



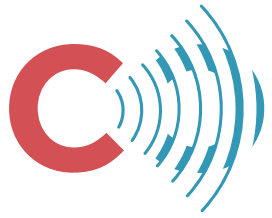
# MODULE #1

## Overview of Social Marketing



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C+C | ALL ABOUT THE GOOD

## About your trainer Julie Colehour

- Partner at C+C, 100+ person social marketing agency
- Founding board member and former VP of the Pacific Northwest Social Marketing Association
- Co-author with Nancy Lee and Philip Kotler of 7<sup>th</sup> Edition of the *Social Marketing, Changing Behaviors for Good* undergraduate textbook (Sage Publishing; publishing this Fall)
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# TRAINING MODULES

## I. MODULE #1: OVERVIEW OF SOCIAL MARKETING

## II. MODULE #2

- Purpose & Goals
- Research
- Audiences
- Behaviors
- Barriers, Benefits & Motivators

## III. MODULE #3

- Message Strategy
- Social Marketing Interventions
- Partners
- Marketing Plan & Pilots
- Evaluation

## IV. MODULE #4

- Food: Too Good To Waste Case Study

# Social Marketing Overview

*The discipline of social marketing focuses on developing a strategic marketing mix to influence behavior change for sustainable, healthy, and equitable communities.*

Or

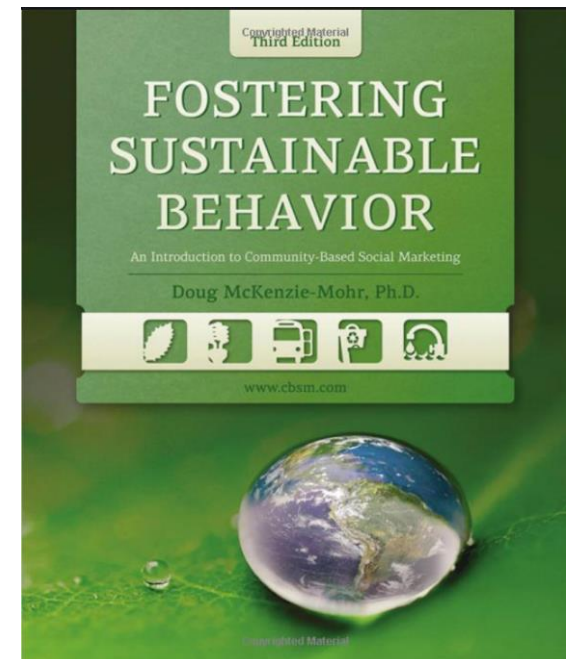
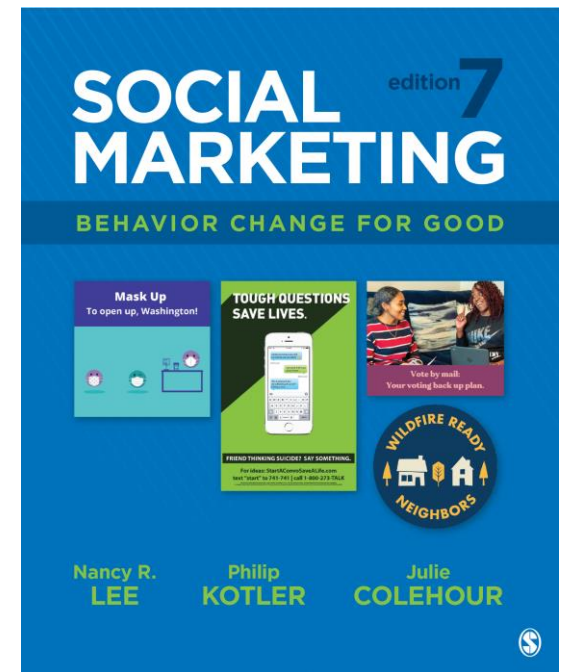
*Changing behaviors for good*

**SOCIAL MARKETING**  
INFLUENCING BEHAVIORS FOR GOOD



# History of Social Marketing

- **1971:** Social Marketing introduced as a concept by Philip Kotler and Gerald Zaltman in the *Journal of Marketing*
- **1996-2002:** Inaugural books and textbooks on Social Marketing and Community-based Social Marketing published by Doug McKenzie-Mohr, Philip Kotler and Nancy Lee.
- **Today:**
  - 7 Global Professional Associations
  - 2 Global Academic Journals
  - 9 Recurring Global Conferences
  - Several Hundred Academic & Training Offerings
  - Listserv with Several Thousand Participants
  - More than 60 Books on Social Marketing



# About Social Marketing

## What it IS:

- Motivates behavior change by helping reduce barriers and ensure desired benefits
- Causes positive societal outcomes
- Research/evidence-based strategies
- A marketing discipline
- Audience-centric approach
- Primarily voluntary behaviors

## What it is NOT:

- Social media
- Advertising or communications-only campaigns
- Propaganda
- Corporate social responsibility
- Manipulation or social engineering
- Behavioral economics



# Social Marketing Truths

- Awareness does not lead to behavior change
- Education alone does not change behaviors
- People do not change their behaviors because it is “the right thing to do”
- People do change their behaviors when the benefit and/or motivator to them outweighs the barrier

## PITFALL TO AVOID



# Social Marketing Curve



## Show Me

**EDUCATION** is enough for this group to change their behavior.

## Help Me

**SOCIAL MARKETING** is the best return on investment for behavior change.

## Make Me

This group needs a **LAW** to drive behavior change.

# Why Social Marketing or “Help Me” Strategies?

- People have **more favorable attitudes** when they have “help” to do a behavior that will contribute to social good.
  - Rather than information only (education) or mandatory (make me) approaches
- **More efficient** to develop and implement, compared to creating and enforcing laws
- **More effective** than education which typically only raises awareness of a behavior
- **Greater outcomes** (Behavior Change) as we can reduce more barriers than with education or laws
  - As a result, social marketing often has a greater return on investment of resources
- Helps to create **social norms** that are sustainable, since a larger portion of the population is more likely to do the behavior, than with education or laws

# Social Marketing Planning Process

## MODULE #2:

- **Step 1:** What is Success? Identify Purpose, Goals & Objectives
- **Step 2:** Stop, Look and Listen. Defining Research Needs
- **Step 3:** The What. Identify the Desired Behavior Change
- **Step 4:** The Who. Choose Priority Audience
- **Step 5:** Why They Do What They Do. Map Barriers, Benefits & Motivators

## MODULE #3:

- **Step 6:** The How. Plan your Social Marketing Interventions
- **Step 7:** What's the Hook? Create an Effective Message Strategy
- **Step 8:** Who Else Can Help? Identify and Enlist Partners
- **Step 9:** Chart the Right Path. Develop your Marketing & Pilot Plan
- **Step 10:** Are We There Yet? Create an Evaluation Plan

# City of Lakeland, Florida: Bag Free Recycling



City of Lakeland, FL - Government

September 9, 2020

Are you a City of Lakeland recycling customer? Our Solid Waste Division wants to find out what YOU know about recycling in Lakeland.

As a thank you, after you take the quick survey at [surveymonkey.com/r/LakelandRecycles2020](https://surveymonkey.com/r/LakelandRecycles2020), we will mail or drop off a FREE reusable recycling collection tote at your home or business. (See comments for a pic of the tote!)

Thank you for your participation in this survey, and as always, thank you for recycling!

## RECYCLING SURVEY

WE WANT TO HEAR FROM YOU!



EVERY BLUE  
CART MAKES  
A DIFFERENCE

LAKELANDRECYCLES.COM



# City of Lakeland, FL: Social Marketing Snapshot

## Research, Purpose & Goal

**Research:** 20% contamination with most common contaminant being materials bagged in plastic bags

**Purpose:** Improve operations at material recovery facilities

**Goal:** Reduce plastic bags and film in curbside recycling

## Desired Behaviors

- Don't bag recyclables in plastic bags (use a reusable tote instead)
- Don't put plastic film or bags in recycling carts
- Take plastic bags and film back to retail stores for recycling

## Priority Audiences

All City residents with curbside recycling

## Barriers, Benefits & Motivations

**Barriers:** Need a convenient way to transport recyclables; do not know that bags and film cannot be recycled in blue carts

**Benefits:** Protect recycling workers and machines at recycling facilities

**Motivators:** Free reusable bag to carry recyclables; Cart sticker (entered into a contest to win)

# City of Lakeland, FL: Social Marketing Snapshot

## Message Strategy

- Bag Free Recycling
- Show impacts of bags and film at recycling facilities

## Social Marketing Interventions

**Commitment** to receive **Incentive** (free reusable bag), **Prompt** ("No bagged recycling" sticker for recycling carts)

## Partners

Recycling hauler, retail stores with plastic film/bag take back programs

## Marketing Plan

Sticker mailed to all households; ads, social media and media outreach to promote program; re-usable bags sent to those that committed

## Evaluation

- 5,100 people placed the bag free recycling sticker on their carts and 300 people committed and received a reusable bag
- 6% decrease in overall contamination, 50% reduction in processing costs
- 20-40% decrease in contamination correlated to households with the "No bagged recycling" stickers

# Additional Resources

- The National Social Marketing Centre - [thensmc.com/resources/showcase/browse](https://thensmc.com/resources/showcase/browse)
- International Social Marketing Association - [socialmarketing.org](https://socialmarketing.org)
- Community Based Social Marketing - [cbsm.com](https://cbsm.com)
- Tools of Change - [toolsofchange.com](https://toolsofchange.com)
- C+C Social Marketing Primer & Workbook - [cplusc.com/social-marketing-workbook](https://cplusc.com/social-marketing-workbook)
- Social Marketing Service - [socialmarketingservice.com/publications/planning-worksheets](https://socialmarketingservice.com/publications/planning-worksheets)
- Social Marketing Listserv managed by the Social Marketing Association of North America ([www.smana.org](https://www.smana.org)).
  - To subscribe, send an email to [soc-mktg+subscribe@googlegroups.com](mailto:soc-mktg+subscribe@googlegroups.com) or visit <https://groups.google.com/g/soc-mktg>



**THANK YOU**

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**[C+C SOCIAL MARKETING WORKBOOK](#)**



# Social Marketing: Messaging for Behavior Change

October 2022



# MODULE #2

Purpose & Goals

Research

Audiences

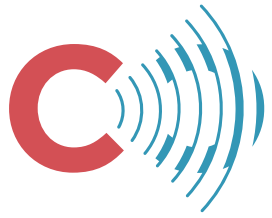
Behaviors

Barriers, Benefits & Motivators



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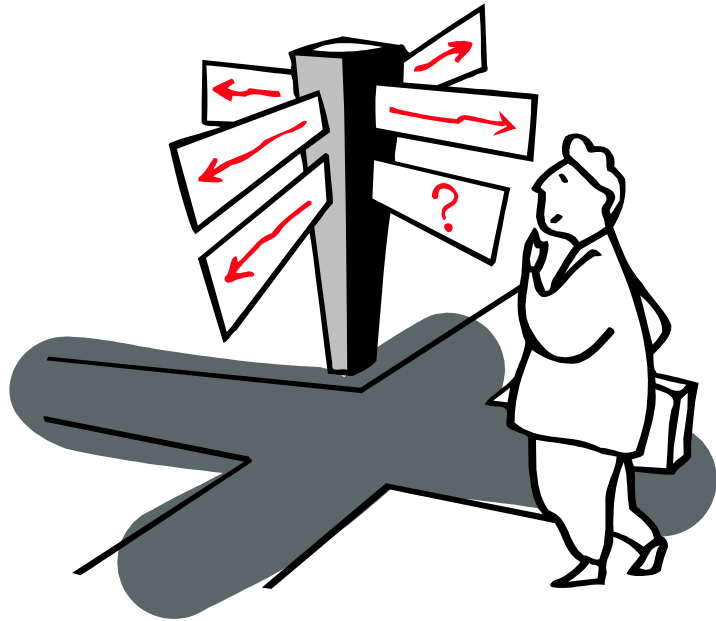
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# Step #1: What is Success?

