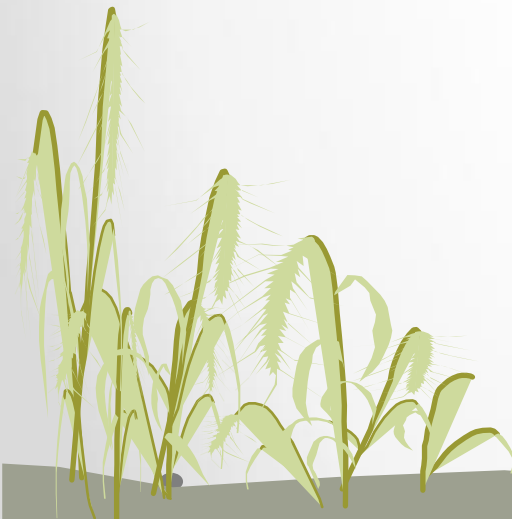


The Power to Motivate: Behavior Change in Your Congregation

Suzanne Etgen
Watershed Stewards Academy



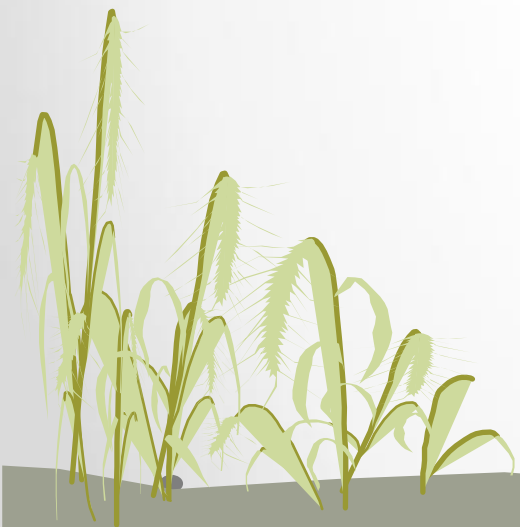
Tonight's Agenda

Behavior Change Tools and Strategies for Congregations

Evaluating Your Success

Resources to HELP YOU

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



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

Step 4: Develop Tools and Strategies



Select the right tools for the job

- Social Diffusion
- Commitment
- Feedback
- Prompt

There are many other tools...

Behavior Change Tools: SOCIAL NORMS/SOCIAL DIFFUSION

- Opinions of others have a strong impact on behavior
- Our self perception is IMPORTANT – People want to act in a way that is consistent with how they perceive themselves.
- Social diffusion –Have early adopters display or communicate their behavior publicly in a place where people are watching.



*“We’re from the Neighborhood Watch committee.
We’ve heard you’re wearing a fake Rolex.”*

Behavior Change Tools: SOCIAL DIFFUSION in CONGREGATIONS

Influencing Self Perception in Congregations

Bible Study/Faith Formation

Prayers - during worship or meetings/gatherings

*** You want the congregation as a whole to see themselves as a congregation who is concerned about the environment.



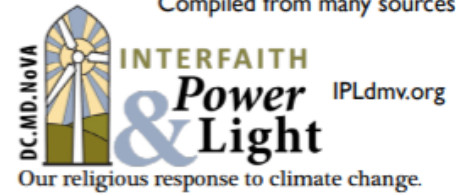
Maryland *Because the world can change a lot in 40 days.* Lenten Creation Care 2021

Lent is a time for prayer, fasting, and more intentional sharing. This year, our church is joining with many others in heeding the call to be stewards of God's Creation throughout this season.

May this calendar remind us to be more mindful of the ways that our daily habits impact both our common home and all those with whom we share it.

On behalf of future generations and all living in poverty — those most harmed by our damaged climate — may we answer God's call to be faithful stewards, speaking out for Creation care.

Compiled from many sources by...











SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>A prayer from Psalm 51:</p> <p><i>Create in me a clean heart, O God, and put a new and right spirit within me. Creator God, we begin this Lenten season asking for Your renewal. Through prayer, fasting, and sharing over these 40 days, we ask that our eyes be opened to the ways we can do better; in our relationships with You, Your Creation, and all those with whom we share this, our common home. Lord, help us to restore what has been damaged through our sinful overconsumption and the systemic injustices that surround us, returning to You with renewed spirits.</i></p>			<p>FEBRUARY 17</p> <p>Ash Wednesday "All are from the dust, and to dust all return." - Ecclesiastes 3:20</p> <p>Reflect with gratitude on the reality that we all are made of and fed by the earth.</p>	<p>18</p> <p>Tonight @ 6 pm, join Creation Justice Ministries for "ResiLENT Worship: Preaching Our Way to Climate Resilience," an online workshop on incorporating climate-resilient worship in your community: bit.ly/CJMresilience</p>	<p>19</p> <p>"Make me to know your ways, O LORD; teach me your paths." - Psalm 25:4 The path to climate justice passes through every other struggle we face. Listen to NAACP's Jacqui Patterson on intersectionality: bit.ly/intersectionalpodcast</p>	<p>20</p> <p>However your church is worshipping right now, consider ordering "eco palms" for Palm Sunday. They help improve workers' living standards and protect forests in Mexico and Guatemala. Order by 3/5: EcoPalms.org</p>
<p>Read Psalm 25. 21 As we continue to grieve all that has been lost in the last year and all that is being lost to climate damage, spend some time outside today, taking deep breaths and making space for grief and lament.</p>	<p>22 Is your local stream clean enough for baptism? Find your waterway and its health: mywaterway.epa.gov. Pray: "God of sacred waters, your Son was baptized and tempted as we are. May we be a blessing to Your waters."</p>	<p>23 Turn down your thermostat by at least 1 degree. In cold weather, aim for 68° during the day and 60° at night. Buy a programmable thermostat if you can. Always turn the heat off when you leave home.</p>	<p>24 Love your neighbor by urging your legislators to support a just transition for workers and the closure of the last coal plants in MD through the Coal Community Transition Act: IPLdmv.org/lightingthewaymd</p>	<p>25 With gratitude for Earth's blessings, honor the sacred bond with our Creator by encouraging your congregation to sign Interfaith Partners for the Chesapeake's Partner Congregation Pledge: bit.ly/ipcpledge</p>	<p>26 Christians have fasted from meat during Lent for centuries. Try eating vegetarian today and check out Oxfam's Eat for Good program for other ways to use your fast to bless others: bit.ly/eat4good</p>	<p>27 Learn about Indigenous Peoples near you: egis.hud.gov/tadat. Practice acknowledging the original people of the land — use native-land.ca to search — where you live, work, and pray: CreationJustice.org/indigenous</p>
<p>"I am establishing my covenant with you, your descendants, and with every living creature ..." - Gen. 9:9-10 Pick a spiritual practice 28</p>	<p>MARCH 1 What role does your church community play in repairing our climate? Get involved with our</p>	<p>2 In the US, > 30% of all food is wasted. Reduce your food waste by planning well and eating leftovers. Compost what's left at home or</p>	<p>3 MD's transit systems are some of the least reliable in the country. The Transit Safety & Investment Act would fund much-needed</p>	<p>4 Tonight @ 7 pm, join IPC on their monthly Learning Lab webinar to learn how to tell a story that inspires others to</p>	<p>5 The Climate Solutions Now Act sets a timeline for getting MD to zero climate pollution, plus immediate action for</p>	<p>6 "The Lord God took the human and put them in the garden of Eden to till it and keep it." - Gen. 2:15 Plan a garden today</p>

Audit Your Plastic Footprint³

Start ditching single-use plastics by first assessing where you stand with the audit below.

Circle the plastic objects that you have used in past week. Write down the number of items you find in your recycling bin or trash over the course of seven days.

Plastic Bags	PET Plastic	Plastic Straw	Plastic Cups
			
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
Plastic Food Bags	Plastic Utensils/Food Containers	Single Serve Plastic Packaging	Balloons
			
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____

Have early adopters or groups within your congregation do a Plastic Audit and SHARE their result with the rest of the congregation.

- How many single-use plastic items have you used in the past week? (1-3, 4-10, More than 10)
- Which is the most common source of single-use plastic for you?
- Where does most of the plastic you use eventually end up?

Behavior Change Tools: COMMITMENT

- *Written more effective than verbal*
- Public (in groups) commitment most effective
- May help people see themselves as environmentally responsible
- Agreeing to a small commitment often leads to a larger commitment.

