

# Boosting Behavior Change!

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**Steve Raabe**

**President, OpinionWorks LLC**

**Former Board Chair, Watershed Stewards Academy**



# OpinionWorks Credentials

- Measure perceptions, attitudes, behavior
- Surveys, focus groups, in-depth interviews
- Grounded in social science best practices

## ***The Baltimore Sun***

- Elections and issues polling since 2007

## **Chesapeake Bay Program**

- Development of a Baywide indicator of stewardship behavior

## **The Recycling Partnership**

- National consumer research on response to recycling prompts and tools

## **211 Maryland**

- Branding and outreach related to behavioral health helpline

## **Virginia Coastal Zone Management Program**

- Behavior change related to marine debris

## **William Penn Foundation**

- Assessing equitable access to the trails and parks in Greater Philadelphia

## **Waterfront Partnership of Baltimore**

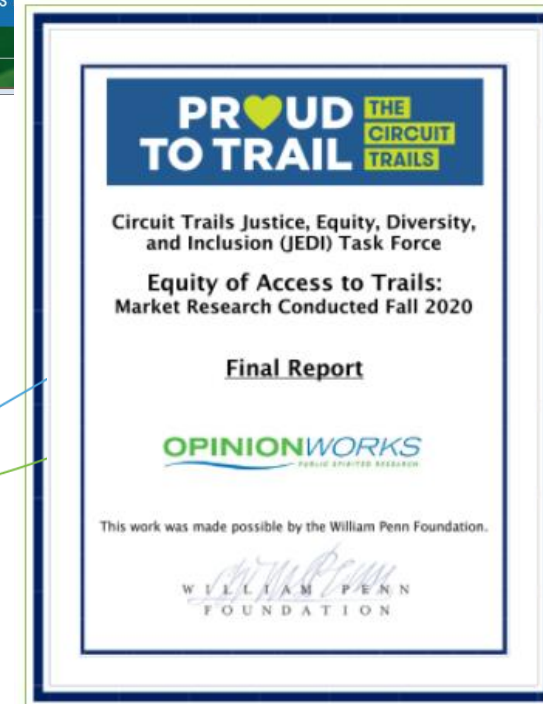
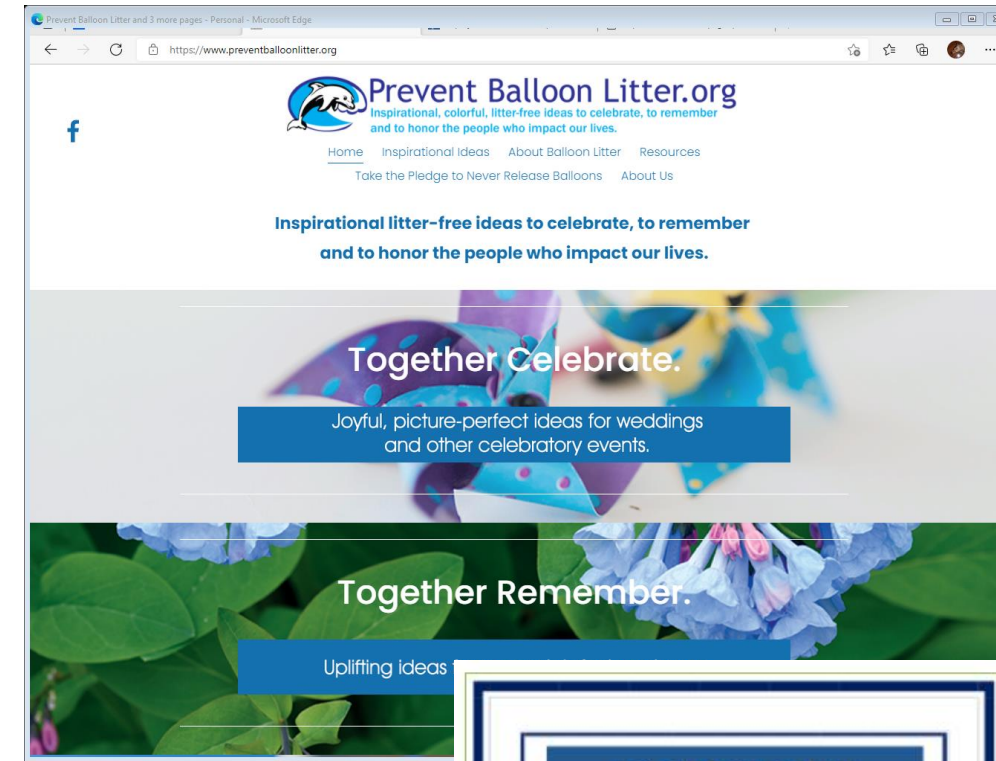
- Perceptions and visitation of Baltimore's Inner Harbor

