How do you create behavior change?

**BUS RIDERSHIP UP, GAS SALES DOWN**

As gas prices have increased, gas sales have decreased and bus ridership has gone up. In April, King County Metro Transit saw more daily bus boardings, on average, than at any time in its history.

<table>
<thead>
<tr>
<th>Bus ridership</th>
<th>Washington gas sales*</th>
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<tbody>
<tr>
<td>Average weekday boardings, in thousands</td>
<td>Statewide, in thousands of gallons sold per day</td>
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<tr>
<td>2007</td>
<td>2008</td>
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<tr>
<td>JFMAMJJASONDJFMA</td>
<td>JFMAMJJASONDJFMA</td>
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<td>395,000</td>
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Sources: King County Metro Transit, Energy Information Administration

*Refinery sales through retail outlets

SEATTLE P-I
Educational Campaigns
What are the 2 most common types of information campaigns?

1. Knowledge/attitude
2. Economic self-interest

WHY do we do them and why do they fail?

Relatively easy

Barriers are diverse
Alternative: Community Based Social Marketing

1. Select Behavior
2. Identify Barriers and Benefits
3. Develop Strategies
4. Pilot
5. Broad Scale Implementation
6. Evaluation
1. Select Behavior

- What is the problem you are trying to solve?
- What behavior change is needed?
- Whose behavior needs to change?
  - Primary audience
  - Secondary audience
Why understand the audience?

- Stages of Change
- Dynamic Maslow Group Theory™ (Value Modes)
Stages of Behavior Change Continuum

1. Precontemplation
2. Contemplation
3. Preparation for Action
4. Action
5. Maintenance
Value Modes

- Categorize people into 12 discrete psychographic types.
- Each group represents between 7% and 12% of the population aged 15 years and over.

Evaluate yourself at www.cultdyn.co.uk
Settlers

**The Settler’s (Sustenance Driven) needs are:**

- Core physiological needs
- Safety and Security
- Belonging

**Some typical Settler characteristics are:**

- Need to hold on to what you've got.
- It's a "Them vs Us" world.
- Worry about crime is never far away.
- Clear sense of right and wrong. Rule breakers should expect just retribution.
- Strong preference to socialize with "people like me".
- Family/Community/Group is important - nationality, town, football team ...
- Generally rather resistant to change.
Prospectors

The Prospector (Outer Directed) needs are:

- Esteem of Others
- Self Esteem

Some typical Prospector characteristics are:

- Priority is to get "Me" known out there.
- Clear optimism about life. The world is a big opportunity.
- "Savvy," aware of what's going on around.
- Earning and spending money are crucial activities.
- Ambitious - position, power and visible success are important.
- Rules are "flexible" (more like "guidelines").
The Pioneer (Inner Directed) needs are:

- Aesthetic cognitive
- Self Actualization

Some typical Pioneer characteristics are:

- Fascination and curiosity with the world.
- Unashamed acceptance of some larger purpose to existence.
- Knows that knowledge usually leads to better questions rather than better answers.
- Sometimes seen as a bit pompous or touchy-feely.
- Needs activity, variety and a degree of ongoing change in life.
2. Identify Barriers & Benefits

- Will vary depending on audience
- Find out through:
  - Reviewing existing knowledge
  - Observations
  - Focus groups
  - Surveys
What are some barriers to change for:

- Settlers
- Prospectors
- Pioneers
- Precontemplators
- Contemplators
Benefits

Example: Protect rare beetle

1. Part of village’s heritage and would be tragic if our grandchildren couldn’t discover the same wildlife as past generations of children always had

2. County has legal obligation and will damage our reputation if we don’t. Gene’s may yield vital drugs

3. Intrinsic worth of beetle. Disappearance may cause unintended consequences.
Develop Strategies

- Based on who they are
- That decrease barriers and increase benefits
Tools

- Commitment
- Social Norms
- Social Diffusion
- Prompts
- Communication
- Incentives
- Convenience
Alpha vs. Omega Strategies

- Overpower with rhetoric (describing the benefits) or incentives (adding benefits).

- Problem: doesn’t diminish the concerns and apprehensions of the listener.
Alpha vs. Omega Strategies

- Deal with resistance directly
  - finding ways to avert, remove, or redirect resistance.

- Person is free to pursue the features and benefits that attracted them in the first place.
Three Forms of Resistance

1. Reactance
   - Resistance *against the persuasion process itself*.
   - Strategy: depersonalize the request using a story
Three Forms of Resistance

2. Skepticism
   - Resistance directed against the offer or proposal.
   - Strategy: change the comparison
Three Forms of Resistance

3. Inertia
   ◦ Reluctance to change
   ◦ Strategy: disrupt and reframe
Stages of Change Strategies

- **Precontemplation**
  - Consciousness raising (information and knowledge)
  - Dramatic relief (role playing)
  - Environmental reevaluation (how problem affects physical environment)

- **Contemplation**
  - Self-reevaluation (assessing one's feelings regarding behavior)
Stages of Change Strategies

• Preparation for Action
  • Self-liberation (commitment or belief in ability to change)

• Action
  • Reinforcement management (overt and covert rewards)
  • Helping relationships (social support, self-help groups)
  • Counterconditioning (alternatives for behaviour)
  • Stimulus control (avoid high-risk cues)
Final Stages

- Pilot Test
- Broad implementation
- Evaluation