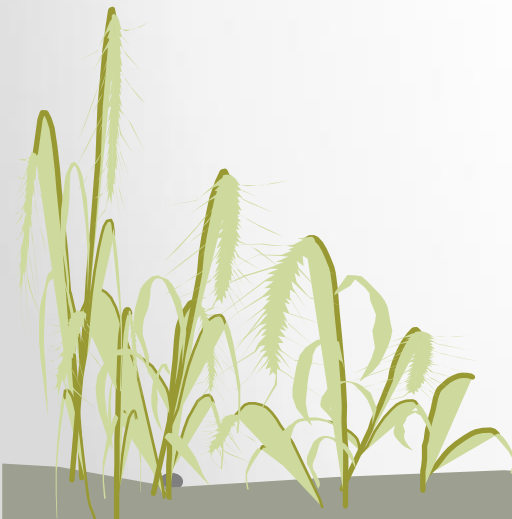




The Power to Motivate: Behavior Change in Your Congregation

Suzanne Etgen
Watershed Stewards Academy



Tonight's Agenda

Power to Motivate Overview

Digging in:

Choosing a Habit

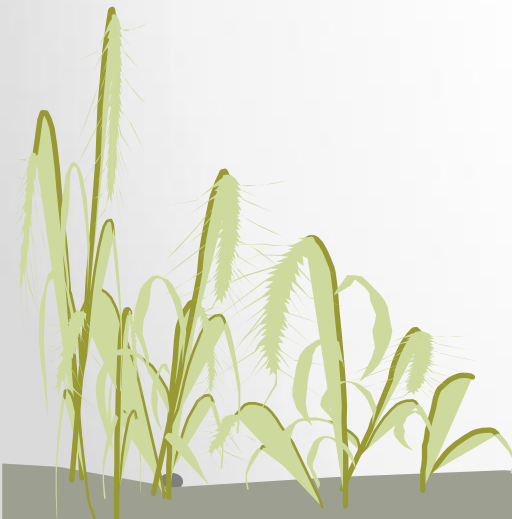
Measuring your baseline

Barriers and Benefits

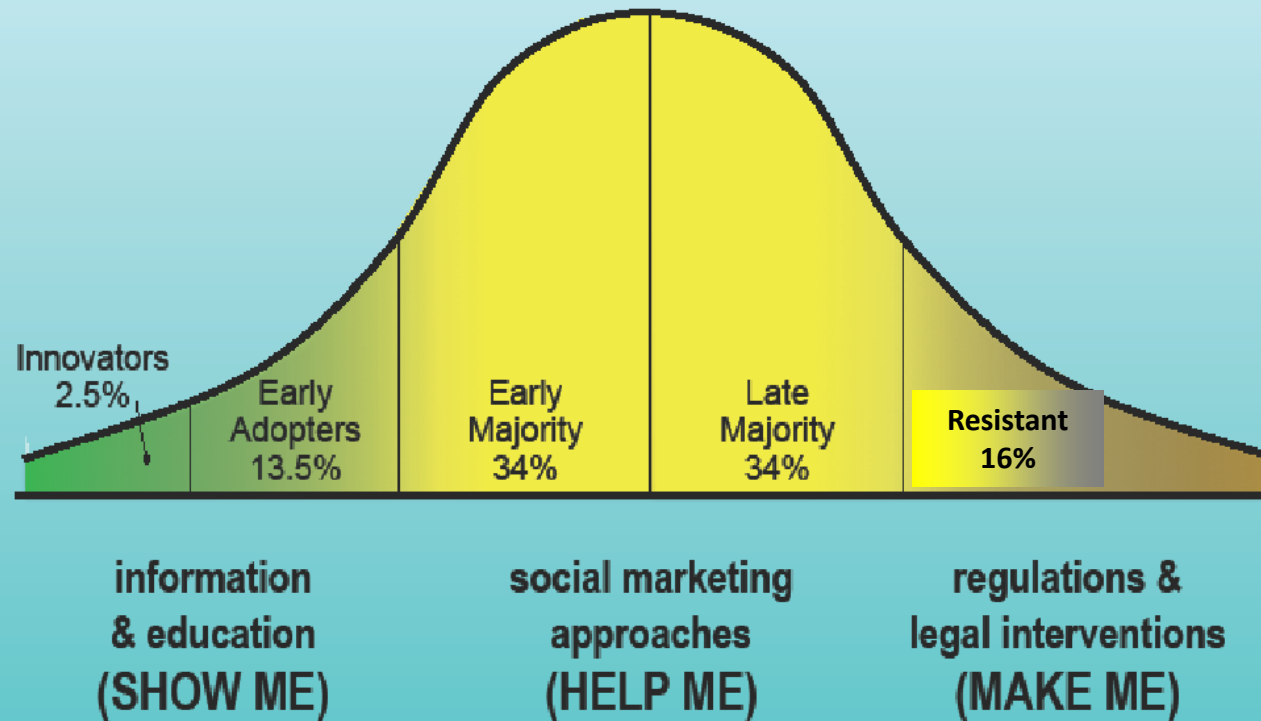
Survey 101

Next Steps

Q & A



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)



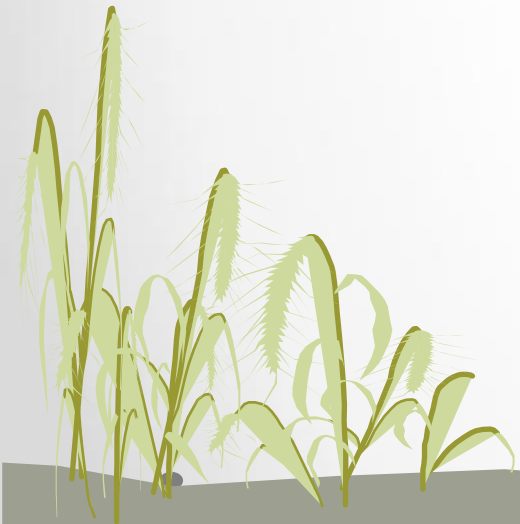
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Education and Awareness is not enough...

What do you want your community to DO as a result of your outreach?

Who in your community is the best group to take your action?

What help do they need to take the action?



Habits that Help Campaigns:

Helping people take actions they already want to take

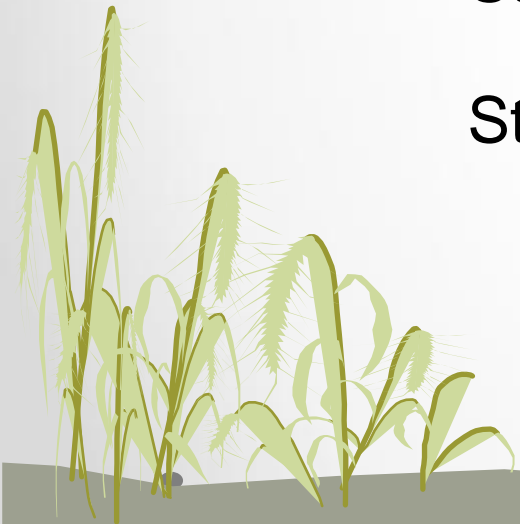
Step 1: Select a Habit & Identify your Audience

Step 2: Measure the Habit Baseline

Step 3: Identify Barriers and Benefits

Step 4: Develop and Implement a Strategy

Step 5: Measure Behavior Change



Power to Motivate Overview

December 8th - Session 1: Behaviors, Baselineing and Barriers

January 28th - Session 2: Analyzing Barriers and Benefits
and Intro to Social Science Tools

February 18th - Session 3: Planning your Campaign

February-August 2021

Optional one hour of technical assistance with Suzanne (review of tools, strategies, messaging) and/or graphics assistance

Fall 2021

Let's share our results – to be scheduled!



Step 1: Select a Behavior

Behavior should be a single, end state (results in pollution reduction) behavior.

- Purchasing a Rain Barrel
- Picking up Pet Waste
- Using a Bay Friendly Lawn Care Regime (Soil testing, organic fertilizer, mowing at the correct height, fertilizing in fall only)
- Getting a Household Energy Audit
- **Disposing of Household Hazardous Wastes at a County Disposal Site**

Step 1a: Select a Behavior

- **Impact**
 - How much will this contribute to improving water quality?
- **Opportunity**
 - How many in the community are *not* doing this?
- **Likelihood**
 - How willing/likely is your target audience to do it?

Habits

1. Planting a tree
2. Planting and caring for Conservation Landscapes (CL =an area planted with native plants)
3. Eating less meat
4. Using a clothesline or drying rack
5. Reducing single-use plastics:
 1. Plastic drink bottle/to-go cup
 2. Plastic grocery bags
 3. Plastic eating utensils (knife, fork, plate, etc.)