## **Los Angeles County, California**

- Evaluation of media campaign encouraging proper disposal of batteries

## **City of Dayton, Ohio**

- Annual public survey assessing satisfaction with municipal services





**588,261 Individual Decision Makers**

# **Big Impact**

**on the water and watershed.**

**Perceptions**

**Biases**

**Hopes**

**Distractions**

**Drive countless impactful individual decisions.**





**Inspiring Action,  
Fostering Stewardship**  
**A new tool for behavior change practitioners**  
**Sharing of resources and best practices**  
**Campaign planning template**  
**Case study database**

Thousands of Chesapeake Bay watershed residents were surveyed about their stewardship behaviors that impact the Bay's health.

[Learn about the survey](#)

**What Is Chesapeake Behavior Change?**

# A Step-by-Step Guide to Planning & Implementing a Behavior Change Campaign

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Chesapeake Behavior Change was developed in coordination with the Chesapeake Bay Program's Stewardship Workgroup. The goal of the Stewardship Workgroup is to grow the number of residents and organizations taking action from the ground up to encourage positive actions that protect and restore the health of the Chesapeake Bay.







# Choose the Right ONE Behavior to Influence

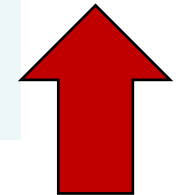
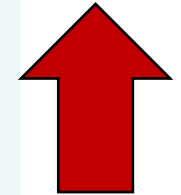
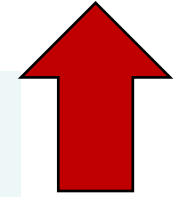
Impact of the Behavior on Water Quality

x

Opportunity (Inverse of the Level of Adoption)

x

Likelihood People will Adopt the Behavior Soon



Physical science

Social Science

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**Chesapeake Bay Program**  
*Science. Restoration. Partnership.*