Identify Purpose, Goals & Objectives

## Step #1: Identify Purpose, Goals & Objectives



*“If you don’t know where you are going, any road will get you there.”*

*- Alice in Wonderland  
(paraphrased)*



# Step #1: Identify Purpose, Goals & Objectives

- Purpose is why you are doing what you are doing
- Goals are long-term and broad – what does success look like 2-5-10 years from now?
- Your Purpose and Goals should be determined before the planning process begins
- Objectives are a measurable way to reach each goal
- Objectives should focus on the desired behavior changes
- No set number of objectives for each goal

# Example: Food Waste Prevention vs. Composting

<b>Purpose:</b> <i>(Why are we doing this?)</i>	Reduce climate emissions associated with wasted food
<b>Goal:</b> <i>(What impact will the campaign have?)</i>	Prevent household food waste
<b>Objectives:</b> <i>(What needs to happen to achieve the goal?)</i>	<ul style="list-style-type: none"><li>• Raise awareness about the amount of food being wasted (define the problem)</li><li>• Change food waste behaviors related to shopping, storage and prep</li></ul>



<b>Purpose:</b> <i>(Why are we doing this?)</i>	Reduce the amount of food in the landfill
<b>Goal:</b> <i>(What impact will the campaign have?)</i>	Increase composting  (or prevent household food waste)
<b>Objectives:</b> <i>(What needs to happen to achieve the goal?)</i>	<ul style="list-style-type: none"><li>• Get people to sign up for organics collection</li><li>• Increase # of households putting food in organics cart</li><li>• Spur backyard composting</li></ul>

# PITFALL TO AVOID: OBJECTIVES NOT MEASURABLE



- Make sure your objectives are measurable
- Decide how you are going to measure
  - What data do you need?
  - How are you going to collect it?
  - Do you have the necessary baseline data to measure change?
- If your objective is not measurable, need to redefine and pick one that is

# Step #2: Stop, Look and Listen

Defining Research Needs

## Step #2: Research: Stop, Look & Listen

- Let the research guide program development
- Use research to:
  - Determine current behaviors
  - Identify priority audiences
  - Identify barriers and motivations for desired behaviors
  - Test concepts/messages
  - Set baselines for evaluation

## Step #2: Research: Stop, Look & Listen

- Find and mine existing research sources
  - Local universities/graduate students
  - Community based organizations/nonprofit organizations/foundations
  - Local media
  - Census & other federal government sources
  - Omnibus surveys
- Do primary research if needed

## Step #2: Research: Stop, Look & Listen

Type of Research	How Used	Considerations
Quantitative (telephone, online, mail)	<ul style="list-style-type: none"><li>• Gather statistically significant data</li><li>• Baseline data</li></ul>	<ul style="list-style-type: none"><li>• Self-reporting bias</li><li>• Caller ID/cell phones</li><li>• Screening questions</li><li>• Online self-selection</li><li>• Online can show visuals</li></ul>
Focus Groups	<ul style="list-style-type: none"><li>• Test messages</li><li>• Test creative concepts</li><li>• Delve deep into issues</li></ul>	<ul style="list-style-type: none"><li>• Groupthink</li><li>• Participation incentives</li></ul>
Intercept Surveys	<ul style="list-style-type: none"><li>• Test messages</li><li>• Test creative concepts</li></ul>	<ul style="list-style-type: none"><li>• Keep it short</li><li>• Go to locations where your audience visits</li></ul>

## Step #2: Research: Stop, Look & Listen

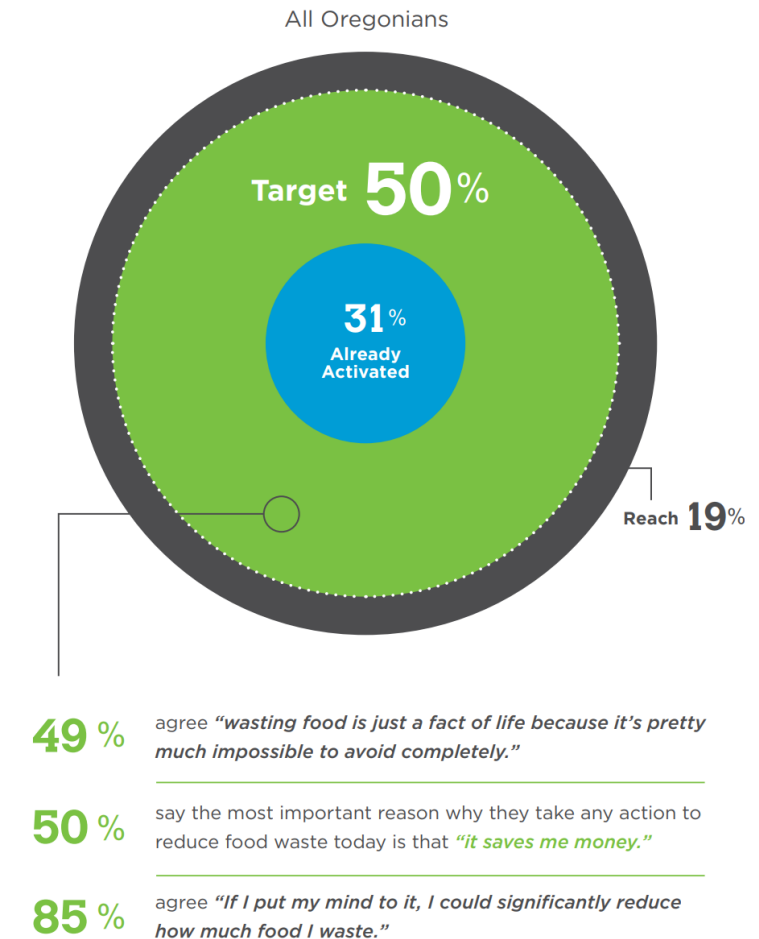
Type of Research	How Used	Considerations
Behavioral Data/ Observation	<ul style="list-style-type: none"><li>• To measure actual behavior change (e.g., meter data)</li><li>• Observe and record behavior</li></ul>	<ul style="list-style-type: none"><li>• No self-reporting bias concerns</li><li>• Often expensive to gather and analyze</li></ul>
In-depth Interviews	<ul style="list-style-type: none"><li>• Gather input from influencers, key stakeholders and other audiences</li></ul>	<ul style="list-style-type: none"><li>• Opportunity to brief key audiences</li><li>• Identify potential roadblocks</li></ul>
Online Diaries & Panels	<ul style="list-style-type: none"><li>• Determine current behaviors</li><li>• Identify barriers and motivations</li></ul>	<ul style="list-style-type: none"><li>• Stealth: Track behavior/thoughts around several activities</li><li>• Allows moderator to control interactions/probe</li></ul>



# Example: OR DEQ Food Waste Prevention

- **Ethnographic Diaries:** Qualitative research to understand how Oregonians think about buying, storing, preparing, and eating food
- **Focus Groups:** Qualitative research to test and refine messaging, campaign concepts and taglines that would motivate residents to reduce wasted food
- **Quantitative Survey:** Online survey of 700 Oregon residents to quantify the values, attitudes, emotions and behaviors of the most receptive audiences and guide development of messaging and creative concepts

## Residents are Complacent About Wasting Food But **Motivated By Saving Money**



# PITFALL TO AVOID: AUDIENCE ASSUMPTIONS

- You are not your priority target audience
- Avoid the urge to assume you know how your audience acts, thinks or feels
- Instead, use research to define these things with your priority audience



# Step #3: The What

Identify the Desired Behavior Change

# Step #3: Identify Behavior Change

## Potential impact

- Penetration -- How many people are doing it?
- Probability -- Are people likely to change?