Electronic Survey

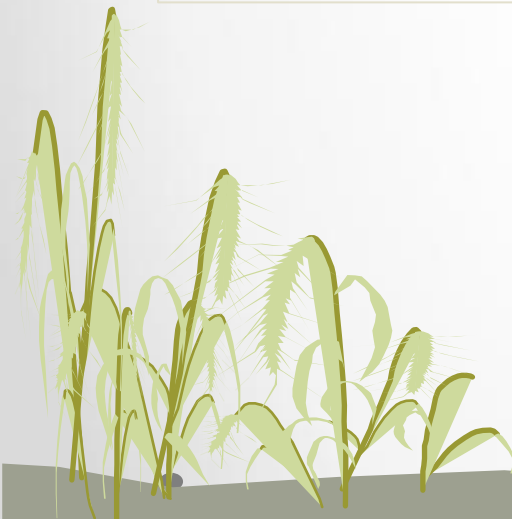
Congregation

5 Sets of Behavior Questions

Demographic and Preference Questions

WSA will send a link that you can send directly to your congregation, along with suggested email text to introduce the survey. Or you can program your own survey.

More on recommended fielding timelines and more information about survey basics later in the presentation.



Trees

Opportunity

Typically, how frequently do you plant a tree(s) in your yard or your community?

<i>Several times a year</i>	<i>Once a year</i>	<i>Every few years</i>	<i>Rarely</i>	<i>Never</i>
1	2	3	4	5

Likelihood

In the next year, how likely are you to you plant a tree(s) in your yard or your community?



Trees

Likelihood

In the next year, how likely are you to plant a tree(s) in your yard or your community?

<i>Very Likely</i>	<i>Likely</i>	<i>Somewhat Likely</i>	<i>Unlikely</i>	<i>Very Unlikely</i>
5	4	3	2	1

Barrier and Benefit Questions:

What prevents you from planting a tree?

What would make you more likely to plant or care for a tree?



Crunching your data... Power to Motivate Campaign Builder

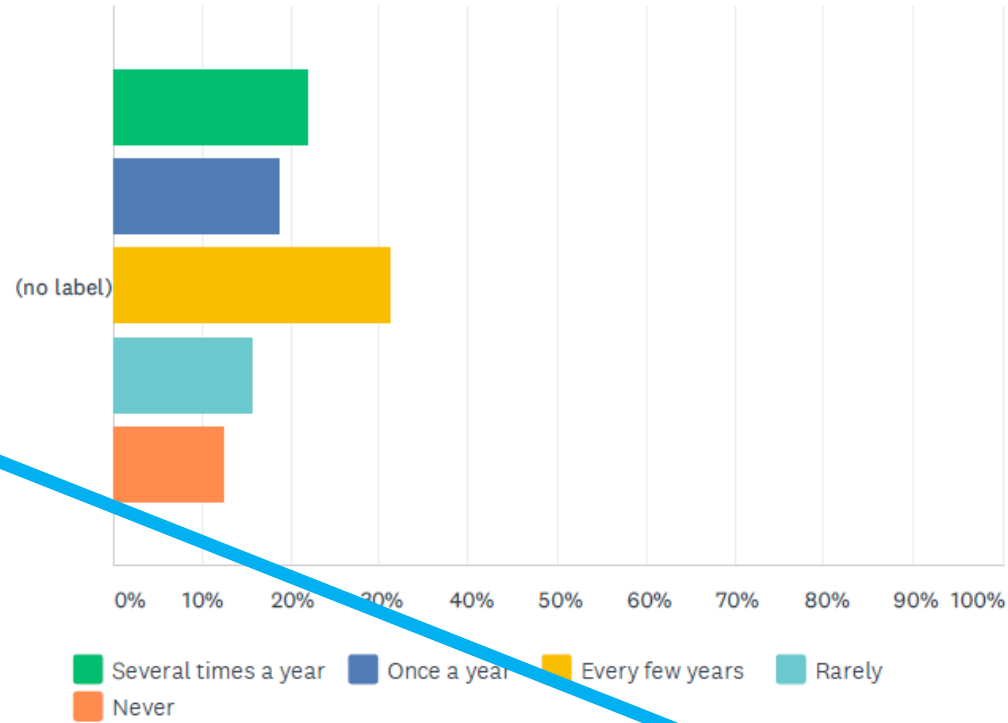
Behavior	Opportunity Score	Likelihood Score	Average = (Opportunity + Likelihood) divided by 2
Trees			
Conservation Landscapes			
Meat			
Plastic Bottle			
Plastic Grocery Bag			
Utensils			
Clothesline/Drying rack			

Opportunity Score:
2.78 out of 5

Q3 Typically, how frequently do you plant a tree(s) in your yard or your community?

