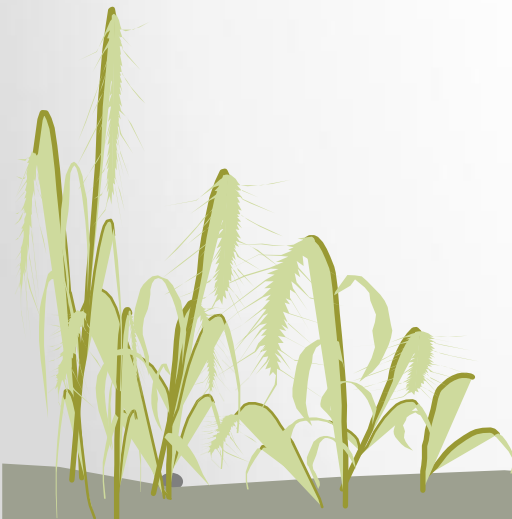


The Power to Motivate: Behavior Change in Your Congregation

Suzanne Etgen
Watershed Stewards Academy



Tonight's Agenda

Digging into the Data:

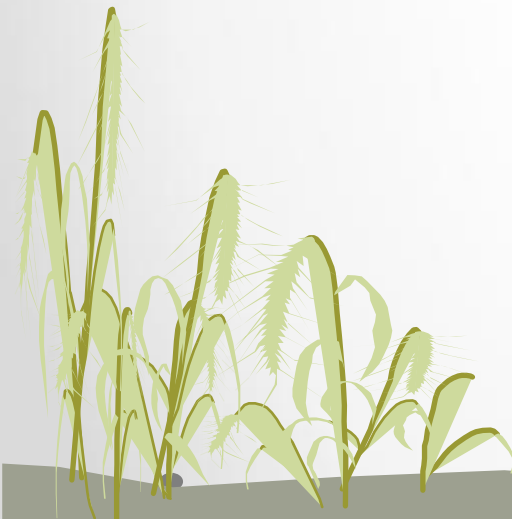
Choosing a Habit

Barriers and Benefits

Habits that Help Toolkit

Next Steps

Q & A



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!