## Is the behavior end state?

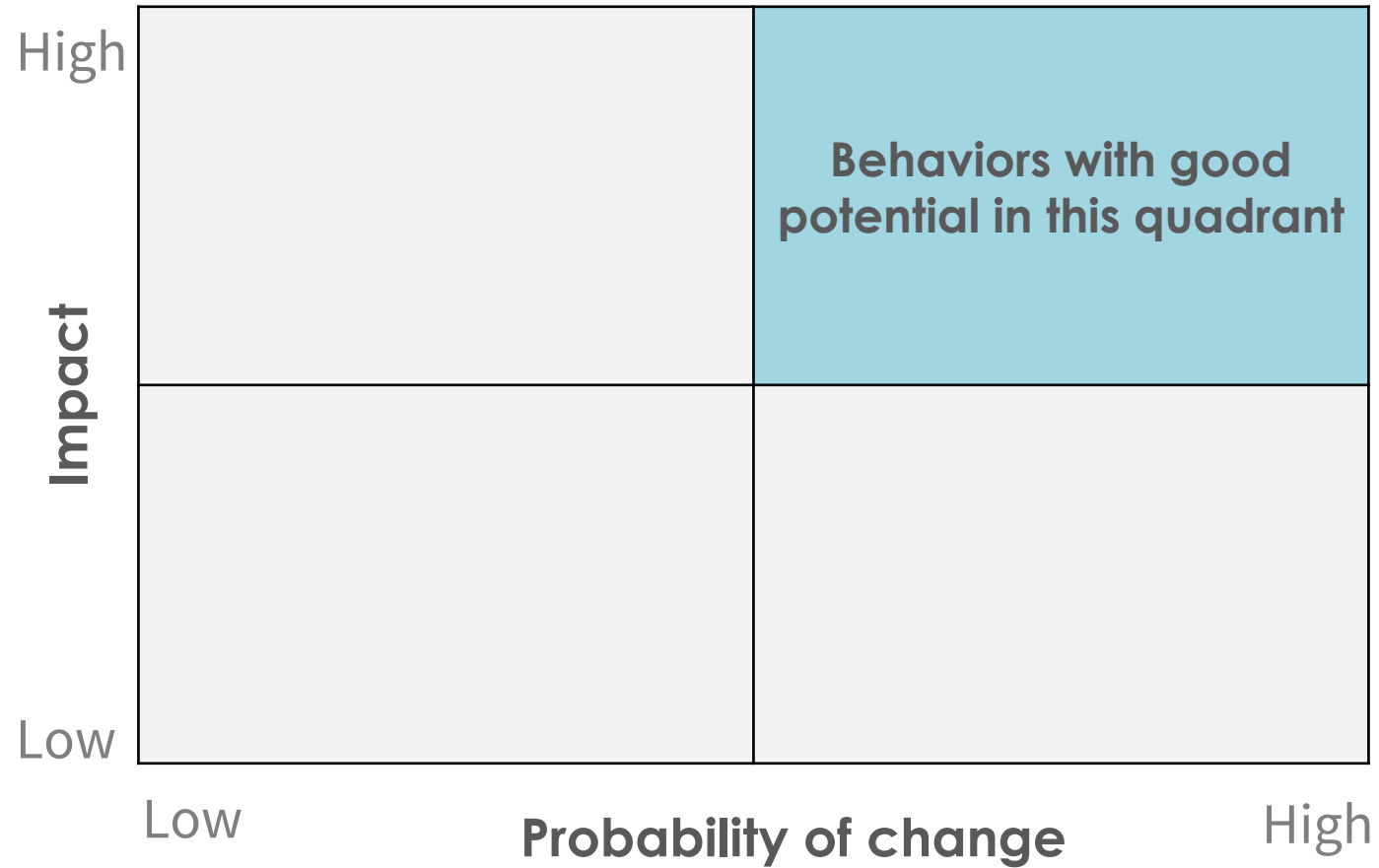
- Does it produce the desired recycling outcome?

## Is the behavior non-divisible?

- The behavior cannot be divided into small chunks
- Or, does the behavior need a behavior chain?



# Step #3: Identify Behavior Change



# PITFALL TO AVOID: TOO MANY BEHAVIORS

- If you try to tell people too many things, they will do nothing
- Ideal is to focus on one behavior at a time since each behavior will have unique barriers, benefits and motivators
- Don't try to “get it all in at once”



# Step #4: The Who

Choose Priority Audiences

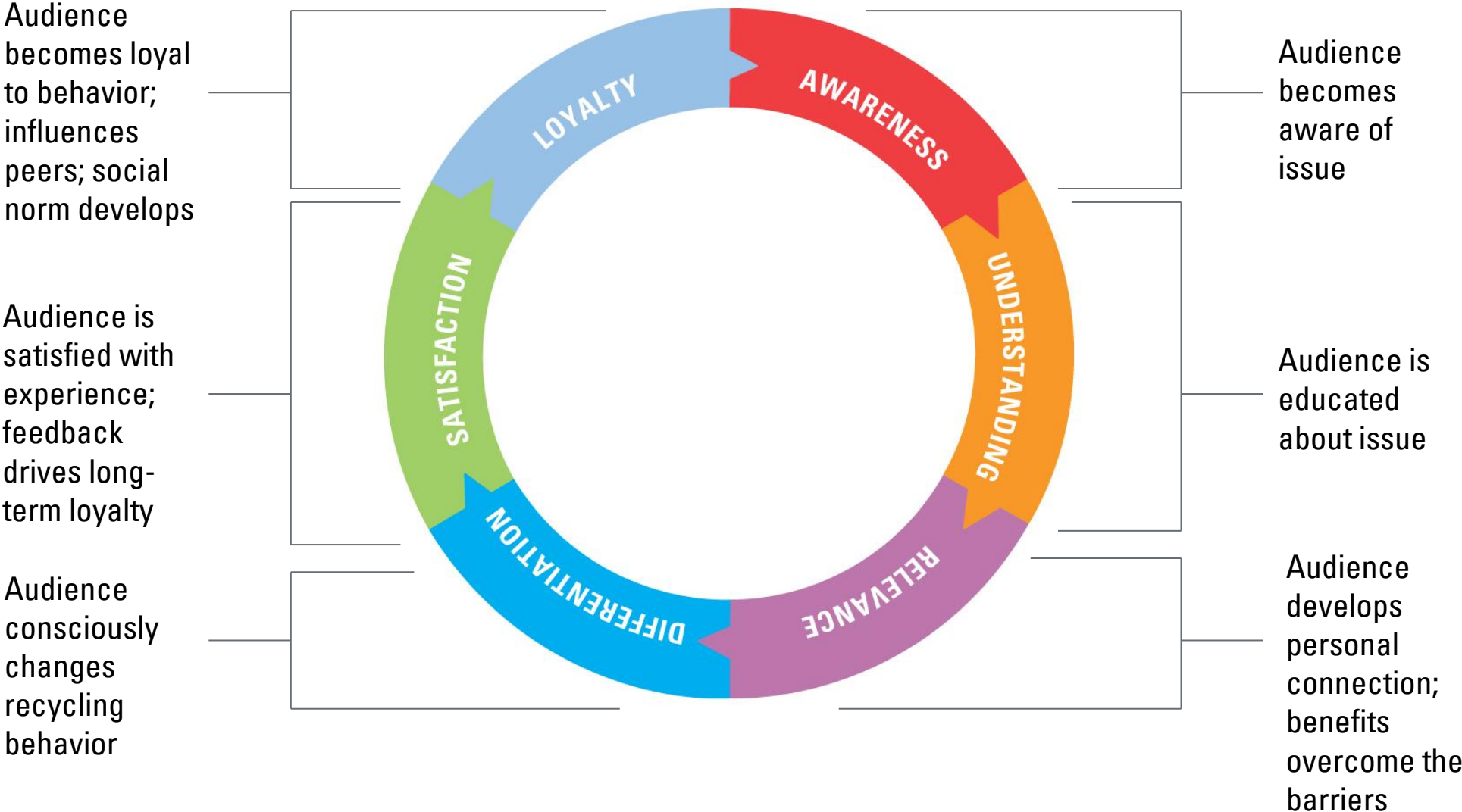
# Step #4: Choose Priority Audiences

- Brainstorm all audiences
- Consider equity and diversity
- Categorize each audience as:
  - Primary
  - Influencer
  - Gatekeeper
- Choose priority audiences
- Develop profiles and insight





# Behavior Change Continuum



# Example: Audience Personas - "Informed" & "Wishful" Recyclers (WA State Department of Ecology)

## Informed Recyclers

55+ y/o female

Relies on broadcast news for info

Retired

Buys organic



**30%** Make decisions about what goes in recycle bin based on website, guide or cart label.

"It would be great if more items could be collected curbside. I don't have time or space to drop them off in another city to be recycled. Without a doubt I would recycle those items that are now going in the trash."

## Wishful Recyclers

Gets info from news and social media

Children at home

25 - 34 y/o male

Shops at discount retailer



**45%** Make decisions about what goes in recycle bin based on material type, container type or chasing arrows.

"Recycling doesn't fill up the trash bin. It makes me feel like I'm not as wasteful."

# Resulting *Recycle Right* Campaign



EMPTY.  
CLEAN.  
DRY.  
*It Matters.*

RECYCLE  
RIGHT

DEPARTMENT OF  
ECOLOGY  
State of Washington

[recycleright.wa.gov](http://recycleright.wa.gov)

The advertisement features a clear plastic bottle on the left. The background is a solid blue color with a large, faint recycling symbol behind the text. At the bottom, there is a white banner containing the Department of Ecology logo and the website URL.

# Identifying and Working with Influencers

- Influencers are anybody that can help cause the desired behavior change among the priority audience group
- Once you have your priority audiences identified; create a list of influencers
  - Who are they?
  - How can the campaign be structured to have them help spread messages and spur behavior change?

## INFLUENCERS

- Are advocates for the issue
- Can be individuals or organizations
- Help create social norms
- Drive social diffusion

# PITFALL TO AVOID: YOUR AUDIENCE = “THE PUBLIC”

- Your audience is not “everyone” or “the public”
- If you try and be everything to everybody, you will end up being be nothing to nobody
- Need to segment your audiences and base strategies on their unique barriers and motivators to the desired behavior change



# Step #5: Why They Do What They Do

Map Barriers, Benefits & Motivators

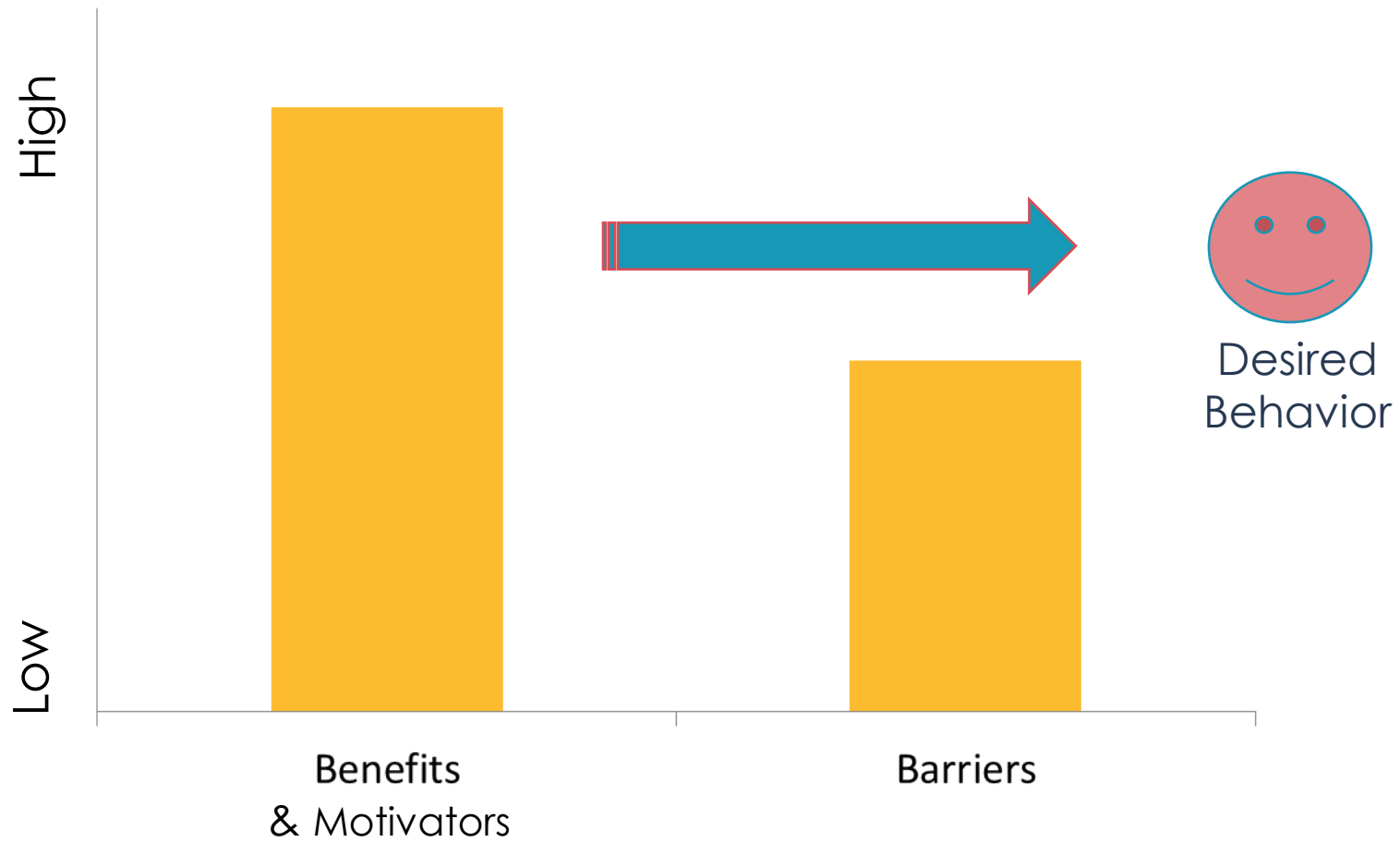
## Step #5: Map Barriers, Benefits & Motivators

