Introduction to Community-Based Social Marketing (CBSM)

Spare the Air Youth
TAC Meeting
Sept. 21, 2022
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?
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

Select Target Behavior ➔ Uncover Barriers & Benefits ➔ Develop Strategies ➔ Pilot Strategies ➔ Implement & Evaluate
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

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Best Practices/Description</th>
<th>Example</th>
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<tbody>
<tr>
<td>Commitments</td>
<td>Best if they are public and durable (long lasting)</td>
<td>Poster at entryway with photos of those who have pledged</td>
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<td>Prompts</td>
<td>Visible reminders to take action</td>
<td>Sticker on bathroom mirror reminding you to turn water off while brushing your teeth</td>
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<td>Community Norms</td>
<td>Signal that this is normal, typical among community members</td>
<td>Public display of how many people do the behavior or are participating</td>
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<td>Social Diffusion</td>
<td>Demonstrate that friends, colleagues, or family members are doing it</td>
<td>Yard signs that let your neighbors you compost; referral programs</td>
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<td>Resources</td>
<td>Services or products - give people what they need to make the change</td>
<td>Distributing free energy-efficient lightbulbs</td>
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<td>Incentives/Disincentives</td>
<td>Extrinsic motivation to do the new behavior and/or not the old behavior</td>
<td>Cash savings or rewards</td>
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<td>Convenience</td>
<td>Make the desired behavior convenient</td>
<td>Register people to vote when they renew their ID/driver’s license</td>
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<td>Effective Communication</td>
<td>Make sure people hear about it in a convenient and compelling manner</td>
<td>Memorable, personalized, culturally appropriate communications</td>
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STEP 4: Pilot Strategies

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

STEP 5: Implement & Evaluate

- Repeat as needed
Breakout Discussion
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
CBSM Resources

- **Book**: Fostering Sustainable Behavior, 3rd Edition, Doug McKenzie-Mohr

- **Website**: [www.cbsm.com](http://www.cbsm.com)

- **Workshops**: [https://cbsm.com/training/workshops](https://cbsm.com/training/workshops)

- **Newsletter**: Fostering Behavior Change Minute