

Introduction to Community-Based Social Marketing (CBSM)

Spare the Air Youth

TAC Meeting

Sept. 21, 2022

The logo for 'alta' is displayed in a bold, lowercase, sans-serif font. The letters are white with a slight shadow effect, making them stand out against the teal background.

AGENDA

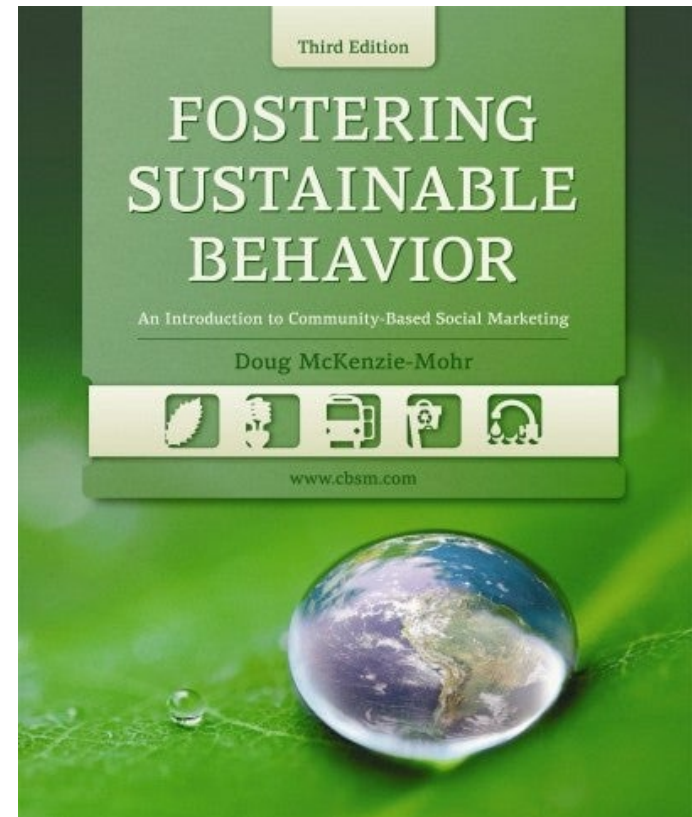
- Introduction to CBSM – 25 min.
- Q&A – 10 min.
- Breakout Discussion – 15 min.
- Group Debrief – 10 min.

**How familiar are you
with Community-Based
Social Marketing?**

alta

What is Community-Based Social Marketing (CBSM)?

- *Fostering Sustainable Behavior* by Doug McKenzie-Mohr
- Research-based approach to behavior change
- Emphasizes process, identifying barriers and benefits, and community-based approaches