**Barrier:** Anything that reduces the probability a person will conduct the desired behavior

**Benefit:** What benefit will be delivered to the audience if they practice the behavior? What's in it for them?

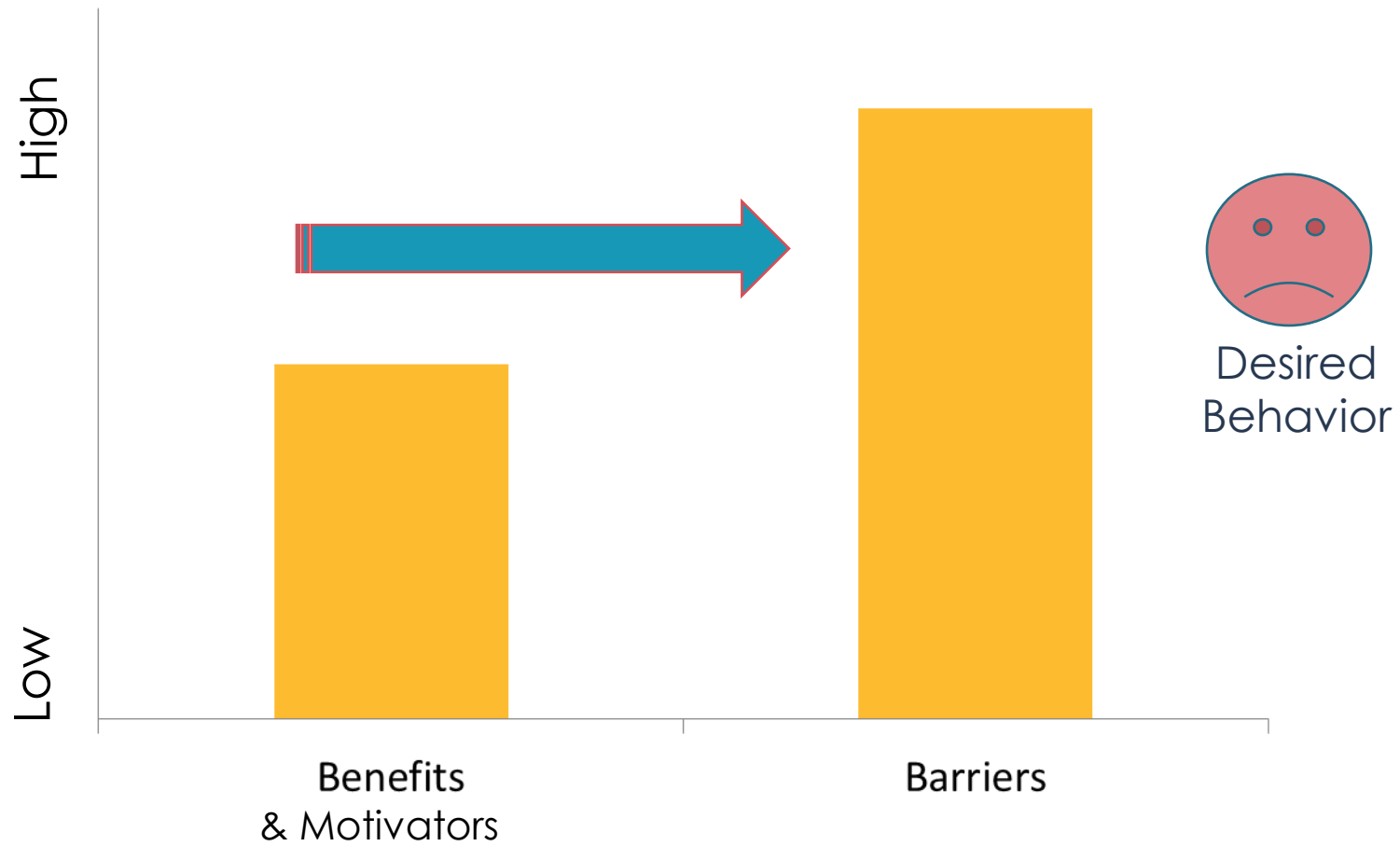
**Motivator:** What will motivate the audience to act to change their behavior?

# Step #5: Map Barriers, Benefits & Motivators






# Step #5: Map Barriers, Benefits & Motivators




# Example: MassDEP - jobs as the motivator

RECYCLING FACT



The recycling industry supports nearly 14,000 jobs in MA and generates over \$2.1 billion in economic activity annually

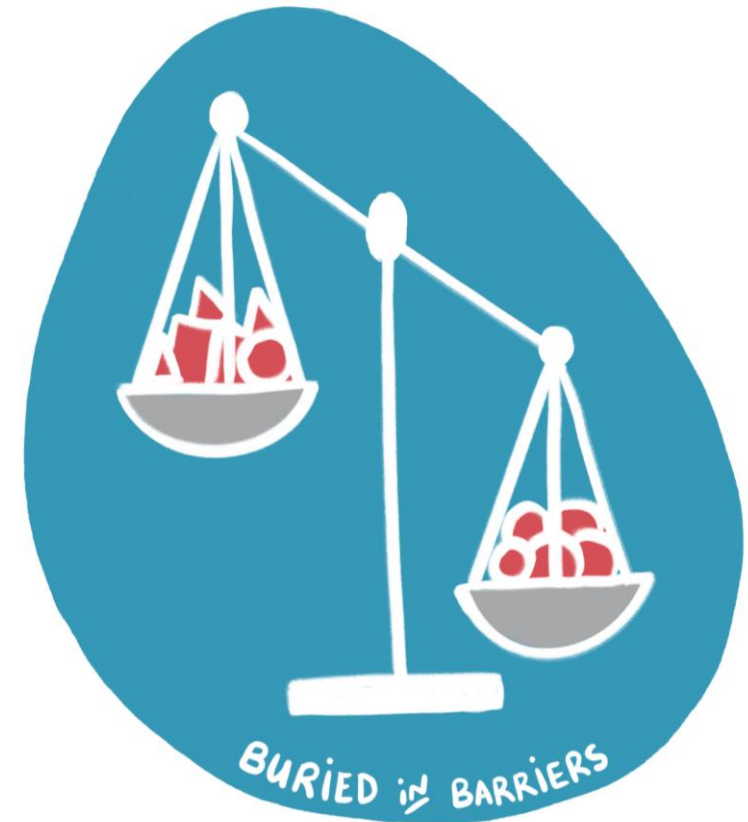
RECYCLING FACT



A U.S. recycling rate of 75% by 2030 would create 1.1 million new jobs

# PITFALL TO AVOID: BURIED IN BARRIERS

- It's typically easy to write a LONG list of barriers
- To be effective, narrow your list to the top 1-2 barriers
- This is so you can plan messaging and social marketing strategies that can overcome the key barriers preventing change



# Social Marketing Planning Process

## MODULE #2:

- **Step 1:** What is Success? Identify Purpose, Goals & Objectives
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- Tools of Change - [toolsofchange.com](https://toolsofchange.com)
- C+C Social Marketing Primer & Workbook - [cplusc.com/social-marketing-workbook](https://cplusc.com/social-marketing-workbook)
- Social Marketing Service - [socialmarketingservice.com/publications/planning-worksheets](https://socialmarketingservice.com/publications/planning-worksheets)
- Social Marketing Listserv managed by the Social Marketing Association of North America ([www.smana.org](https://www.smana.org)).
  - To subscribe, send an email to [soc-mktg+subscribe@googlegroups.com](mailto:soc-mktg+subscribe@googlegroups.com) or visit <https://groups.google.com/g/soc-mktg>

**THANK YOU**

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**[C+C SOCIAL MARKETING WORKBOOK](#)**



# Social Marketing: Messaging for Behavior Change

October 2022



# MODULE #3

Message Strategy

Social Marketing Interventions

Partners

Marketing Plan & Pilots

Evaluation





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# Step #6: The How

Plan your social marketing intervention

# Step #6: Plan Your Social Marketing Intervention

- Pick the primary tool/intervention that your campaign will be built around
- What one thing will be key to overcoming the barrier to behavior change?

Social Marketing Tool	Description
<b>Commitments</b>	Making a commitment to change a behavior makes it more likely that people will follow through
<b>Social Norms</b>	People will often change their behaviors if they believe everyone else has done so
<b>Social Diffusion</b>	Peer and referent groups spread behavior change through conversations, interactions and observations of each other
<b>Cognitive Dissonance</b>	Pointing out when a person's values, attitudes or beliefs do not match their behaviors
<b>Prompts</b>	Putting reminders to act close to the location of the behavior
<b>Incentives</b>	Providing a tool or discount that helps overcome a barrier to trying the behavior
<b>Convenience</b>	Making it easy for people to do the behavior
<b>Recognition/Feedback</b>	Report back to people to let them know that their behavior is making a difference

# Commitment Examples: Food Waste Prevention



# Social Norm Examples: AZ Tribal Messaging & City of Des Moines "Gold Level" Recycling



# Social Diffusion Example: King County, WA, Recicla más Facilitadores





# Cognitive Dissonance Example: King County, WA



# Prompt Examples: City of Atlanta & Stop Waste (Alameda County, CA)



Sign up for reminders, alerts and tips on what can be recycled at [atlantaga.gov/recycling](http://atlantaga.gov/recycling). Enter address and click "get a reminder!"