Select a Behavior

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

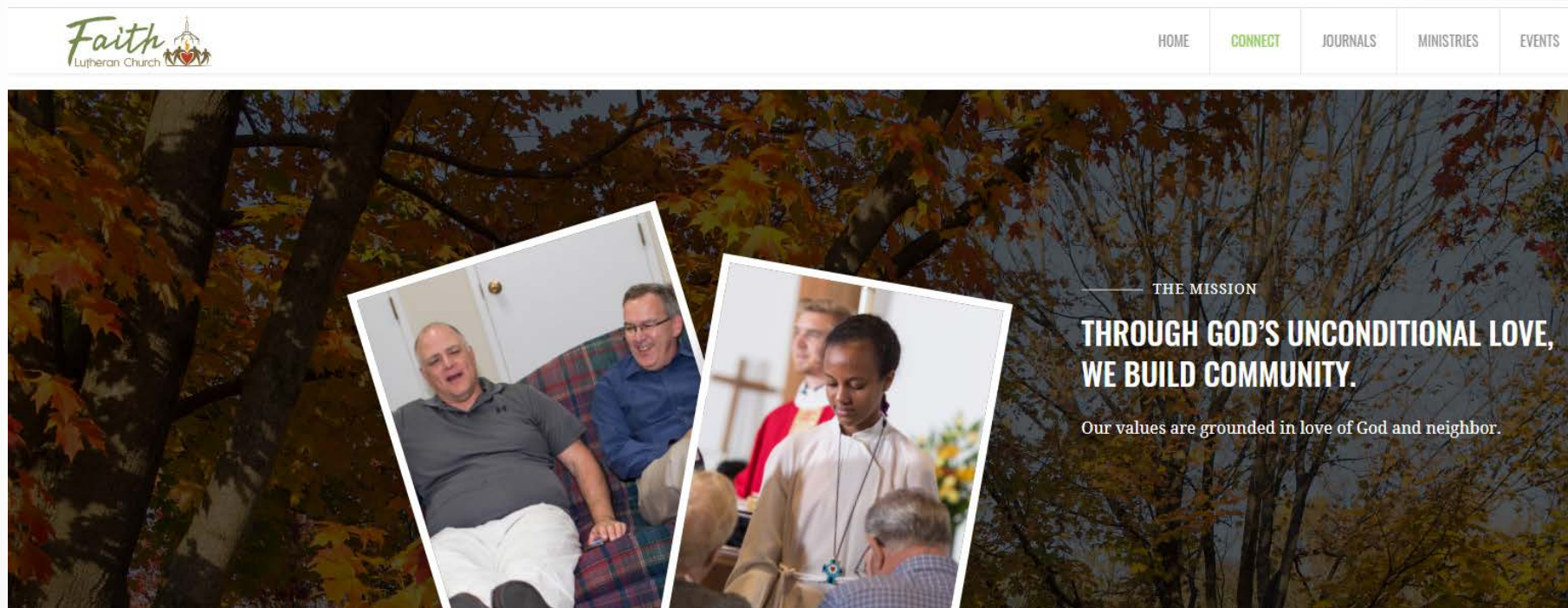
Habits

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.)



Case Study: Faith Lutheran Church

- Cockeysville, MD
- Congregational Leader Susan Meier and active Green Team
- 50-60 members in this congregation
- 28 survey responses

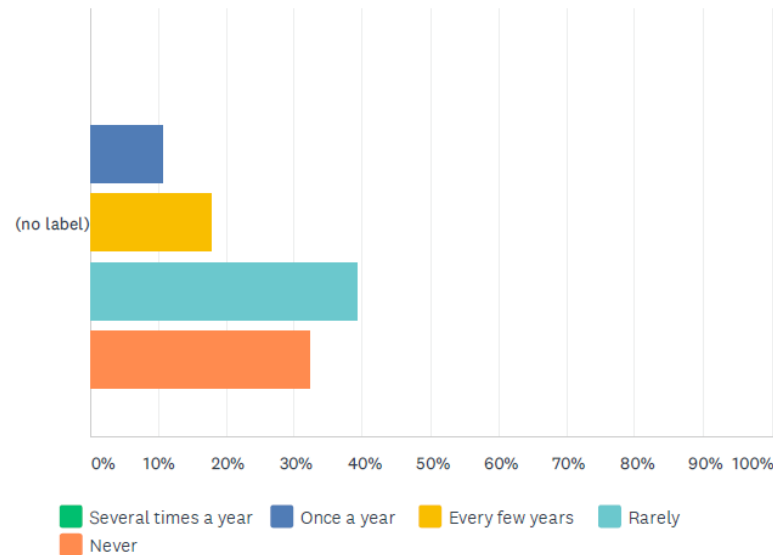


Case Study: Faith Lutheran Church

Which habit should Faith Lutheran Church work on?

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

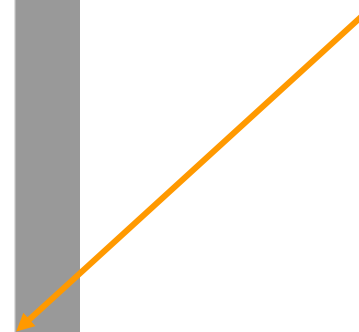
Answered: 28 Skipped: 0



	SEVERAL TIMES A YEAR	ONCE A YEAR	EVERY FEW YEARS	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
(no label)	0.00% 0	10.71% 3	17.86% 5	39.29% 11	32.14% 9	28	3.93

Opportunity Score: 3.93

Lots of people in the congregation rarely or never plant trees.