- *Lenten Fast*

- *Blessing Ceremony - Bring your re-usable water bottle to worship and have the Pastor bless it*



Behavior Change Tools: Congregational COMMITMENT

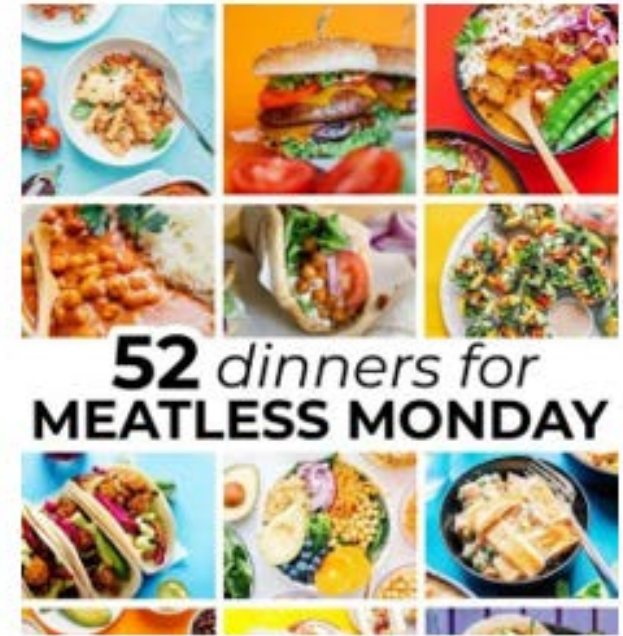
Have your Congregants share their commitment



Behavior Change Tools: Congregational PROMPTs

Audio or visual cue to remind people about a behavior they intend to do.

- Daily Prayers
- Text or social media Posts




Behavior Change Strategy #1: Engage the *Early Adopters* in your congregation


Make them part of your team.
Ask them what did or would help
them to change their behavior.


THE STORY OF PLASTIC | PLASTIC BOTTLES


Engineer Nathaniel Wyeth patented polyethylene terephthalate (PET) bottles in 1973. The first plastic bottles able to withstand the pressure of carbonated liquids, they were a much cheaper alternative to glass bottles.



It takes at least **450 years** for a plastic bottle to completely degrade.


1,000,000
Usage
Globally, more than a million plastic bottles are sold every single minute.


30%
Recycling
In the U.S., only 30% of these bottles are recycled; Norway recycles 97%.


x2,000
Did You Know?
Bottled water requires up to 2,000 times the energy used to produce tap water.

Behavior Change Strategy #2: Communicate your goals to your congregation. Make them part of the team!

Make them part of your team.
Ask them what did or would help them to change their behavior.



Behavior Change Strategy #3: Utilize groups, events and communications that already exist

Groups
Events
Communications

❖ Congregation Communications

Creation Care Corner

Bring Your Own! Join the growing movement of people who already make the daily choice to B.Y.O. water bottle.

Using your own reusable water bottle and mug saves money, reduces waste and helps the planet. It's simple!

DID YOU KNOW?

- In 2019, plastic bottles and bottle caps ranked as the third and fourth most collected plastic trash items during beach cleanups in more than 100 countries.⁵
- Microplastics – the small pieces of plastic debris less than five millimeters in size that result from breakdown of consumer plastics and industrial waste – have been found in all water samples taken at nontidal stations in the Chesapeake watershed.⁶ This means microplastics are in our bay, rivers and streams. Eliminating or limiting your use of single-use plastics, including plastic water bottles and to-go cups, can help reverse this.

Let's work together on this. Commit to new, healthier habits for the planet.

For more information, visit the Plastic Free Guide (<https://www.plasticpollutioncoalition.org/get-involved#guides>). This resource provides step-by-step actions for schools, cities and towns, and individuals.

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.

Environmental Ministry



Replace with photo of congregation member using reusable water bottle.

"I made a commitment to bring a reusable water bottle with me every day for one week. Now I don't leave my home without it! Plus, it saves me money because I don't have to buy bottled water when I am away from home." ~ Julie Adams, Congregation Member.