# Incentives/Rewards Example: Waste Management Food Scrap Recycling



**WM**  
WASTE MANAGEMENT  
1200 West Avenue, Suite 600 • Orange, CA 92667

**Pledge to be a Foodcycler and receive a FREE kitchen food scrap container and compostable bag sample! DETAILS INSIDE!**

**Thanks for foodcycling!**

**Can you help close the FOODCYCLING LOOP?**

**Take the I'm A Foodcycler Pledge and get a FREE kitchen food scrap container**

Go to [www.wmfoodcycling.com](http://www.wmfoodcycling.com) and take the I'm A Foodcycler Pledge and we will mail you a FREE kitchen food scrap container and compostable bag sample.  
\*Act fast!—this opportunity is for the first 500 pledges only!

**Stuff that is compostable**

**FOOD**  
Meat, seafood, dairy, fruit, vegetables, shells, bones, pants, rice, eggshells, nuts/shells, bread, grains and leftovers.

**FOOD-SOILED PAPER & SHREDDED PAPER**  
Pizza boxes, coffee grounds and filters, tea bags, mixed cardboard, salad paper bags, kitchen paper towels, paper napkins as well as loose shredded paper.

**PLANTS, FLOWERS & YARD DEBRIS**  
Plants and flowers, grass clippings, shrubs, branches, weeds, Jack-o-lanterns and natural holiday trees.

**Foodcycling is an easy way to reduce your garbage footprint.**

**First Step: SELECT A FOOD SCRAP CATCHER**

- Stylish compost pail and compostable bag
- Paper bag
- Reusable container such as an ice bucket or juice pitcher
- Newspaper. Wrap the scraps and put that in the compost cart.

**Second Step: FILL CONTAINER**

- Place food scraps and food-soiled napkins and paper towels in your kitchen container.

**Final Step: EMPTY, CLEAN AND REPEAT**

- Empty the collected food scraps into your curbside compost cart. Your compost cart will be picked up on your next collection day.

**Why does Foodcycling matter, anyway?**

60% of all garbage sent to the Cedar Hills Regional Landfill consists of food scraps, yard debris and food-soiled paper—and all of these items are compostable in your curbside compost cart.

Compostable materials can have a second life as compost and are a great addition to your garden soil, but they need your help!

When you combine your food scraps and food-soiled paper with your yard debris, you reduce the amount of compostable material going to the landfill and help create a local Foodcycle.

**HELP CLOSE THE FOODCYCLING LOOP!**

1. Buy or grow locally produced food
2. Eat food!
3. Place food scraps and food-soiled paper in your compost cart
4. Food scraps go to local compost facility
5. Food scraps, food-soiled paper and yard debris transform into nutrient-rich compost
6. Compost is used by local gardeners and farmers to create more food—you can use compost too!
7. Repeat!

# Convenience Example



# Feedback Examples: City of Atlanta & Waste Management



## OOPS!

**PLEASE LEAVE THESE ITEMS OUT!**



Do Not Bag Recyclables  
(no garbage)



No Plastic Bags  
(return to retail)



No Food or Liquid  
(empty all containers)



No Textiles  
or Clothing



No Tangles,  
Cords, Hoses or  
Chains



No Tanks, Wood,  
Plastic Furniture  
or Scrap Metal

**CORRECT THIS AND WE  
WILL COLLECT NEXT TIME.**




Call **311** or go  
online at **ATL311.com**  
for questions  
and concerns.



## RECYCLE MORE OF THESE:

**CANS**

Aluminum and Steel  
empty and rinse



**GLASS**

Bottles and Jars  
empty and rinse



---

**PAPER**

Mail, Boxes, Cardboard, Food and Cartons  
flatten









---

**PLASTICS**

Bottles and Containers  
empty and replace cap





Sign up for reminders, alerts and  
tips on what can be recycled at  
[www.atlantaga.gov/recycling](http://www.atlantaga.gov/recycling)  
Enter address and click "get a reminder!"





**Thanks for doing a great  
job recycling!**

*¡Gracias por hacer un  
excelente trabajo  
con el reciclaje!*

Your recycling looks great and your actions  
are going a long way towards turning all of  
our waste into a resource for a brighter, more  
sustainable future.

*Su reciclaje se ve excelente y sus acciones  
ayudan a convertir todos estos desechos en  
recursos para un futuro más brillante  
y sostenible.*

Your Waste Management Driver  
Su conductor de Waste Management

Customer Service **661-947-7197**  
 Servicio al Cliente



**THINK GREEN!**



**Your recycling has garbage in it.**  
*Hay basura en su reciclaje.*

We found one or more of the following items:  
Encontramos uno o más de los siguientes artículos:

- Recyclables bagged in plastic bags  
*Artículos reciclables en bolsas de plástico*
- Dirty/wet items (like food and liquids left in your recycling)  
*Artículos mojados y/o sucios (no deje alimentos o líquidos en sus artículos reciclables)*
- Non-recyclable items (like garden hoses or propane tanks)  
*Artículos no reciclables (como mangueras de jardín o tanques de gas propano)*
- Other Otra: \_\_\_\_\_

**When in doubt, leave it out.**  
*Si tiene alguna duda, déjelo afuera.*

Your Waste Management Driver - Su conductor de Waste Management

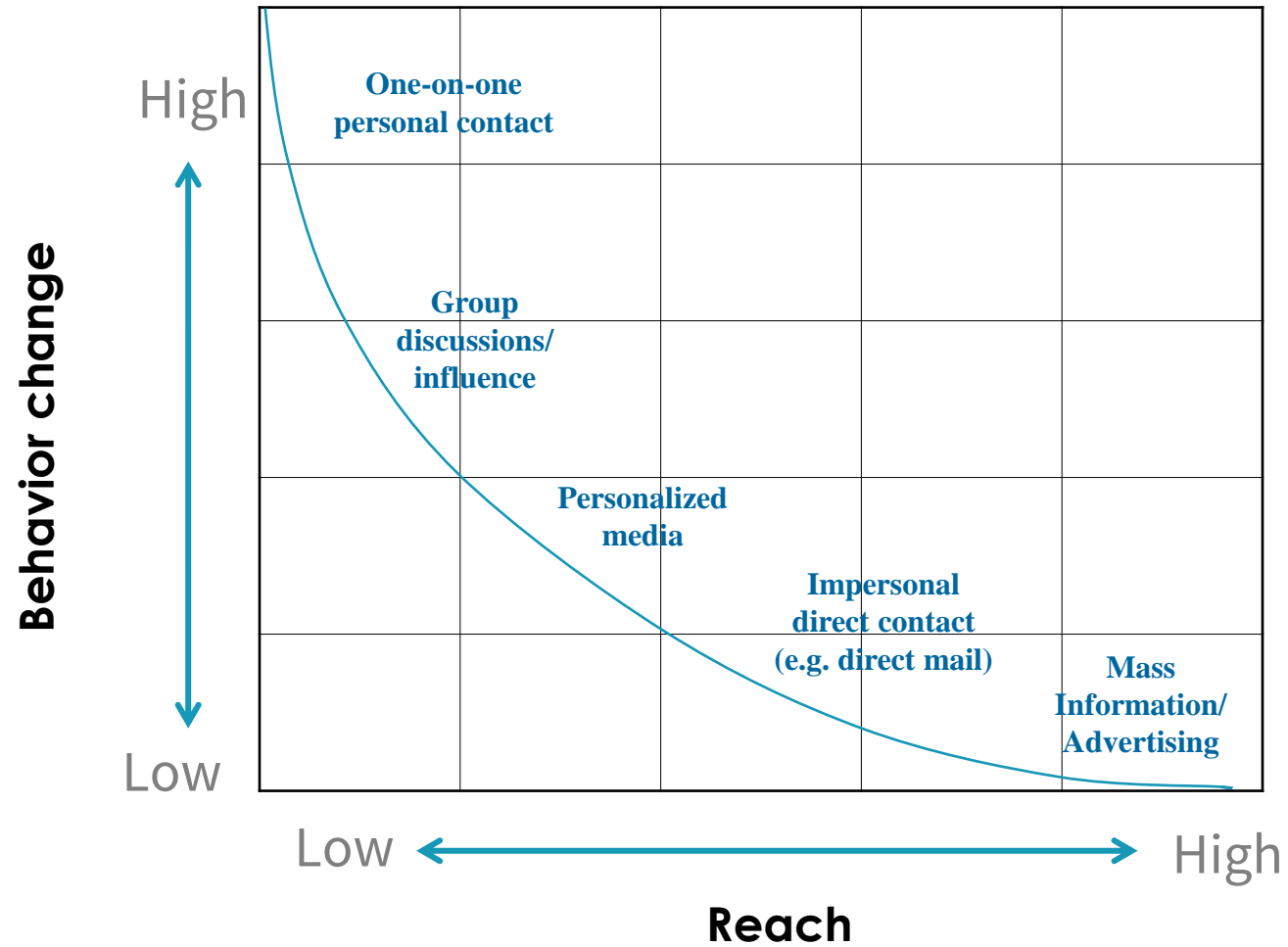
As a courtesy, we picked up your recycling. Please keep garbage out to avoid service interruptions or penalties.  
*Como cortesía, recolectamos su reciclaje. Por favor mantenga la basura fuera para prevenir interrupciones de servicio o penalizaciones en el futuro.*

We had to leave your recycling behind. Please sort out the garbage also next time you call for service.  
*No pudimos recolectar su reciclaje. Por favor asegure la basura y los artículos de nuevo el próximo día de servicio.*

Customer Service **661-947-7197**  
 Servicio al Cliente

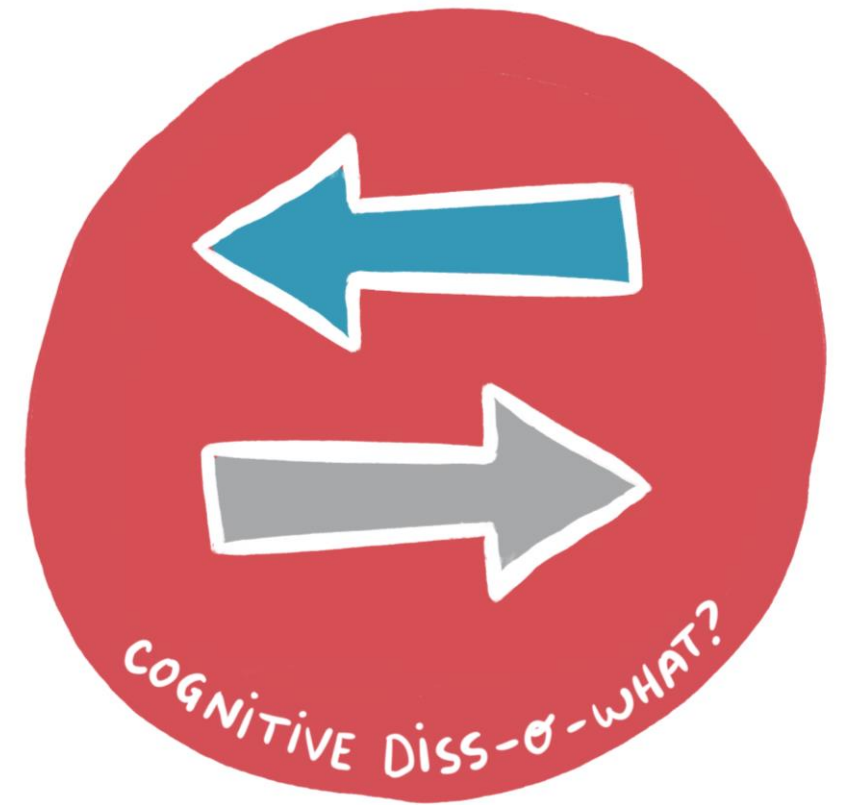
ADDRESS DIRECCIÓN \_\_\_\_\_  
 DRIVER CONDUCTOR \_\_\_\_\_  
 ROUTE # NO. DE RUTA \_\_\_\_\_ DATE FECHA \_\_\_\_\_