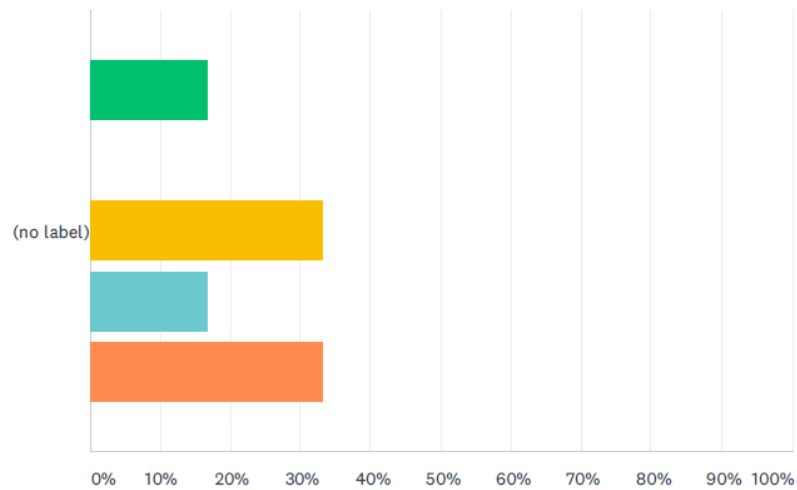


Case Study: Faith Lutheran Church

Which habit should Faith Lutheran Church work on?

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

Answered: 24 Skipped: 4

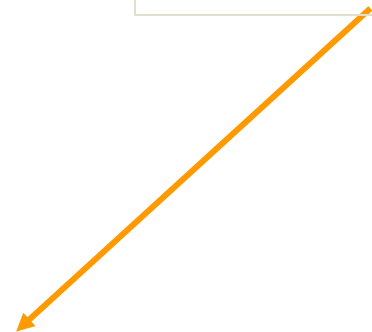


Very likely Likely Somewhat likely Unlikely Very unlikely

	VERY LIKELY	LIKELY	SOMEWHAT LIKELY	UNLIKELY	VERY UNLIKELY	TOTAL	WEIGHTED AVERAGE
(no label)	16.67% 4	0.00% 0	33.33% 8	16.67% 4	33.33% 8	24	2.50

Likelihood Score: 2.5

Some people in the congregation who are not planting trees are likely to plant trees.



Which habit should Faith Lutheran Church work on?

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	Product Opportunity x Likelihood
Plant a Tree	3.93	2.5	9.825
Plant (and care for) native plants/a conservation landscape	3.43	1.86	6.379
Eat less meat	3.21	2.42	7.768
Use a Clothesline/drying rack	3.43	1.74	5.968
Reduce use of <u>plastic</u> drink bottle/to go cup	2.14	2.83	6.056
Reduce use of <u>plastic</u> grocery bag	2.71	3.94	10.67
Reduce use of plastic eating utensil	1.89	3.00	5.67

Part 3: Barriers and Benefits

<u>Barrier</u> - <i>What prevents you from planting trees?</i>	Frequency
No place to plant – <u>have</u> large trees already	4
No place to plant – small yard	3
No place to plant – association rules	1
Too many deer	1
Cost	1
Lack of knowledge/equipment	2
Benefit- <i>What would HELP you plant trees?</i>	Frequency
Need a place to plant trees	4
Someone else to provide knowledge, equipment/organize plantings	3
Replace tree when they die	2
Want to donate money so someone else can plant	2

What would you do to help people at Faith Lutheran Church plant more trees?



Case Study: Towson Presbyterian Church

- Towson, MD
- Congregational Leaders:
Charlie Conklin and Jessica Krueger
- 408 members
(208 in Sunday worship pre-pandemic)
- Active Earth Corps Team
- 26 survey responses



Environment

God not only blessed us with creation, but called us to care for it. At TPC, we take to heart this central tenet of our covenant with God, and work to lead both churchgoers and the community at large in addressing the growing environmental concerns we face.