Answered: 32 Skipped: 2

TOTAL	WEIGHTED AVERAGE
32	2.78



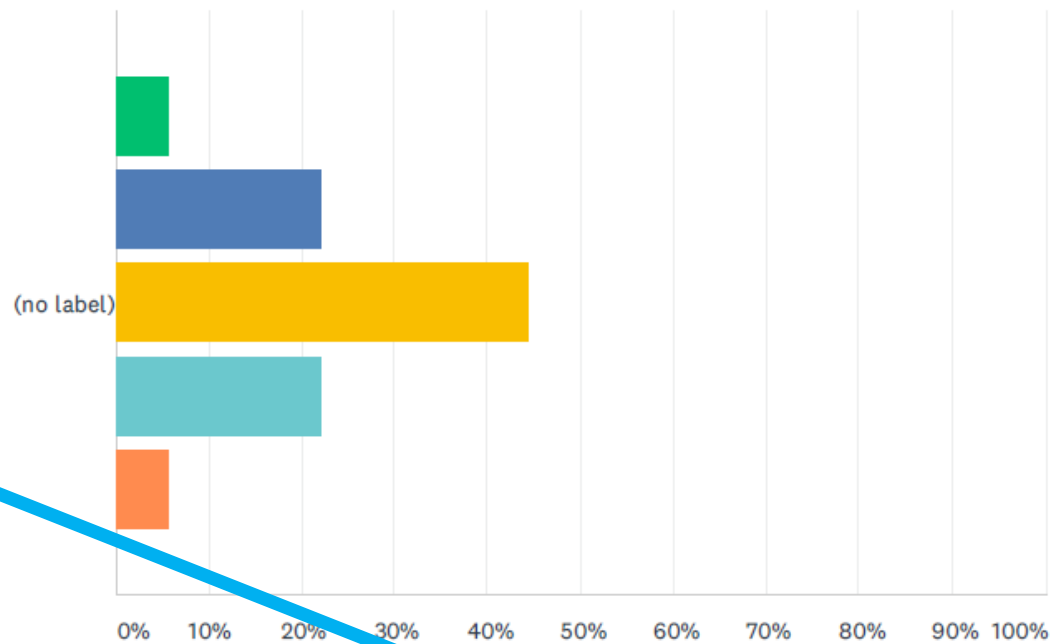
	SEVERAL TIMES A YEAR	ONCE A YEAR	EVERY FEW YEARS	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
(no label)	21.88% 7	18.75% 6	31.25% 10	15.63% 5	12.50% 4	32	2.78

Q4 In the next year how likely are you to plant a tree in your yard or your community?

Answered: 18 Skipped: 16

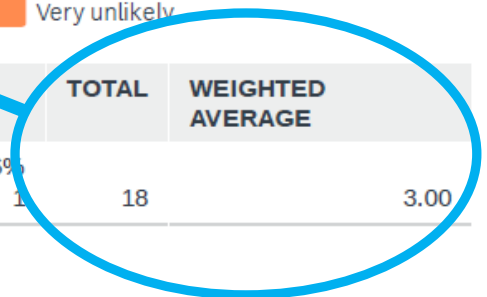
Likelihood Score:
3.00 out of 5

TOTAL	WEIGHTED AVERAGE
18	3.00



Very likely Likely Somewhat likely Unlikely Very unlikely

	VERY LIKELY	LIKELY	SOMEWHAT LIKELY	UNLIKELY	VERY UNLIKELY	TOTAL	WEIGHTED AVERAGE
(no label)	5.56%	22.22%	44.44%	22.22%	5.56%	18	3.00
	1	4	8	4	1		



Crunching your data...

Behavior	Opportunity Score	Likelihood Score	Average
Meat	4.15	3.50	3.82
Plastic Bottle	3.25	3.29	3.27
Conservation Landscape	4.25	1.81	3.03
Trees	2.78	3.00	2.81
Plastic Grocery Bag	2.70	2.86	2.78
Clothesline/Drying rack	3.25	2.00	2.62
Utensils	2.25	2.00	2.12