# Step #6: Plan Your Intervention



# PITFALL TO AVOID: COGNITIVE DISS-O-WHAT?

- Cognitive dissonance is when a person's values, attitudes or beliefs do not match their behaviors
- True for many social marketing issues
- Trap: assuming cognitive dissonance will make it easier to change behavior
- In fact, it is often harder. People don't pay attention to your message – they've "checked that box"
- First step is to point out dissonance; then you have a powerful foundation for behavior change



# Step #7: What's the Hook?

Create an Effective Message Strategy



# Step #7: Create an Effective Message Strategy

- The public is exposed to 2,000-3,000 marketing messages per day
- You have 3-5 seconds to catch someone's attention.
  - After that, the average millennial spends 14 seconds more
  - For Gen Z – it's 8 seconds

**PITFALL TO AVOID:  
MESSAGE CLUTTER**



# Message Strategy Development

Map what you want your audience to:



Messages should be....

# Simple



# Emotional



# Benefits, Not Features



**FOOD  
LOVERS**  
save money

You can save almost £60  
a month by throwing away  
less food.

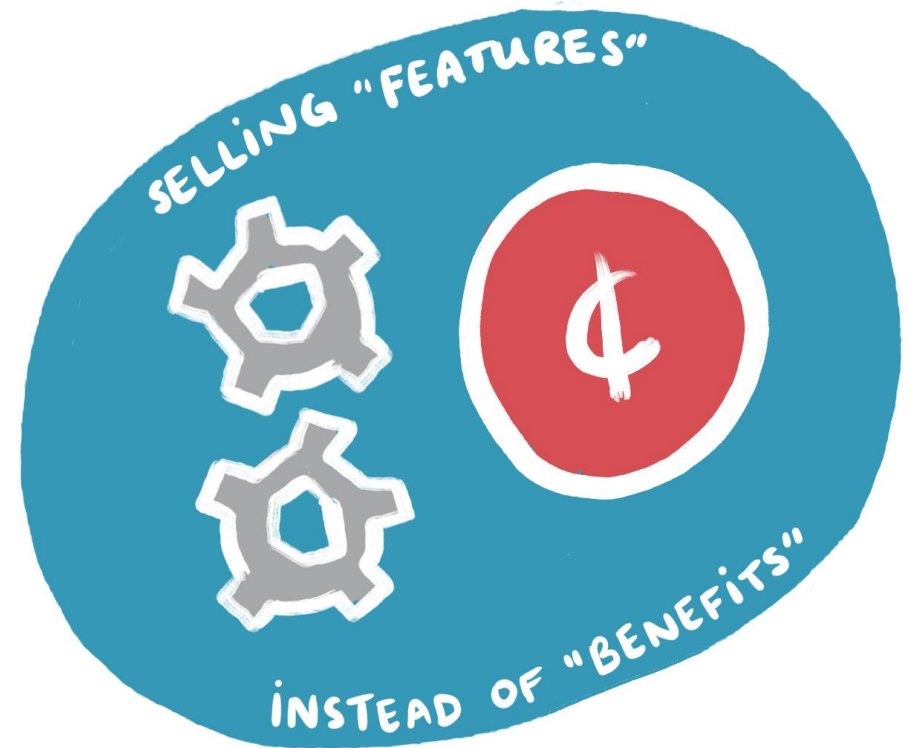
**LOVE  
FOOD**  
hate waste .COM

# Relevant & Timely



# PITFALL TO AVOID: SELLING “FEATURES: INSTEAD OF “BENEFITS”

- People buy benefits – what’s in for them?
- They don’t want to hear about how something works
- Avoid explaining features and make sure your message strategy focuses on benefits to your audience



# Step #8: Who Else Can Help?

Identify and Enlist Partners



# Step #8: Who Else Can Help?

- Look for partners with:
  - Complementary mission/goals
  - Audience overlap
  - History of collaboration/community involvement
- Things that partners can bring to the table
  - Communications channels to the target audience
  - Money/in-kind resources/incentives
  - Data and/or data analysis
  - Credibility with target audience
- Make sure you have something to bring to the table
- Consider private, public and non-profit sectors
- Look for local media partners

## PARTNER EXAMPLES

- Waste haulers
- Retail stores
- Restaurants
- Other local jurisdictions
- Local celebrities/sports figures
- Local media
- CBOs & non-profits
- Schools & colleges

# Example: King County WA, Retail Partnerships

## Bartell Drugs

- Provided discount on and promotion of recycling containers
- Included free recycling labels for containers

## Papa John's Pizza

- Information on pizza delivery boxes encouraging people to compost in their yard waste cart

## QFC

- Compostable bags and food waste containers to help overcome food waste composting barriers
- In-store tabling with in-person education



# PITFALL TO AVOID: TELL A PARTNER WHY YOU NEED THEM; NOT WHY THEY NEED YOU

- Approach potential partners with what you can do for them, not what you want from them
- Learn as much as you can about them before you reach out
- Craft the conversation around their needs, not yours



# Step #9: Chart the Right Path

Develop your Marketing & Pilot Plan

## Step #9: Develop a Communications Plan

- Don't start with this step!
- Strategies are broad, tactics are specific
- Both should support primary intervention strategy
- Look for an integration of tactics so audiences are exposed to messages multiple times and ways
  - Strive to reach your audience through at least three channels a total of 3-7 times
- Consider piloting your approach

# Strategies & Tactics

- One-on-one outreach
- Tools and incentives
- Public relations
- Promotions
- Direct
- Social media
- Advertising
- Community outreach & events
- Digital & mobile

# One-on-One Outreach

- Ideal is friend-to-friend, face-to-face
- Door-to-door, events, canvassing, street teams
- Creates and reinforces social norms (aka peer pressure)
- Most effective form of communication
- Use existing networks
- Ask people to make commitment (pledge forms)

# New South Wales Australia Food Waste Challenge



**FOOD WASTE  
CHALLENGE**  
NEW FOOD IDEAS ARE ON THE MENU

**CHAMPIONS BOOKLET**

Help your family and friends prevent  
food waste

The Food Waste Challenge has been developed as part of the  
Love Food Hate Waste program

 **Office of  
Environment  
& Heritage**   



# Tools & Incentives

- Create tools and incentives that:
  - Overcome priority audience barriers
  - Provide a motivation for behavior change
- Consider online tools
- Use tools to ease program reporting
- Provide incentives for action

# Minneapolis Composting Starter Kit



Compostable Bag Starter Kit

# Public Relations

- Third party credibility
- Need real news – what is your hook?
- Holding a media event does not mean the media will come
- Provide facts and figures
- Create a visual (for broadcast)
- Cannot control message
- Media world is changing
  - Increased fragmentation
  - More and more online

# King County WA: What's your visual?



# Promotions

- Find a hook
- Partner with others
- Carry through your theme/key messages
- Look for arms and legs to the promotions – extend as much as possible

# Pizza Promotion: City of Livermore, CA



# Direct

- Can include direct mail, door-hangers, flyer distribution etc.
- Be as targeted as possible
- Avoid mass distribution
- Stick to your message strategy
- Follow-up dramatically increases response rates

# CalRecycle: Recycle Smart

## ¿Estás reciclando bien?

La comida y los líquidos echan a perder el reciclaje.

Vacía los recipientes de alimentos y residuos líquidos.

1. Sacude o limpia los recipientes
2. Ponlos en el bote



CalRecycle 

YoRecicloBien.com

Bill Stuffers

Door  
Hanger

## Californians recycle smarter!



Empty and dry  
in the bin.

Did you know that if your recycling still has food or liquid in it, it's more likely to end up as trash?

Helping fight contamination is easy!

Empty containers  
of any residue



Dirty items with food  
or liquid left inside can  
contaminate everyone  
else's recycling.

By **emptying** and  
**drying** your recycling,  
you can make sure your  
recycling gets turned  
into new products.

Visit [iRecycleSmart.com](http://iRecycleSmart.com) for more tips.

CalRecycle 



# Social Media

- Social media does NOT equal social marketing
- Social media is how people engage, share, interact and participate with each other – and with you – online.
- 72% of Americans use social media
  - More people use social media than use email
  - 69% of adults use Facebook – most of these daily
  - 81% use YouTube
  - Instagram, Snapchat and TikTok are more heavily used by people under age 30
  - 90%+ have smartphones and access social media primarily from their phones
- Social media is an important component of many social marketing campaigns

## SOCIAL MEDIA BEST PRACTICES

- Pick your platforms based on audience
- Know your strategy (awareness, traffic, engagement)
- Keep it short
- Have a hook
- Use video
- Build in engagement
- Respond and interact with comments

# Michigan Department of Environment, Great Lakes, and Energy (EGLE)



**KNOW IT BEFORE YOU THROW IT!**



**EGLE**  
MICHIGAN DEPARTMENT OF ENVIRONMENT, GREAT LAKES, AND ENERGY

**LEARN THE RULES OF RECYCLING**



-  Plastics, glass and metal: rinse and empty
-  Cardboard: break it down flat
-  No recyclables in plastic bags

 **EGLE**

# Advertising

- Print, broadcast, online, social & direct mail
- Can be expensive
- 100% control of message
- Craft messages to overcome barriers
- Choose placements with best reach to your audience
  - Can be VERY targeted today!
- Invest in good creative
- Online/social advertising can provide great metrics

# Oregon Department of Environmental Quality: Don't Let Good Food Go Bad

**DON'T LET**  
*Good Food*  
**GO BAD!**



**KEEP IT FRESHER, LONGER**

Your pears will ripen in 2-4 days on the counter. If you're not ready to eat right away, store them in the fridge before or after they ripen.