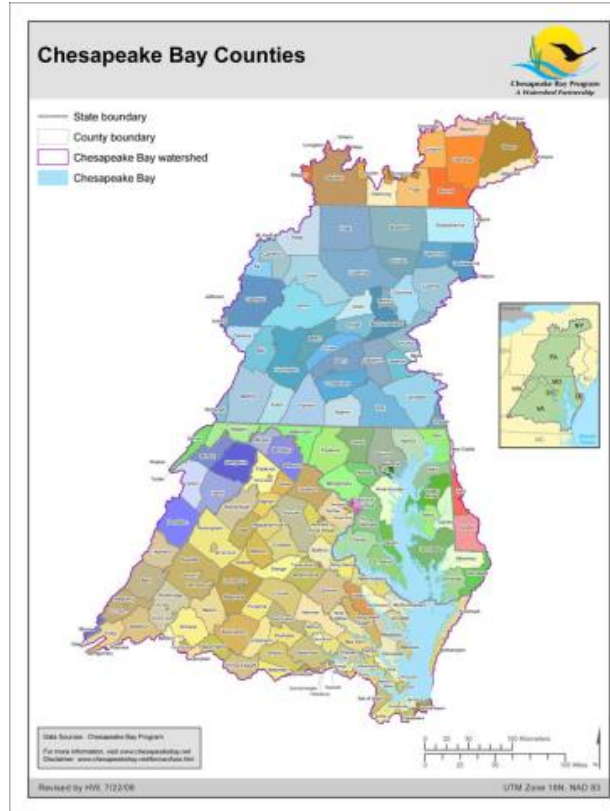


Photos Courtesy Chesapeake Bay Program

# **Chesapeake Bay** **Stewardship Indicator**

# Stewardship Indicator

## Sampling Methodology



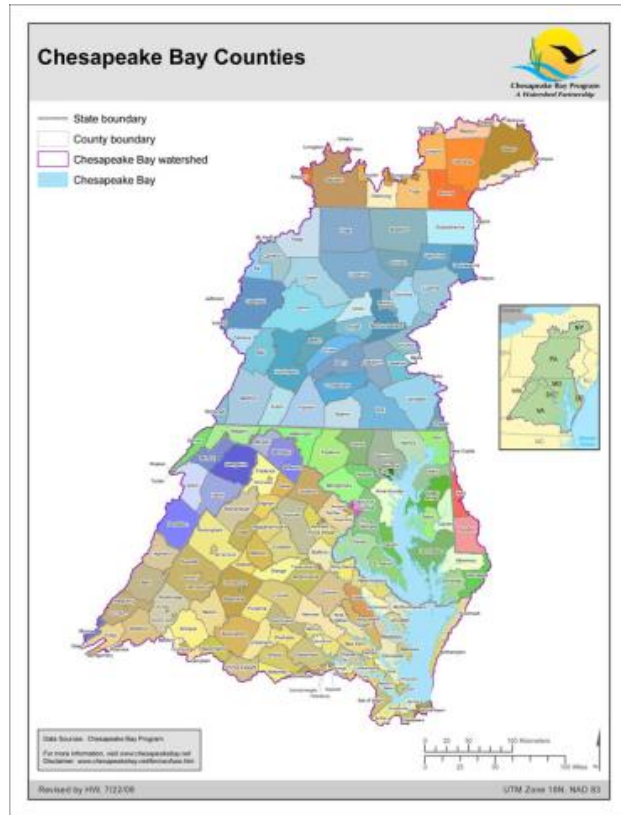
	2017 Baseline
	All states statistically significant N=5,212
MD	1,005 (±3.1%)
PA	1,003 (±3.1%)
VA	1,001 (±3.1%)
DC	801 (±3.5%)
WV	600 (±4.0%)
DE	402 (±4.9%)
NY	400 (±4.9%)

Fielded March – May 2017  
 13-minute interview  
 Wireless and Landline  
 Spanish language interviewing