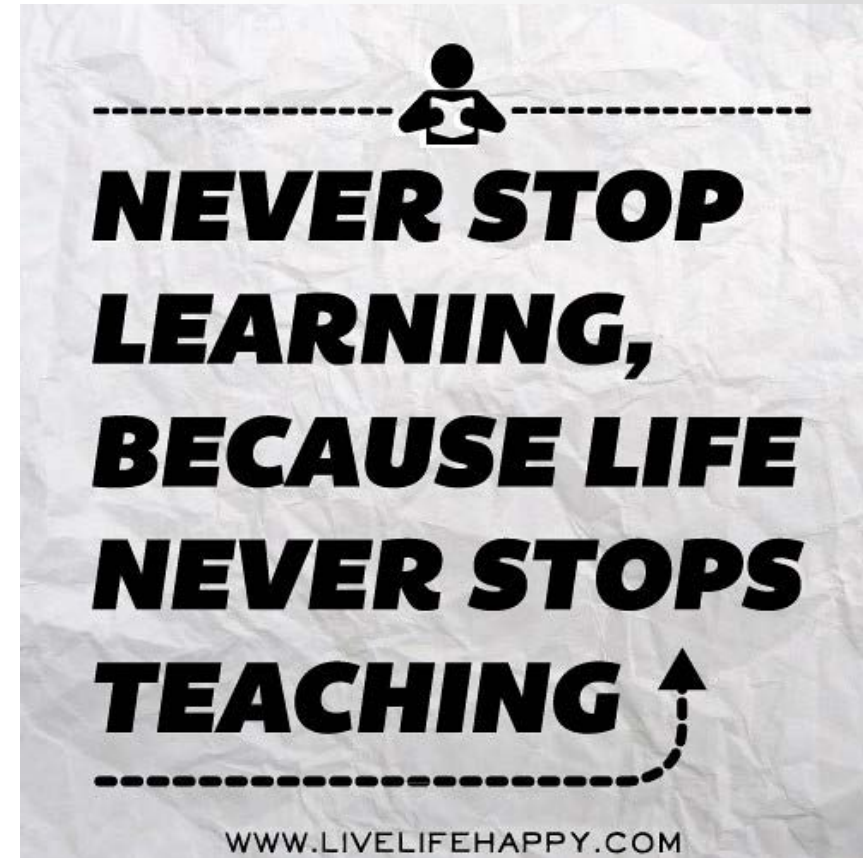
Behavior Change Strategy #4: Check in with your “audience”.

1. Check in periodically. Are your tools and strategies working?

Survey, interview/focus group, observation

2. Give Feedback to your congregation about how its going

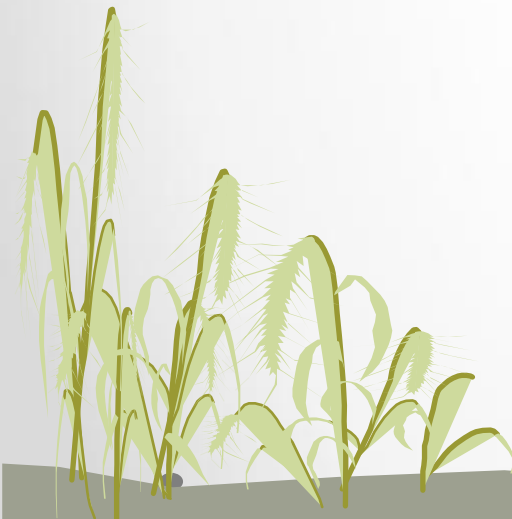
3. Be willing to ADJUST your strategy based on what is and is not working



Evaluating your work

Survey the congregation in the same way you did at the beginning of the campaign.

Can you see a change? What other ways might you evaluate your work

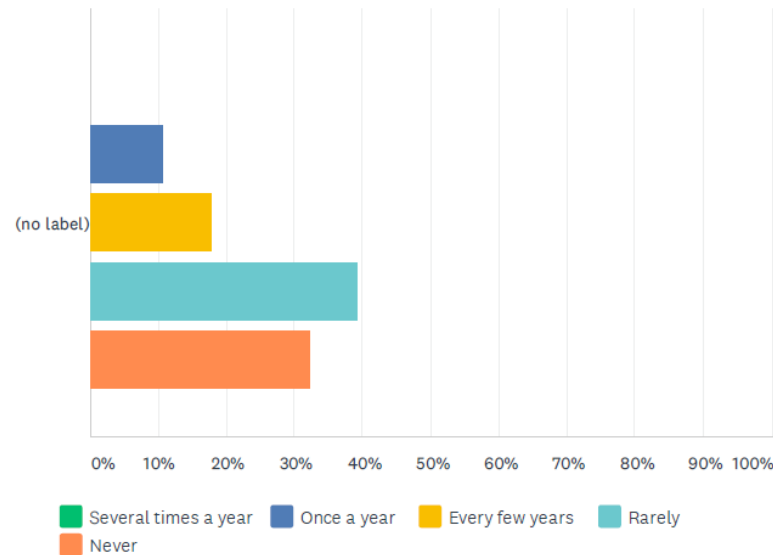


Case Study: Faith Lutheran Church

Which habit should Faith Lutheran Church work on?