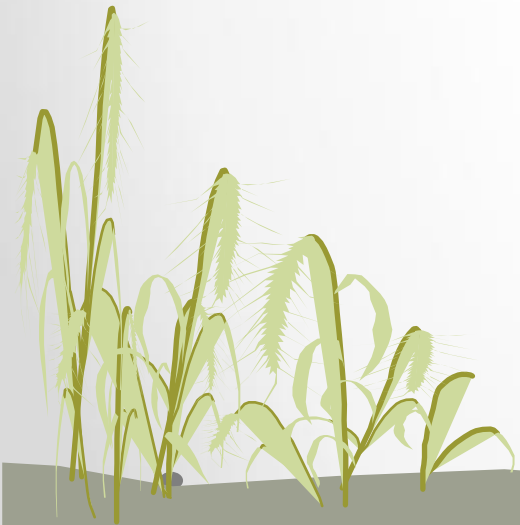
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Step 2: Habit Baseline

Eat Less Meat: 3.82

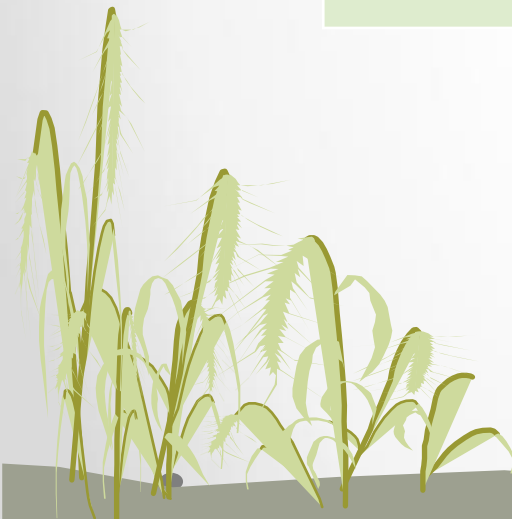
***When you remeasure your baseline at the end of the campaign, you hope the score is LOWER than 3.82.



Baseline vs Evaluation

At the end of your campaign, you will field the same survey and compare your “opportunity” question: “On average, how often do you consume meat?”

Baseline (before your campaign)	3.82
Evaluation (after your campaign)	2.12



Step 3: Identify Barriers and Benefits

What help do people need?



Barriers

- Q14 What prevents you from consuming less meat?

Barriers	Number of times it appears in survey
Don't know what to cook	12
Its not convenient	9
I just cook the same things I am used to cooking – I forget	7
I need more protein – afraid I won't get enough protein	4
Cooking vegetarian is too much work	4
My family loves meat	4



Benefits

- Q15 What would make you more likely to consume less meat?

Barriers	Number of times it appears in survey
Recipes	10
Ideas for what my kids will eat	9
Vegetarian convenience meals or meal kits	7
Ideas for vegetarian protein sources	4
Knowing others are eating more vegetarian	4
Knowing the environmental benefits of becoming a vegetarian	2



Step 3: Identify Barriers and Benefits

Qualitative Technique
Explore deeply, patiently
Understand the “Why?”



If one of the plastic behaviors is the winner?

To keep the survey short, we left the barrier benefit questions for plastics off the survey. We will give you a second survey for plastics.



Survey 101

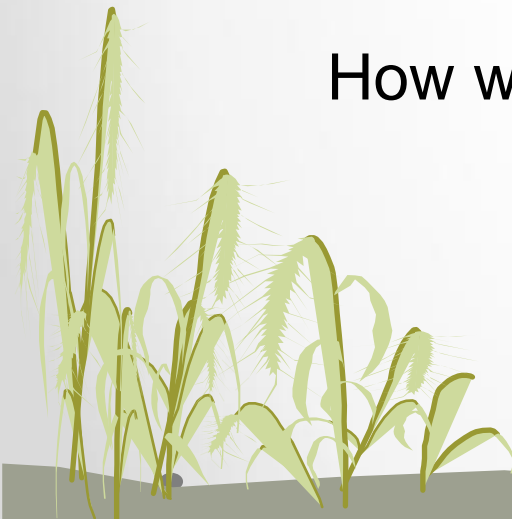
One link will work for all Congregations. Respondents will choose congregation from drop down menu on Q 1. WSA will provide some sample introductory language to accompany the link.

What permission do you need to send the survey? Whose help do you need?

Pastor, Parish Council, other leaders

How will you send the survey?

email list serv, electronic newsletter, facebook



Survey 101

How many survey responses do you need?

As many as you can get!