# Stewardship Indicator

2022 Tracking



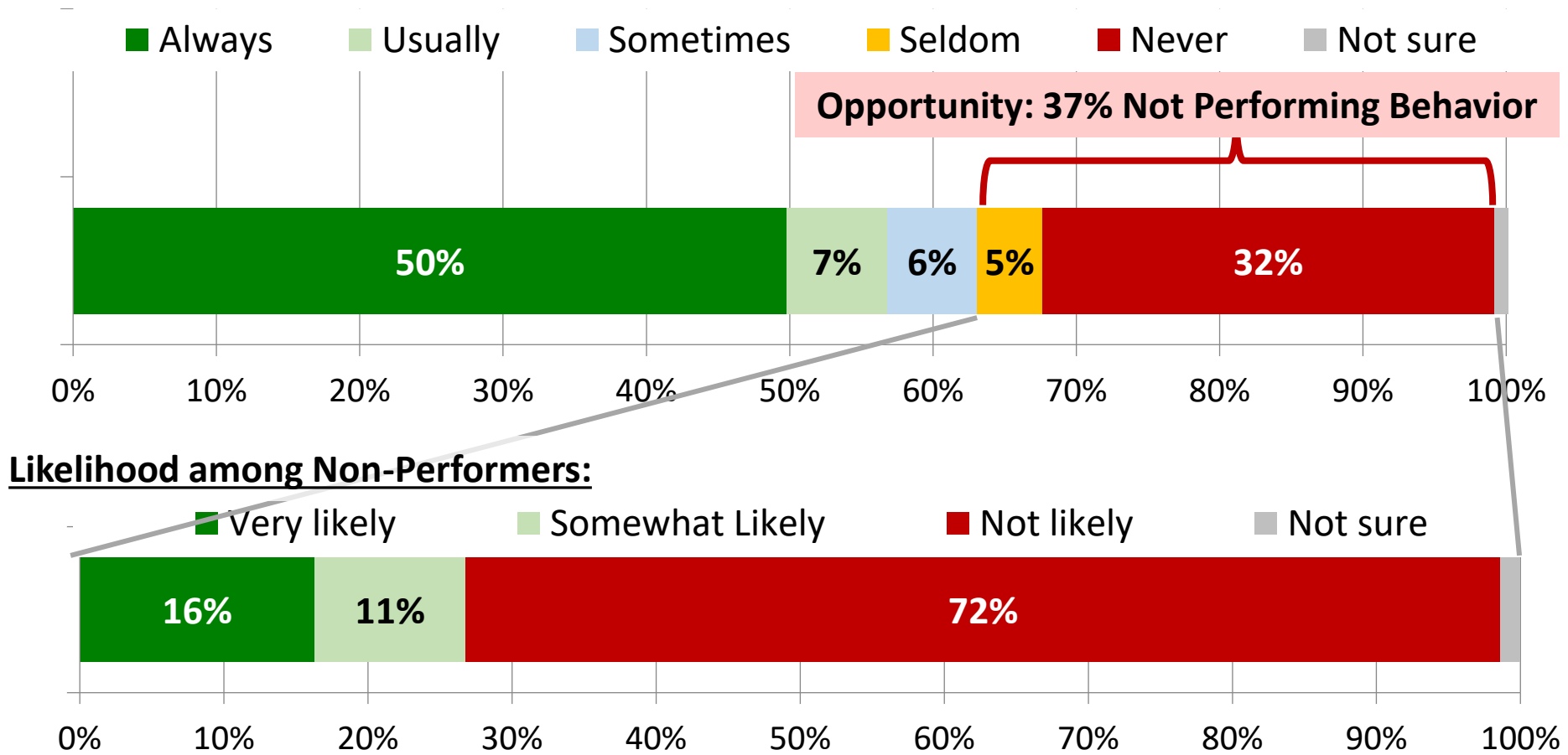
**New Data Collection Wave in 2022**

**Behavior & Likelihood Measures  
Updated**

**Key Attitudes Measured**

**Opportunity for Deep Local Sampling**

# Picking up Dog Waste



(Asked of those with a dog):

“For the next few things, please tell me if you never, seldom, sometimes, frequently, or very frequently do it....Pick up your dog’s waste and dispose of it in the trash....”

(If seldom or never): “Looking forward over the next year or so, how likely are you to do each of these things using the scale very likely, somewhat likely, or not likely?  
 ...Pick up your dog’s waste and dispose of it in the trash while you are...on your own property/off your property.”

## Stewardship Indicator Survey

(N=5,212 Chesapeake Bay Watershed residents, 2017)



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## Step 3: Identify Barriers and Benefits

**Turn off your advocacy and turn on your listening.**

Behavior change starts with listening.

Be affirmative! Otherwise you will miss the real barriers.

Anchor your inquiry in their daily reality, not ours.