5-Step Process



STEP 1: Select Target Behavior

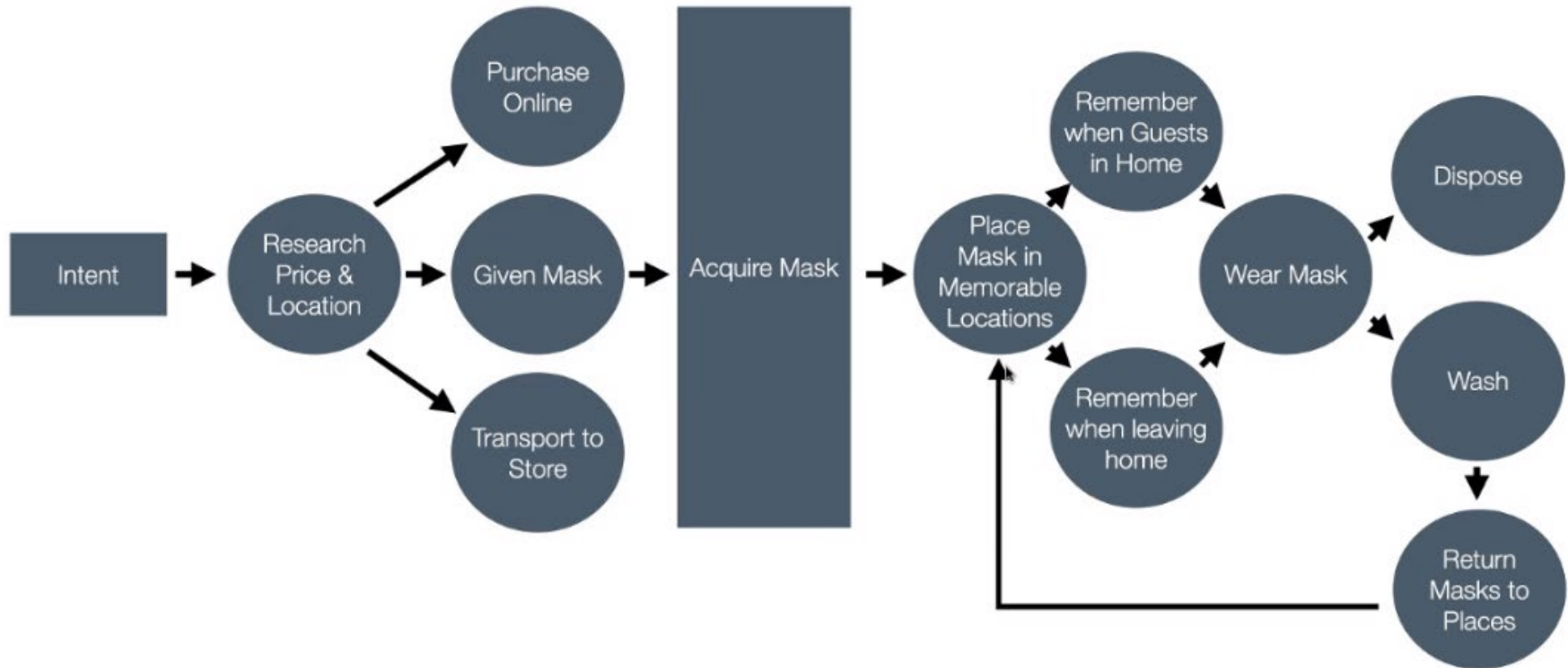
- Specific action/behavior
- End-state, non-divisible
- Brings about the desired change



STEP 1: Select Target Behavior

- **Evaluating Behaviors:**
- **Impact** – How important is the behavior?
- **Probability** – How likely is adoption?
- **Penetration** – What percentage of people are already doing the behavior?
- **Applicability** – To whom does it apply?

STEP 2: Identify Barriers & Benefits



STEP 3: Develop Strategies

- Commitments
- Prompts
- Social Diffusion
- Community Norms
- Resources
- Incentives
- Convenience
- Effective Communication

STEP 3: Develop Strategies

Strategy	Best Practices/Description	Example
Commitments	Best if they are public and durable (long lasting)	Poster at entryway with photos of those who have pledged
Prompts	Visible reminders to take action	Sticker on bathroom mirror reminding you to turn water off while brushing your teeth
Community Norms	Signal that this is normal, typical among community members	Public display of how many people do the behavior or are participating
Social Diffusion	Demonstrate that friends, colleagues, or family members are doing it	Yard signs that let your neighbors you compost; referral programs
Resources	Services or products - give people what they need to make the change	Distributing free energy-efficient lightbulbs
Incentives/ Disincentives	Extrinsic motivation to do the new behavior and/or not the old behavior	Cash savings or rewards
Convenience	Make the desired behavior convenient	Register people to vote when they renew their ID/driver's license
Effective Communication	Make sure people hear about it in a convenient and compelling manner	Memorable, personalized, culturally appropriate communications

STEP 4: Pilot Strategies

- Random selection / assignment (A/B Testing)
- Measure impact and cost effectiveness
- Refine program

STEP 5: Implement & Evaluate

- Repeat as needed

Q&A

alta

Breakout Discussion

alta

Target Behavior/Outcome:

Your goal is to get more neighborhood families to participate in a new Walking School Bus that has formed at the local elementary school.

In Your Breakout Group:

1. **Discuss** barriers/friction that could prevent families from participating and benefits that could encourage them to participate.
2. **Pick 3 strategies** and decide how you would implement them to achieve the program goal.

Debrief & Discussion

alta

CBSM Resources

- **Book:** Fostering Sustainable Behavior, 3rd Edition, Doug McKenzie-Mohr
- **Website:** www.cbsm.com
- **Workshops:**
<https://cbsm.com/training/workshops>
- **Newsletter:** Fostering Behavior Change Minute