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

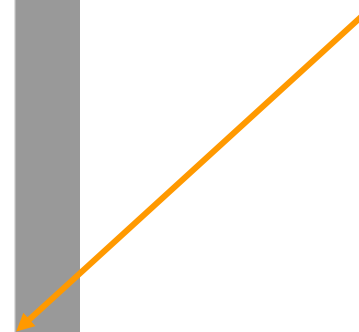
Answered: 28 Skipped: 0



	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.



It's a marathon, not a sprint

Don't be discouraged if you only measure a small change at first. It often takes time to change behaviors.



Helping You Help your Congregation

Power to Motivate Resources

INTRODUCTORY RESOURCES

- **An Introduction to Power to Motivate**
- **Campaign Interest Form**
- **Glossary***

BEHAVIOR, BASELINE AND BARRIERS RESOURCES

- **Power to Motivate Survey for Congregations**
- **Survey FAQs and Draft Emails**

CAMPAIGN RESOURCES

- **Power to Motivate Campaign Builder**
- **Habits that Help Toolkit**
 - Toolkit Introduction
 - Clothes Drying Line Habit
 - Eat Less Meat Habit
 - Landscape Habit
 - Plant a Tree
 - Reduce Use of Plastic Bags
 - Reduce Use of Plastic Bottles
 - Reduce Use of Plastic Utensils



<http://aawsa.org/ptm-resources>

Just added...

7 Customizable Outreach Tools

Plant and Care for Trees – Outreach Tools

[Social Diffusion/Commitment Visual](#)

[Congregation Communications](#)

[Social Media Messages](#)

Reduce Use of Single Use Plastics – Outreach Tools

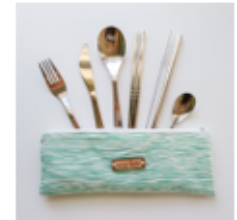
1. [Pledge](#)
2. [Audit](#)
3. [Plastic Free House of Worship Challenge Checklist](#)
4. [Plastic Free Individual Challenge Checklist](#)
5. [Bag Reminder – Visual Prompt](#)
6. [Congregation Communications](#)
7. [Social Media Messages](#)

- **Outreach Tool: (Commitment) (Social Diffusion)**
- **Accompanying Messages:**
 - Start your plastic free journey by first assessing where you stand with a plastic audit.
 - While eliminating single-use plastics from our daily lives can seem like an overwhelming task, even a few simple changes—such as bringing reusable bags when shopping or skipping single use water bottles and straws—can make a big difference.
 - Share with your friends!
- **Notes to Designer:**
 - All of the Images in Audit Tables (Except Plastic Food Bag Image) Sc <https://wedocs.unep.org/bitstream/handle/20.500.11822/28007/> (Requested permission to use tools in the toolkit on 2/3/21 from [ti](#) and did not hear back as of 2/10/21. These images can be replaced images.)
 - Plastic Food Bag Source: <http://www.recyclingadvocates.org/tag/campaign/> (\$2.50 for use of small JPEG.)
 - Create a one-time audit by rearranging the visuals and instructing their recycling bin after three days and conduct an audit.

<https://www.ecoactionarlington.org/community-programs/plastic-free-challenge/about>

Use this checklist to help your house of worship go plastic free!

- Reusable Bottles and Cups:** Encourage congregation members to bring their own reusable water bottles and let them know the house of worship will not be purchasing drinks in single use plastics. Provide reusable cups as needed in the house of worship's kitchen.
- Reusable Utensils:** Switch from using plastic cutlery to reusable cutlery in the kitchen and at congregation events where food will be served.
- Reusable Bags:** Remind congregation members to bring their own bags, when needed, versus distributing disposable plastic bags.



Technical Assistance

**Power to Motivate
Campaign Builder Worksheet**

Each Congregation is eligible for 1 hour of Technical Assistance with Suzanne

Graphic Design of tools with approved plan

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 $\frac{=}{2}$ (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 <u>plastic</u> drink bottle/to go cup			
Reduce use of <u>plastic</u> grocery bag			
Reduce use of plastic eating utensil			



[Home](#) ▶ [Resources](#)

Creation Care Prayer/Liturgical Resources

What makes our work so unique is that it is carried out from a place of faith. It is imperative that, as we come together to restore the Bay, our members and partners do so in a manner that continually reminds us of the blessings and spiritual gifts our shared waters give to us. As such, IPC has created several resources to help congregations maintain this spiritual focus as we carry out our work.

- One or two actions, not 10!

Too many choices = Overwhelmed

Too many choices = Inaction

- Show the “five dollar action” the average person can take, not just costly actions.