Get more tips at:  
[DontLetGoodFoodGoBad.org](http://DontLetGoodFoodGoBad.org)

SUPPORTED BY THE OREGON DEPARTMENT OF ENVIRONMENTAL QUALITY

**DON'T LET**  
*Good Food*  
**GO BAD!**



**KEEP IT FRESHER, LONGER**

Your broccoli likes some moisture and cold air, so wrap it in damp paper towel and refrigerate in an open container to keep it at its best.

Get more tips at:  
[DontLetGoodFoodGoBad.org](http://DontLetGoodFoodGoBad.org)

SUPPORTED BY THE OREGON DEPARTMENT OF ENVIRONMENTAL QUALITY

**DON'T LET**  
*Good Food*  
**GO BAD!**



**KEEP IT FRESHER, LONGER**

Strawberries like to be cold and dry - store them in the original container in the fridge and hold off on washing until you're ready to eat them.

Get more tips at:  
[DontLetGoodFoodGoBad.org](http://DontLetGoodFoodGoBad.org)

SUPPORTED BY THE OREGON DEPARTMENT OF ENVIRONMENTAL QUALITY

# Community Outreach and Events

- Establish a community leadership position
- Direct contact with audiences
- Leverage into media relations opportunities
- Deliver messages at locations where the community gathers/practices the behavior

# Love Food Hate Waste Community Event



# Digital & Mobile

- Primary place that people go to research products and issues
- Mobile devices are the #1 way people go online
- Many ways to target and segment outreach to mobile phones
- E-mail can still be a good tool: must offer opt-in/opt-out, don't spam
- Create content that people want to share
- Create interactivity whenever possible
- Don't forget about online news media and blogs as a channel

# Digital/Mobile Ads: Massachusetts Department of Environmental Protection's Recycle Smart

RECYCLE  
OR TRASH?  
WE'LL HELP YOU SORT IT OUT.



Recycle Smart [LEARN MORE NOW ▶](#)

RECYCLE OR TRASH?  
WE'LL HELP YOU SORT IT OUT.



RECYCLE  
OR TRASH?  
WE'LL HELP YOU SORT IT OUT.



Recycle Smart [LEARN MORE NOW ▶](#)



# PITFALL TO AVOID: STARTING WITH STEP #9

- Don't start with this step!
- Instead take the time to complete steps # 1-8 first
- Starting here will reduce the effectiveness of the program



# Step #10: Are We There Yet?

Create an Evaluation Plan

## Step #10: Creating an Evaluation Plan

- Create an evaluation plan before starting implementation
- Goal is to measure actual behavior change
- Decide how you will measure against each objective
- Set an evaluation timeline
- Look for trends in data
- Course correct if necessary

# Organizing your Evaluation Plan

<b>Inputs:</b>	Resources allocated to the campaign
<b>Outputs:</b>	Program activities conducted
<b>Outcomes:</b>	Behavior adoption measured through quantitative surveys and observation
<b>Impact:</b>	Changes that align with your campaign's purpose

# EXAMPLE: KING COUNTY WA, RECYCLE MORE

## Inputs

*Resources allocated to the campaign*

- Consultant budget
- Staff time

## Outputs

*Activities conducted to influence behavior*

- Reach of ad campaign
- Media coverage
- Partnership and community event results

## Outcomes

*Behavior adoption*

- Measured via impact (waste sorts)

## Impact

*Changes in waste stream and return on investment (ROI)*

- Pre and post waste sorts (lbs. of recyclables disposed in garbage; lbs. of recyclables recycled; capture rates for selected recyclables)
- ROI – cost per ton to divert from campaign versus disposal in landfill



# PITFALL TO AVOID: SELF-REPORTING BIAS

- Be aware that people often don't accurately report their behaviors
- Overcome this by looking for ways to measure actual behavioral change (e.g. observational research, waste diverted, etc.) rather than self-reporting
- If you have to use self-reported data, make sure you have baseline data and then measure the change pre and post



# Social Marketing Planning Process

## MODULE #2:

- **Step 1:** What is Success? Identify Purpose, Goals & Objectives
- **Step 2:** Stop, Look and Listen. Defining Research Needs
- **Step 3:** The What. Identify the Desired Behavior Change
- **Step 4:** The Who. Choose Priority Audience
- **Step 5:** Why They Do What They Do. Map Barriers, Benefits & Motivators

## MODULE #3:

- **Step 6:** The How. Plan your Social Marketing Interventions
- **Step 7:** What's the Hook? Create an Effective Message Strategy
- **Step 8:** Who Else Can Help? Identify and Enlist Partners
- **Step 9:** Chart the Right Path. Develop your Marketing & Pilot Plan
- **Step 10:** Are We There Yet? Create an Evaluation Plan

# Additional Resources

- The National Social Marketing Centre - [thensmc.com/resources/showcase/browse](https://thensmc.com/resources/showcase/browse)
- International Social Marketing Association - [socialmarketing.org](https://socialmarketing.org)
- Community Based Social Marketing - [cbsm.com](https://cbsm.com)
- Tools of Change - [toolsofchange.com](https://toolsofchange.com)
- C+C Social Marketing Primer & Workbook - [cplusc.com/social-marketing-workbook](https://cplusc.com/social-marketing-workbook)
- Social Marketing Service - [socialmarketingservice.com/publications/planning-worksheets](https://socialmarketingservice.com/publications/planning-worksheets)
- Social Marketing Listserv managed by the Social Marketing Association of North America ([www.smana.org](https://www.smana.org)).
  - To subscribe, send an email to [soc-mktg+subscribe@googlegroups.com](mailto:soc-mktg+subscribe@googlegroups.com) or visit <https://groups.google.com/g/soc-mktg>



**THANK YOU**

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**EPA SOCIAL MARKETING CONTACTS – [RECYCLINGED@EPA.GOV](mailto:RECYCLINGED@EPA.GOV)**

**[C+C SOCIAL MARKETING WORKBOOK](#)**



# Social Marketing: Messaging for Behavior Change

October 2022



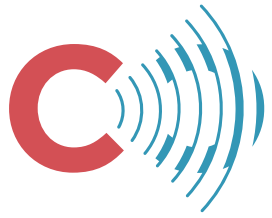
# MODULE #4

Food: Too Good To Waste Case Study



# Disclaimer

This presentation is provided as part of EPA's Recycling Education and Outreach series. This document does not constitute EPA policy. Mention of trade names or commercial products does not constitute endorsement or recommendation. Links to non-EPA resources do not imply any official EPA endorsement of or a responsibility for the opinions, ideas, data or products presented at those locations or guarantee the validity of the information provided. Links to non-EPA servers are provided solely as a pointer to information that might be useful to EPA staff and the public.



C+C | ALL ABOUT THE GOOD

## About your trainer Julie Colehour

- Partner at C+C, 100+ person social marketing agency
- Founding board member and former VP of the Pacific Northwest Social Marketing Association
- Co-author with Nancy Lee and Philip Kotler of 7<sup>th</sup> Edition of the *Social Marketing, Changing Behaviors for Good* undergraduate textbook (Sage Publishing; publishing this Fall)
- Co-author of social marketing chapter in the *Be the Change* textbook for public health students (Oxford Publishing; publishing this Fall)
- Conducted 100's of social marketing trainings and presentations for public, non-profit and private sector organizations



# TRAINING MODULES

## I. MODULE #1: OVERVIEW OF SOCIAL MARKETING

## II. MODULE #2

- Purpose & Goals
- Research
- Audiences
- Behaviors
- Barriers, Benefits & Motivators

## III. MODULE #3

- Message Strategy
- Social Marketing Interventions
- Partners
- Marketing Plan & Pilots
- Evaluation

## IV. MODULE #4

- **Food: Too Good To Waste Case Study**

# The Problem

- 25% of all food we buy gets wasted = \$115 billion/year
- On a lifecycle basis, wasted food accounts for 14% of domestic greenhouse gas emissions
- Food is 24% of landfilled municipal solid waste
- 17 pilot campaigns



# Step #1: What is Success?

Identify Purpose, Goals & Objectives



**Purpose:** Reduce climate emissions associated with wasted food

**Goal:** Prevent household wasted food

## **Objectives:**

- Raise awareness about the amount of food being wasted (define the problem)
- Change food waste behaviors related to shopping, storage and prep



# Step #2: Stop, Look and Listen

Defining Research Needs

- Mined existing data and resources
- Who wastes the most food?
- Types of food that are most wasted
- Behaviors that waste food
- Barriers, motivators and benefits to food waste behaviors



**TOO GOOD  
TO WASTE**

# Research

- Compiled in foundational research report that informed all pilot programs





## Step #3: The What

Identify the Desired Behavior Change

- Plan your meals
- Make a shopping list and buy only what you need
- Shop your fridge first
- Proper storage of fresh foods
- Prepare appropriate quantities of food
- Eat older stock and leftovers first

# Learning proper storage for fruits and vegetables

## SMART STRATEGY:

Know which fruits and vegetables stay fresh longer inside or outside the fridge.

By storing them for maximum freshness, they will taste better and last longer.

PARTNER  
LOGO HERE



**TOO GOOD  
TO WASTE**



## IDEAS INTELIGENTES:

Conozca que frutas y vegetales se mantienen frescos dentro de la nevera y los que se mantienen frescos fuera de la nevera. Si los guarda donde se mantendrán frescos por mas tiempo, estos tendrán mejor sabor y le duraran mas.