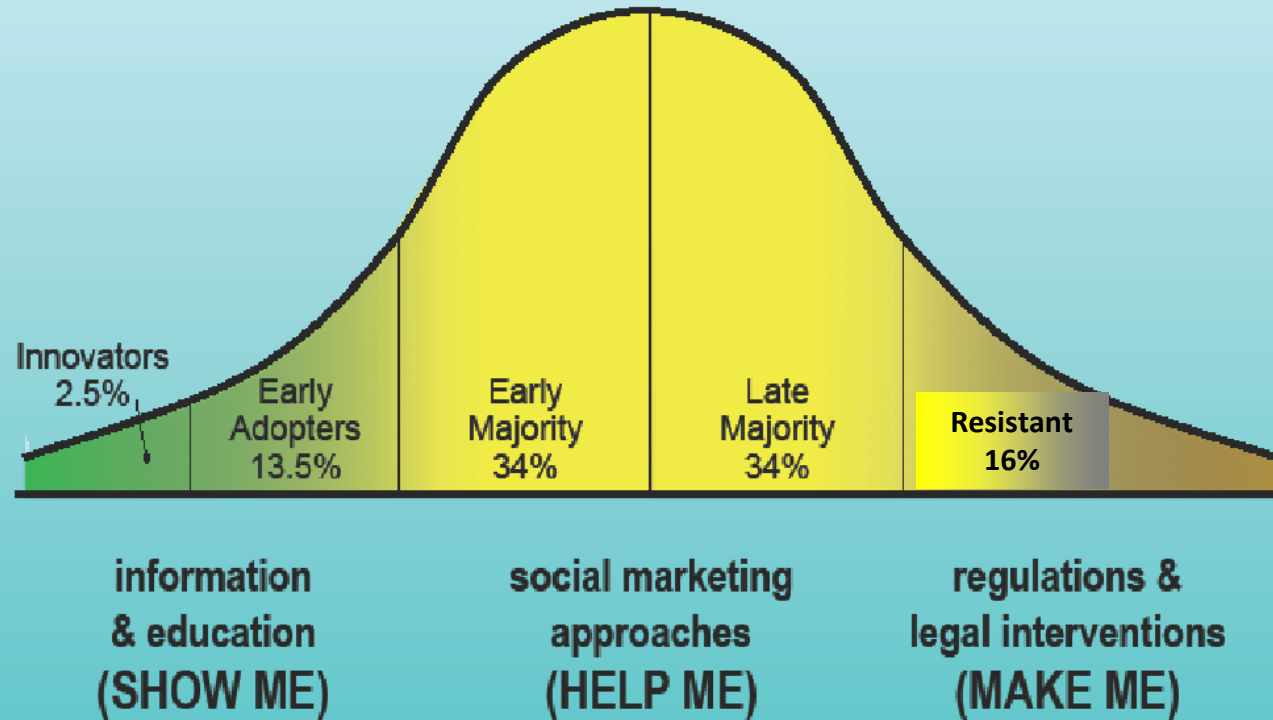
**This could be you!**



**Kathy Flament, Moderator**



# Diffusion Approaches: Education, Marketing, and Law



Graphic based on Everett Rogers, Diffusion of Innovations and Jay Kassirer, Confessions of an Environmental Social Marketer

Credit: Nancy R. Lee, University of Washington & Puget Sound Partnership  
Adapted from **Everett Rogers**, Jay Kassirer, Mike Rothschild, Dave Ward, Kristen Cooley

# Level of Investment to Change Behavior

(conceptual)

**Social Science Principle:  
People in the Middle  
Just Need a Little Help**

Talk, Talk, Talk  
Websites  
Brochures & Flyers



Fines  
Regulations  
Lawsuits



Information and Education  
**(SHOW ME)**

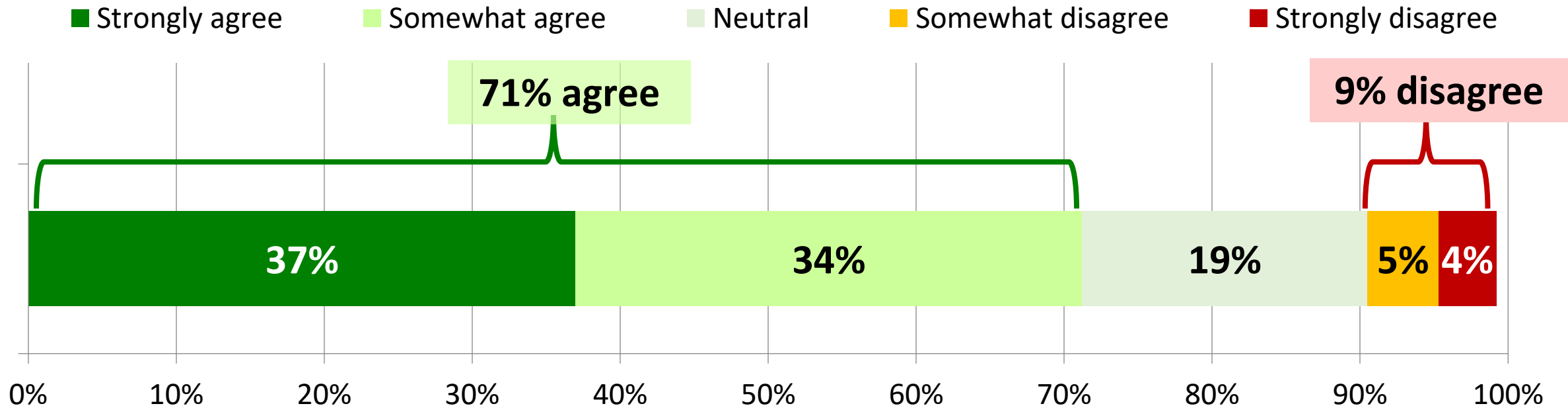
Social Marketing Approach  
**(HELP ME)**