Earth Care Congregation



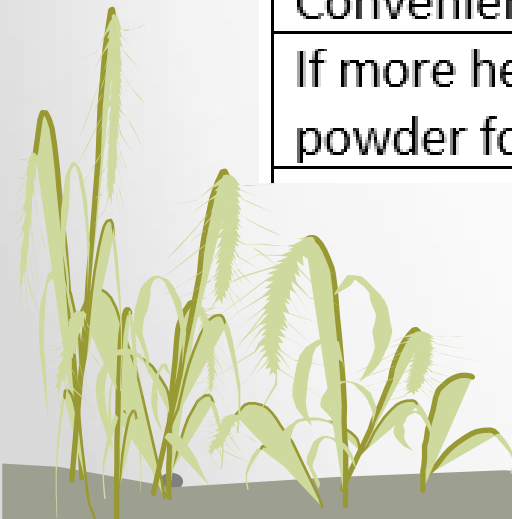
TPC first earned this special designation from the Presbyterian Church (USA) in 2010 for our "environmental stewardship achievements in worship, education, facilitates and outreach activities." And TPC has been re-certified *every* year since—an effort that requires achieving increasingly stricter results each year.

Which habit should Towson Presbyterian Church work on?

Habit	Opportunity Score	Likelihood Score	Product
Plant a Tree	3.56	2.50	8.90
Plant (and care for) native plants/a conservation landscape	3.00	2.08	6.24
Eat less meat	3.00	3.00	9
Use a Clothesline/drying rack	4.00	2.00	8
Reduce use of <u>plastic</u> drink bottle/to go cup	2.18	4.14	9.02
Reduce use of <u>plastic</u> grocery bag	2.59	3.50	9.06
Reduce use of plastic eating utensil	2.05	3.67	7.52

Barrier: What prevents you from using fewer plastic drink containers?	Frequency
It's the only option when out (availability/convenience)	5
Reusable water bottles disappear	1
Preferred drink only comes in plastic	1
Benefits: What would help you use fewer plastic drink containers?	Frequency
Other options at restaurants	3
Convenience	1
If more healthy drinks were available in powder form	1

What would you do to help people at Towson Presbyterian reduce plastic use?

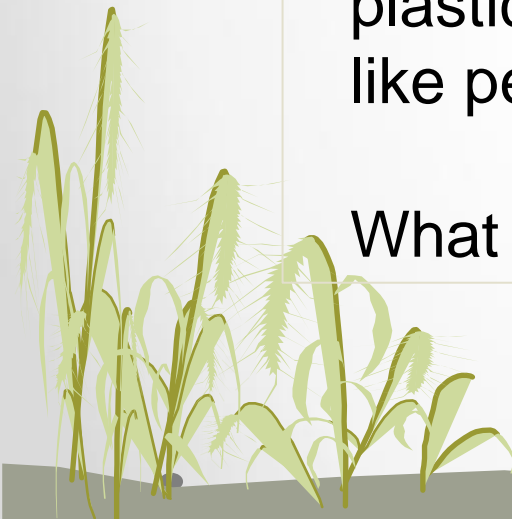


What would you do to help people at Towson Presbyterian reduce plastic use?

Plastic Bags	Drink Containers	Plastic Utensils
Pandemic, Pandemic, Pandemic	Convenience, Convenience, Convenience – also its not in my control	Not enough data

More data may help determine the right direction. Suggest an “all plastic” survey with some questions on pre-emergent plastic behaviors like personal care and cleaning products.

What about the Bag bill?



Step 3: Identify Barriers and Benefits

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



Introducing...Habits that Help Toolkit

For each behavior:

- Background and explanation of benefits of the behavior
 - Campaign Examples
 - Example Messages
 - Outreach Strategies
- Lots of links, studies and graphics



Amplify
for **Change**

Coming next...

7 Customizable Outreach Tools (2 for Trees and 5 for Plastic)

Amplify
for **Change**



Narrowing the Audience



Changing Behavior



Making the Case

Step 4: Develop Tools and Strategies

Select the right tools for the job

- Prompt
- Electronic Communication (newsletter, web, social media)
- Written communication
- Commitment
- How-to workshop or instruction
- Convenience/support



Tools

BARRIERS	TOOLS
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

Coming next...

Session 3: February 18th

Tools and Strategies

Evaluating Your Campaign