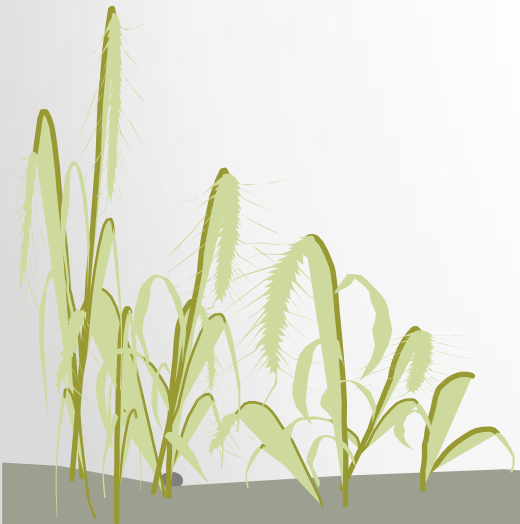
Can kids take the survey?

Yes, but encourage adults

How can I increase the number of surveys responses I get?

Find a spokesperson who can encourage people to answer

Make a plan to send the survey out several times

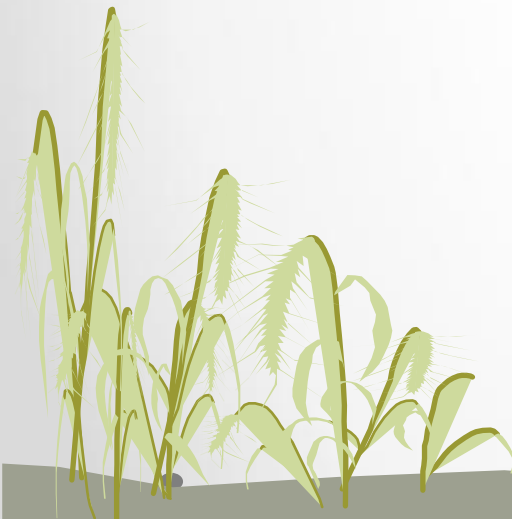


Power to Motivate Campaign Builder Worksheet

Power to Motivate

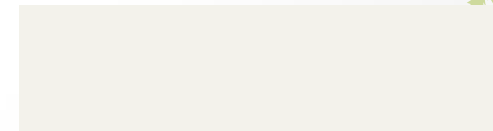
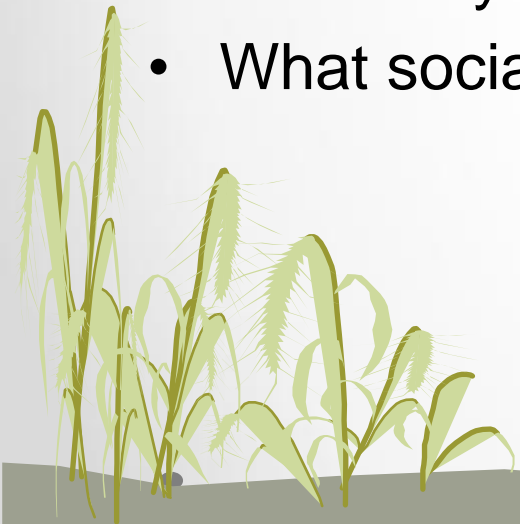
Campaign Builder Worksheet

Campaign Leaders			
Congregation			
Part 1: Choose Your Habit			
Habit	Opportunity Score The higher the number = more people who have NOT adopted the habit	Likelihood Score The higher the number = the more people who are likely to adopt the habit out of those who have not adopted the habit	Average (Opportunity Score + Likelihood Score) divided by 2
Plant a Tree			
Plant (and care for) native plants/a conservation landscape			
Eat less meat			
Use a Clothesline/drying rack			
Reduce use of plastic drink bottle/to go cup			
Reduce use of plastic grocery bag			
Reduce use of plastic eating utensil			
Habit Choice	Habit Baseline (Opportunity Score Above)		



At the next session, we'll dig deeper into
how to give your congregants the help they need...

- What can we learn about the people who answered your survey? Can you further define your audience? What groups in the congregation might be useful to prioritize in your outreach?
- What products or services might help them take action?
- How will you reach your audience?
- What social science tools might help you?



Power to Motivate Overview

Session 1: Behaviors, Baselineing and Barriers

Let us know if you plan to do a campaign by this Sunday. We'll send you the survey link by Monday, December 14th.

Field your survey between December 14th and January 18th *You don't have to have it open the whole time. It is fine to launch the survey after the holidays.

WSA will send you your survey results on January 20th

Use survey results to complete Part 1 & 3 of the Power to Motivate Campaign Builder Worksheet.

Session 2: Analyzing Barriers and Benefits and Intro to Social Science Tools

Session 3: Planning your Campaign