Regulations and Legal Interventions  
**(MAKE ME)**

Credit: Nancy R. Lee, University of Washington & Puget Sound Partnership  
Adapted from Everett Rogers, Jay Kassirer, Mike Rothschild, Dave Ward, Kristen Cooley

# I want to do more to help make local creeks, rivers, and lakes healthier.

*Level of Agreement*



**Stewardship Indicator Survey**

(N=5,212 Chesapeake Bay Watershed residents, 2017)



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# Behavior Change Tool: Prompt

 **RECYCLE** THANK YOU FOR RECYCLING THESE:

 <b>Cans</b>	 <b>Cardboard</b>	 <b>Glass</b>	 <b>Paper</b>	 <b>Plastic</b>
				
<b>Aluminum &amp; Tin Cans</b> (empty & rinse)	<b>Cardboard</b> (flatten)	<b>Bottles and Jars</b> (empty & rinse)	<b>Newspaper, Magazines, and Junk Mail</b>	<b>Plastic Bottles</b> (1 & 2)

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**NO!**

				
No Plastic Bags or Plastic Wrap	No Food or Liquid (empty all containers)	No Tangles (no hoses, wires, chains, or electronics)	No Bulky Plastics	No Scrap Metal

TO LEARN MORE,  
visit [www.vinelandcity.org](http://www.vinelandcity.org)  
or call **856-794-4089**

 **CITY OF VINELAND**  
WHERE IT'S ALWAYS GROWING SEASON

 **THE RECYCLING PARTNERSHIP**

# Taking Action for Clean Water in Capitol Heights

## Behavior Change Tool: Pledge

“Free Upgrade”

A/B Test:

A. Flooding

B. Water quality

50% of homes visited  
signed the pledge



### Am I contributing to water pollution?

Unfortunately, we all are. Every day, trash, oil, sediment, chemicals and other pollutants collect on our roofs, roads, parking lots and driveways. When it rains, the pollutants travel over these hard surfaces and flow into our creeks and rivers.

### How Can I Help?

There are simple things we can do in our own yards to help reduce pollution in our local creek and the Anacostia River.

Disconnecting your downspout means redirecting your roof runoff away from hard surfaces like streets and driveways and onto planted areas where the water will soak in. This simple action can provide a BIG reduction in the amount of pollution.

### Helping is easy, and it's FREE!

Capitol Heights residents can get **FREE downspout redirectors** including pipe extenders and splash pads, and a **FREE visit from someone who can help you install them.**



### ..... | Take the Pledge! | .....

We know you care about your home and want the waters to be cleaner. Sign the pledge card and become part of the solution for your community.

*I commit to helping reduce the impact of stormwater runoff in the Anacostia River by completing*  
\_\_\_\_\_ *on my personal property.*

Signature \_\_\_\_\_ Date \_\_\_\_\_

### What Happens Next?

Based on your availability, we will contact you to arrange follow up and installation.

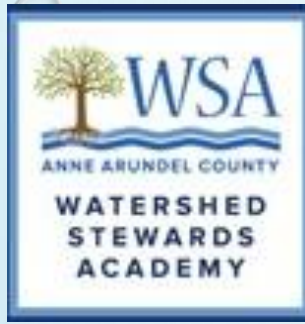
### MORE INFORMATION:

Prince George's Department of Environment Stormwater Management Division: [bit.ly/PGDOESW](http://bit.ly/PGDOESW)  
Stormwater Fee FAQ: [bit.ly/PGDOESWFAQ](http://bit.ly/PGDOESWFAQ) • Rain Check Rebate Program: [bit.ly/PGDOESWREBATES](http://bit.ly/PGDOESWREBATES)