PARTNER  
LOGO HERE



**DEMASIADO RICA  
PARA DESPERDIARLA**





**TOO GOOD  
TO WASTE**

## Step #4: The Who

Choose Priority Audiences

### Primary (those that waste the most food):

- Families with small children
- Young professional adults
- Female; higher income

### Equity considerations:

- Spanish-speaking people

# Focus on Families



**Feed This**  **Not This** 

**We waste 25% of the food we buy.  
Find out ways to [WasteLessFood.com](http://WasteLessFood.com)**

Image Credit: LandPath

# Step #5: Why They Do What They Do

Map Barriers, Benefits & Motivators



**TOO GOOD  
TO WASTE**

## Barriers:

- Lack of awareness
- Dynamic lifestyles (hard to plan)
- Time/busy
- Don't know how to plan, prep and store

## Benefits:

- Simplify lives
- Don't be wasteful

## Motivators:

- Save money

## Motivator: Save Money

# What do you spend on the food you toss?



[WasteLessFood.com](http://WasteLessFood.com)





**TOO GOOD  
TO WASTE**

## Step #6: The How

Plan your social marketing intervention

**Cognitive Dissonance:** People did not think they were wasting food. Also did not want to be “wasteful”

**Social Diffusion:** Community, chef-sponsored and grocery store events

**Prompts:** Fridge reminders and shopping lists

**Commitments:** Take the challenge to 1) find out how much food you waste, and 2) learn how to waste less

**Convenience:** Tools to help you shop and store





## Step #7: What's the Hook?

Create an Effective Message Strategy

**Get Smart:** See how much food (& money) you're throwing away

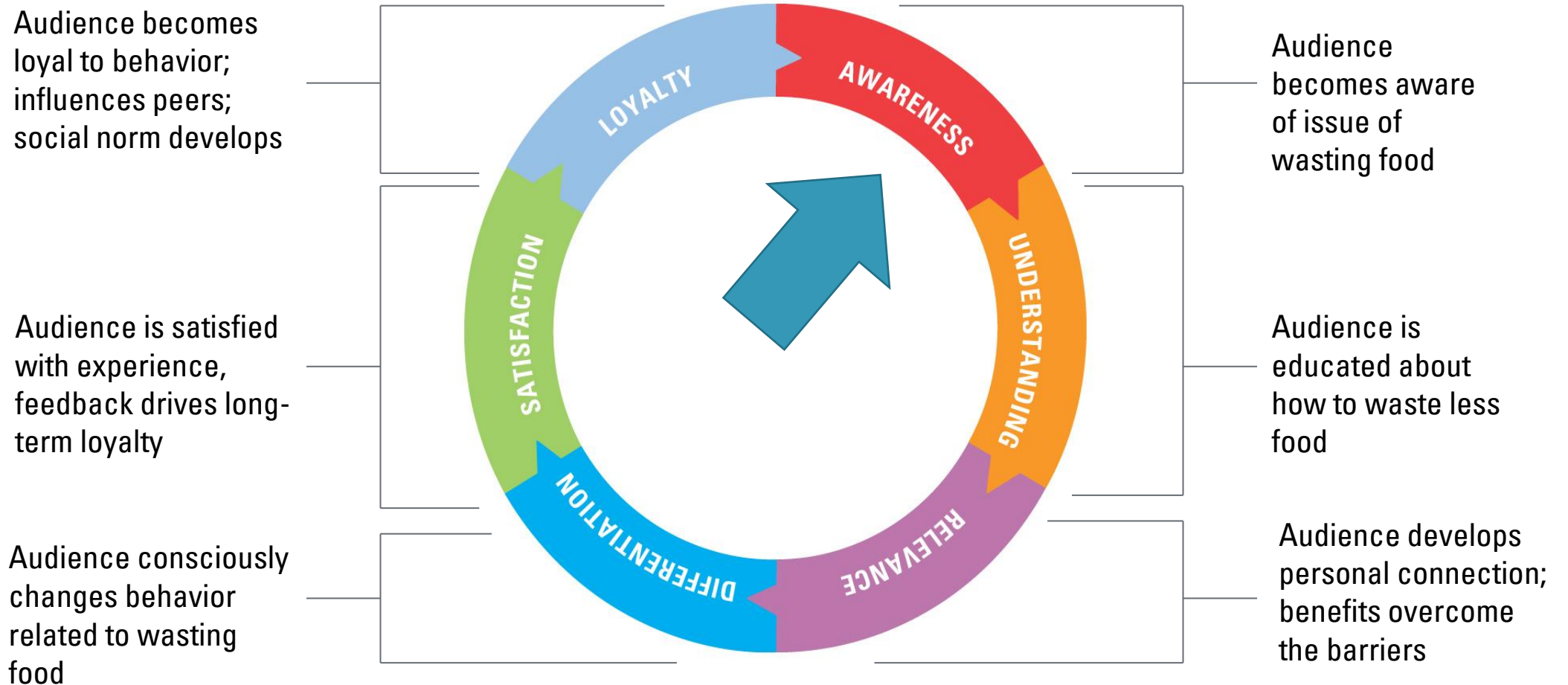
**Smart Shopping:** Buy what you need

**Smart Storage:** Keep fruits and vegetables fresh

**Smart Prep:** Prep now, eat later

**Smart Saving:** Eat what you buy

# Started with Awareness



## First: Awareness

What's wasting  
away in your  
kitchen?

Click here to  
find out how  
to waste  
less food.



## Next: Specific Behaviors

### FRUIT AND VEGETABLE STORAGE GUIDE



**TOO GOOD  
TO WASTE**

#### INSIDE THE FRIDGE

- Apples, berries, and cherries
- Grapes, kiwi, lemons, and oranges
- Melons, nectarines, apricots, peaches, and plums (after ripening at room temperature)
- Avocados, pears, tomatoes (after ripening at room temperature)
- Almost all vegetables and herbs

#### OUTSIDE THE FRIDGE

- Bananas, mangos, papayas, and pineapples: store in a cool place
- Potatoes / onions: store in a cool, dark place
- Basil and winter squashes: store at room temperature—once cut, store squashes in fridge

#### MORE STORAGE TIPS

- If you like your fruit at room temperature, take what you will eat for the day out of the fridge in the morning.
- Many fruits give off natural gases that hasten the spoilage of other nearby produce. Store bananas, apples, and tomatoes by themselves and store fruits and vegetables in different bins.
- Consider storage bags and containers designed to help extend the life of your produce.
- To prevent mold, wash berries just before eating.

FOR MORE TIPS VISIT: <http://makedirtnotwaste.org/prevent-wasted-food>  
LEARN HOW TO STORE WITHOUT PLASTIC: <http://ecologycenter.org/factsheets/veggie-storage.pdf>

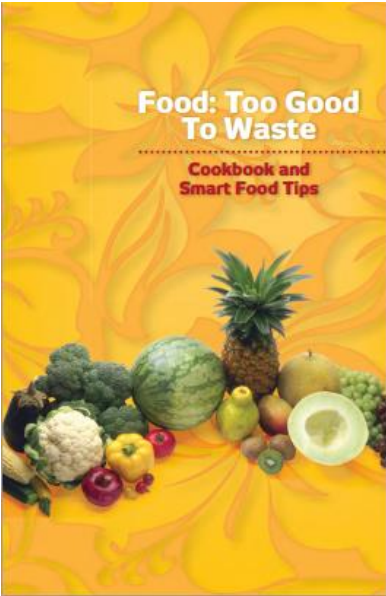
# Step #8: Who Else Can Help?

Identify and Enlist Partners

- Grocery stores
- Co-ops
- Farm to consumer subscriptions/CSAs
- Chefs
- Farmers Markets
- Restaurants
- Cooking classes
- Food delivery services



# Partner examples



**Q:** Fridge or Not?



**A:** Fridge (once it's ripe).

Learn more about where to store food so it lasts longer at [WasteLessFood.com](http://WasteLessFood.com)





## Step #9: Chart the Right Path

Develop your Marketing & Pilot Plan

**Pilot Campaigns:** Tested a variety of campaign outreach strategies

**Advertising:** Used in most campaigns (print, outdoor, digital, etc.)

**Events:** Educational events taught people how to waste less food

**Educational Tools:** Food: Too Good To Waste tools taught people how to prep, shop, store and plan/remember to eat food to cut down on waste

**Social media:** Organic and paid widely used to raise awareness and engage with the public



# Food Too Good To Waste Pilot Campaigns



Number of Campaigns	17
Time Period & Season	Fall 2012 through 2014; all seasons
Partners	Local solid waste departments and non-profits with broader missions
Location	Rural to urban across country
Project Scale	Small pilots to broad-scale media campaigns
Priority Audiences	Families with children; young adults; general population
Outreach and Engagement	Means adapted to needs of community and available resources

# Advertising



**CLICK TO TAKE THE CHALLENGE**

Waste Less Food. Save More Bucks.



Q: Fridge or Not?



A: Fridge (once it's ripe).

Learn more about where to store food so it lasts longer at [WasteLessFood.com](http://WasteLessFood.com)



YOUR FOOD DESERVES BETTER



Click for easy ways to waste less.



**YOUR FOOD DESERVES BETTER**  
Learn how to waste less food.



# Outdoor



**TOO GOOD  
TO WASTE**



# Events





# Social Media

King County Solid Waste Division  
Sponsored · 🌐

Did you know bananas are bad neighbors? 🍌 They cause other fruits to spoil more quickly! So, keep your bananas away from other produce to help everything last longer.



KINGCOUNTY.GOV  
Visit our website for more food saving tips [Learn More](#)



# Step #10: Are We There Yet?

Create an Evaluation Plan



- Built evaluation into pilot design
  - Measure, learn and track reductions
- Tracked reductions in wasted food
- Tracked awareness of issue and self-reported behaviors

# Evaluation Built Into Pilot Design



**TOO GOOD  
TO WASTE**





# Outcome Results



91%

Agree that they are more aware of food going to waste in their household

96%

Likely to continue using the strategies and tools

# Impact Results from Evaluated Pilot Programs



## Reduction in Preventable Waste (food that could have been eaten):

By Weight: -11% to -48%

By Volume: -27% to -39%

# Key Findings



- Households have a lot of interest in reducing their wasted food.
- Food Too Good To Waste behavior changes are relatively easy for households to make.
- Saving money is the key motivator to spur and sustain food waste prevention behaviors.
- Households can reduce preventable food waste up to 50% and more (about half a pound per person per week).

# Social Marketing Planning Process

- **Step 1:** What is Success? Identify Purpose, Goals & Objectives
- **Step 2:** Stop, Look and Listen. Defining Research Needs
- **Step 3:** The What. Identify the Desired Behavior Change
- **Step 4:** The Who. Choose Priority Audience
- **Step 5:** Why They Do What They Do. Map Barriers, Benefits & Motivators
- **Step 6:** The How. Plan your Social Marketing Interventions
- **Step 7:** What's the Hook? Create an Effective Message Strategy
- **Step 8:** Who Else Can Help? Identify and Enlist Partners
- **Step 9:** Chart the Right Path. Develop your Marketing & Pilot Plan
- **Step 10:** Are We There Yet? Create an Evaluation Plan

# Additional Resources

- The National Social Marketing Centre - [thensmc.com/resources/showcase/browse](https://thensmc.com/resources/showcase/browse)
- International Social Marketing Association - [socialmarketing.org](https://socialmarketing.org)
- Community Based Social Marketing - [cbsm.com](https://cbsm.com)
- Tools of Change - [toolsofchange.com](https://toolsofchange.com)
- C+C Social Marketing Primer & Workbook - [cplusc.com/social-marketing-workbook](https://cplusc.com/social-marketing-workbook)
- Social Marketing Service - [socialmarketingservice.com/publications/planning-worksheets](https://socialmarketingservice.com/publications/planning-worksheets)
- Social Marketing Listserv managed by the Social Marketing Association of North America ([www.smana.org](https://www.smana.org)).
  - To subscribe, send an email to [soc-mktg+subscribe@googlegroups.com](mailto:soc-mktg+subscribe@googlegroups.com) or visit <https://groups.google.com/g/soc-mktg>

**THANK YOU**

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**[C+C SOCIAL MARKETING WORKBOOK](#)**