

Power to Motivate Resources

Habits that Help Toolkit

People are a vital part of the Chesapeake Bay ecosystem. Actions we take today can revive the Bay's health tomorrow and into the future.

Background

The Chesapeake Bay is an important part of our region. Along with being home to 3,600 species of plants and animals, it is integral to our economy, cultural heritage, outdoor recreation, and local sense of place.¹ The Chesapeake Bay faces a number of environmental challenges. Run off, forest loss, degradation, air pollution, and climate change are all taking a toll. The good news is we have a chance to make a difference by just changing some of our habits.

Overview

This digital toolkit is designed to support lay leaders to help their congregation members adopt habits that will help the environment. The toolkit includes the following Habits that Help:

1. Plant and care for a tree.
2. Plant and care for native plants / a conservation landscape (an area planted with native plants).
3. Eat less meat.
4. Use a clothesline or drying rack.
5. Reduce use of disposable plastic drink bottles or “to-go” cups.
6. Reduce use of disposable plastic grocery bags.
7. Reduce use of disposable plastic eating utensils.

For each habit, the toolkit provides:

- 1) a short description of the habit and how it benefits the environment,
- 2) examples of social marketing or behavior change campaigns and examples of social science tools or outreach pieces,
- 3) example messages about that behavior that could be used in congregational outreach campaigns; and
- 4) outreach strategies incorporating messages.

Within the examples of social marketing and behavior change campaigns in the toolkit, the following strategic approaches are used to describe the type of influence the campaign uses:

- **Convenience** – Remove external barriers (or misperceptions) to make the behavior more convenient.
- **Commitment** – Encourage people to make public, written commitments to the behavior.

¹ <https://www.cbf.org/issues/>

- **Social Norm** – Show that a behavior is commonplace.
- **Social Diffusion** – Set example and use social interactions to spread the adoption of the behavior.
- **Prompts** – Use visual or auditory aids to remind people to perform the behavior.
- **Communications** – Craft to the target audience.
- **Incentives** – Provide monetary or non-monetary benefits to encourage the behavior.

We hope you find these resources helpful to engage your community to change a habit or two that will help the environment. *

*Please note, the images included in this document are meant to serve as examples. If you would like to use any of the images in this document in your outreach tools, make sure to credit the image source or follow the cited link to request permission to use the image.