**Outcome:**  
**50% of homes signed the pledge.**  
**24% followed through.**



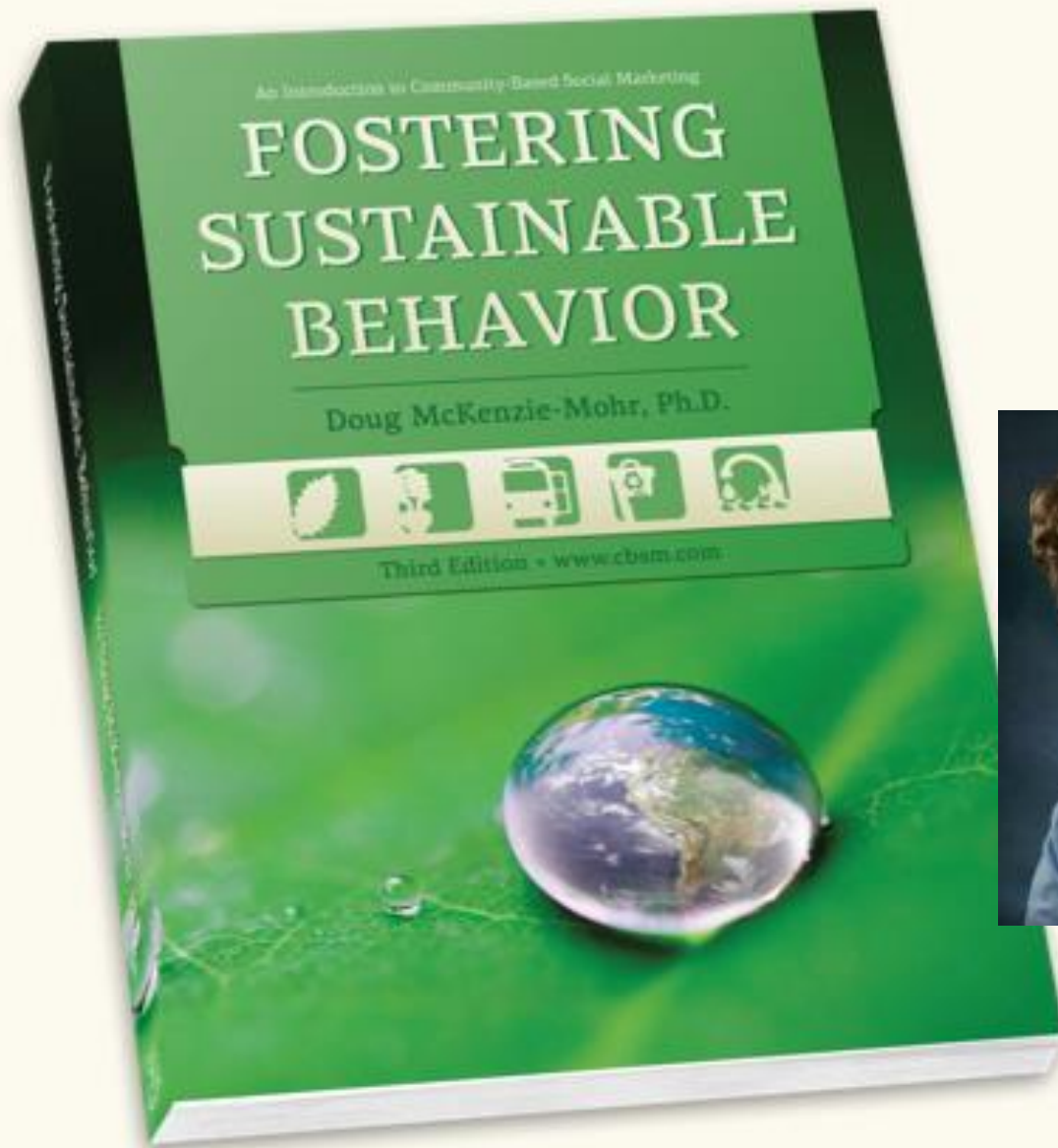


# IMPACT PROJECT CLEAN WATER COMMUNITIES

## Behavior Change Tool: Convenience









# Tools

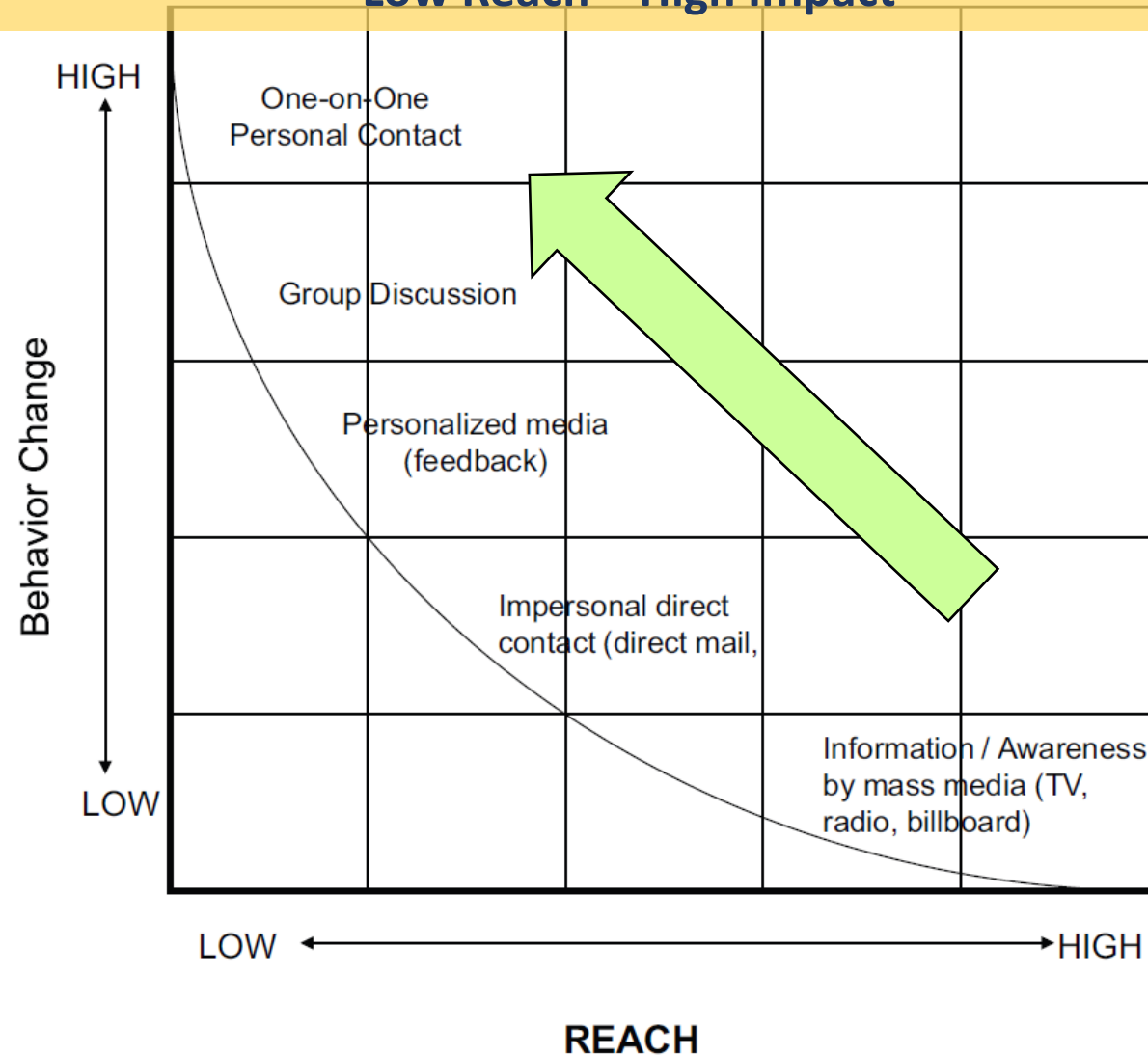
<b>BARRIERS</b>	<b>TOOLS</b>
Lack of Motivation	Commitment Norms Incentives
Forget to Act	Prompts
Lack of Social Pressure	Norms
Lack of Knowledge	Communication Social Diffusion
Structural Barriers	Convenience

credit: Doug McKenzie-Mohr

# Social Science Principle: Get Personal

High Touch = Low Reach

Low Reach = High Impact



Source: Schultz, P.W. May 2010. Social Marketing: A Community-Based Approach. Presentation prepared for the USEPA, RCC Web Academy. May 20, 2010.

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<https://www.chesapeakebehaviorchange.org/>