

FOSTERING SUSTAINABLE BEHAVIOR WORKSHOP

Getting People to Do the Right Thing

led by Doug McKenzie-Mohr, Ph.D.



People know that to protect the environment, we should recycle, use less water, minimize the fuel we consume and conserve in general to reduce our ecological footprint.

But as often as not, the actions we take are not consistent with what we know to be best for the environment. In fact, research demonstrates that simply providing information usually has little or no effect on what people do.

But if not brochures, then what? Over the last several years a new approach — community-based social marketing — has emerged as an effective method for delivering programs to change environmentally linked behavior.

The Workshop

This full-day workshop introduces community-based social marketing and provides participants with the knowledge they need to design and deliver effective programs. The workshop covers four key areas:

- How to identify the barriers to desired behavior;
- How to use behavior change “tools” to design more effective programs;
- How (and why) to pilot test a program; and
- How to evaluate the impact of a program once it has been implemented.

Case studies are used to make social marketing concepts concrete — such as gaining commitment or using prompts — and frequent opportunities are provided for discussion. The emphasis is on ensuring that participants feel confident in using community-based social marketing in their own work contexts.

Who Should Attend?

This workshop is designed for those who work to encourage residents and/or businesses to engage in environmentally beneficial behaviors. People who fund these types of programs will also find this workshop helpful.