a.m. to 12 p.m.
Salem Woods Elementary School
17823 Wagner Rd
MONROE
Saturday, May 18  
9 a.m. to 12 p.m.
Martha Lake Elementary School
17905 Lark Way
LYNNWOOD

Flora and Fauna
A Landowner’s Guide to Home Wildlife Habitat
If you want to
- Improve wildlife habitat in or near your stream
- Attract birds and other wildlife
- Create habitat for trout and salmon
- Plant plants or landscape near a stream
- Leave healthy streams and clean water for your children and grandchildren
Then this workshop is for you!
Saturday, June 8  
9 a.m. to 12 p.m.
Salem Woods Elementary School
17823 Wagner Rd
MONROE
Saturday, June 15  
9 a.m. to 12 p.m.
Mount Pilchuck Elementary School
12032 208th St NE
LAKE STEVENS
Saturday, June 22  
9 a.m. to 12 p.m.
Martha Lake Elementary School
17901 Lark Way
LYNNWOOD

Each workshop will begin in a classroom and end with a trip to a nearby salmon stream. Each workshop will provide streamside landowners with a general understanding of:
- The law - What landowners can and can’t do (and why)
- Permits - When they are required and how to get them
- Environmental issues - What lives in and around creeks (beside landowners)
- How to work in and around streams without harming water quality and wildlife
- When to call a professional
- How to get help
Each workshop will provide streamside landowners with a general understanding of:

- The law - What landowners can and can't do (and why)
- Permits - When they are required and how to get them
- Environmental issues - What lives in and around creeks (besides landowners)
- How to work in and around streams without harming water quality and wildlife
- When to call a professional
- How to get help

Saturday, May 11
9 a.m. to 12 p.m.
Salem Woods
Elementary School
1200 Wagner Rd
MONROE

Saturday, May 18
9 a.m. to 12 p.m.
Martha Lake
Elementary School
17551 Lath Way
LYNNWOOD

Saturday, June 8
9 a.m. to 12 p.m.
Mount Pilchuck
Elementary School
1208 206th St NE
LAKESIDE

Saturday, June 15
9 a.m. to 12 p.m.
Salem Woods
Elementary School
1200 Wagner Rd
MONROE

Saturday, June 22
9 a.m. to 12 p.m.
Martha Lake
Elementary School
11701 Lath Way
LYNNWOOD
A Landowner's Guide to Working in Streams

If you want to:
- Plan a project in or near your stream
- Clear brush or trees
- Build a pond or bridge
- Expand your yard or garden
- Leave healthy streams and clean water for your children and grandchildren

...then this workshop is for you!

Saturday, June 8
9 a.m. to 12 p.m.
Salem Woods Elementary School
12303 Wagner Rd
MONROE

Saturday, June 15
9 a.m. to 12 p.m.
Martha Lake Elementary School
17505 Lake Way
LYNNWOOD

Saturday, June 22
9 a.m. to 12 p.m.
Mound Pickett Elementary School
13002 206th St NE
LAKE STEVENS

A Landowner's Guide to Home Wildlife Habitat

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Martha Lake
17100 Lake Way
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A Landowner's Guide to...
<table>
<thead>
<tr>
<th>Response</th>
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<tbody>
<tr>
<td>“It is rare these days to see such caring on the part of government.”</td>
</tr>
<tr>
<td>“Interesting concept: That government agencies would actually work with me.”</td>
</tr>
<tr>
<td>“… a touch of empathy toward the many issues that can bewilder streamside landowners.”</td>
</tr>
<tr>
<td>“It was evident that you were there to help serve as a source of information and a contact, and that you were not there to judge current individuals practices or viewpoints.”</td>
</tr>
<tr>
<td>“It gave me information to make more competent decisions about my property.”</td>
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THEORY
Desired Outcome

A Miracle Occurs

Educate

Problem
**Activity:**
Conduct workshops to motivate landowners to plant streamside trees

**Desired Result:**
Lower water temperature

**Outcome:**
Landowners will plant streamside trees

**Impact:**
Streamside trees will create shade, which will reduce water temperature

**Implementation Monitoring**
Number of workshops, number of participating landowners

**Effectiveness Monitoring**
Number of landowners who planted trees, number of trees planted, miles of streambank planted

**Validation Monitoring**
Stream temperatures over time as trees grow

**MONITORING MEASURES**

**EVALUATION**
Did landowners attend workshops?
Did workshops motivate landowners to plant streamside trees?
Did water temperature actually drop when trees grew large enough to produce shade?

**Evaluation Timeframe**
Immediate 2 years 10 – 20 years
Would you like to make a donation?

Help keep Washington State Parks open
If you don't want to donate, choose No and we'll remove the $5.

- Yes, I want to donate $ 5.00
- No, I don't want to donate.

For more details, see: ROW 154.090 - Voluntary and opt-out donations.

For organ, eye, and tissue donation awareness
This supports the LifeCenter NW which educates and helps people decide whether to join the organ donor registry.

- Yes, I want to donate $ 0.00
- No, I don't want to donate.

Continue
Attention Dog Owners
Please pick up after your dogs. Thank you.

Don’t let your dog be a turkey!
Scoop the poop, bag it, and place it in the trash. Clean yards. Clean streams.
(And clean shoes!)

Composting or burying your pet’s waste does not reliably destroy harmful organisms.

November 2007

1  2  3
4  5  6  7  8  9  10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
Communications Strategy

Vectors:
- Activity Clubs
- Veterinarians
- Pet Stores
- Schools
- A & D

Direct Communication

Change Agent

Target Audience

Children
COMPETITION
RENEW YOUR
Vehicle tabs

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If you don’t want to donate, choose No and we’ll remove the $5.

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- Yes, I want to donate: $0.00
- No, I don’t want to donate.
INSIGHT
Surface Water Management’s Watershed Stewards are your link to resources and information.

They can answer your questions about streams, water quality, and habitat. They can provide advice, ideas, or just listen to you.

No charge. No inspectors. Just answers.

☐ Please call me. I have questions!
☐ I’d like to schedule a free visit from a watershed steward!
☐ Put me on your mailing list for classes and workshops!

☐ I have drainage problems
☐ I want to learn more about my stream
☐ I have erosion problems
☐ I’m concerned about water quality

Name

Address

City State Zip

Phone Email
Washington Conservation Corp crew at work at Snow Creek WA
EXCHANGE
Washington Conservation Corp crew at work at Snow Creek WA
GROW TASTY TREES

Start cooking at TreesAreAmazing.com
METHODS MIX
Methods Mix:

1. Product
2. Price
3. Place
4. Promotion
8 questions to ask about any behavior change program:

1. What is the desired behavior?
2. What is the target audience?
3. How is the program oriented to the audience?
4. What behavioral theories inform and support the intervention?
5. What competes for the audience’s attention?
6. What actionable insights came from the audience research?
7. What is exchanged from the audience’s point of view?
8. What mix of methods, beyond raising awareness, are used to bring about behavior change?