



Community-Based Social Marketing

Traditional Approach

Increase in Knowledge

Change in Attitude

Change in Behavior

- Information Intensive
- Economic Self-Interest

Information Intensive

- Radio, television, social media, mail distribution
- \$50,000 Handbook
 - o Described Wasteful Water Use
 - o Water Energy Relationship
 - o Detailed Conservation Methods
- No Reduction in Water Use





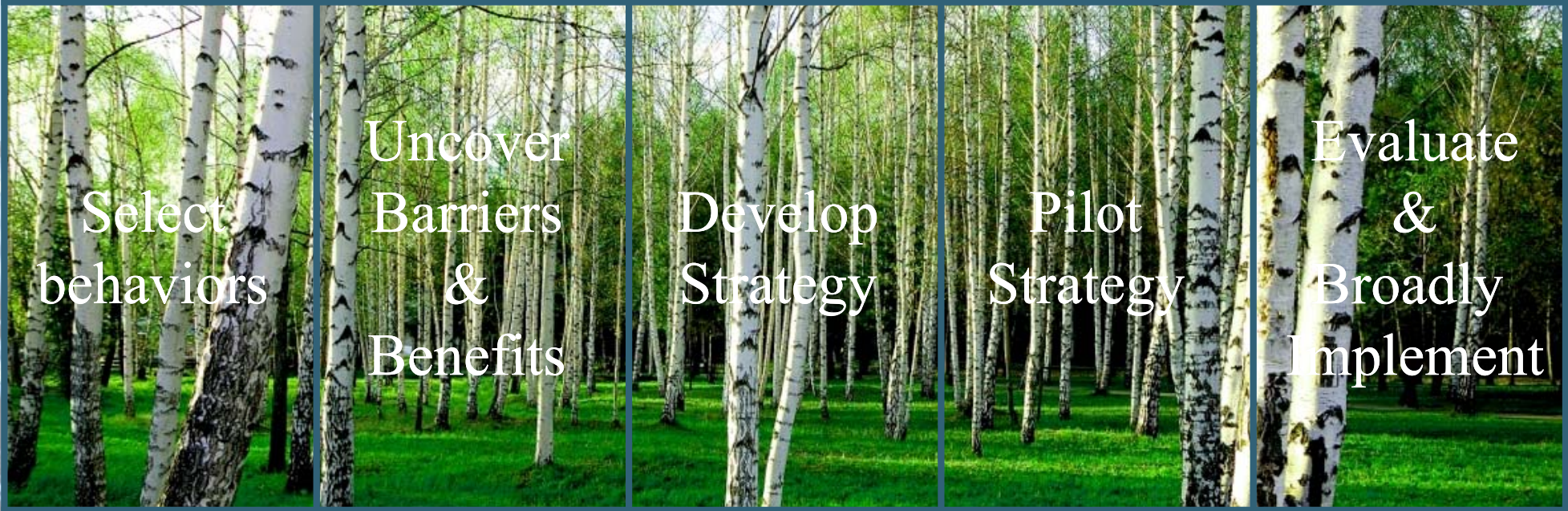
Economic Self-Interest

- Systematically Evaluate
- Act in Self-Interest
- Energy Efficiency Workshop:
Reduce Hot Water Use
 - o 1 of 40 Lowered HWH Temp
 - o 2 of 40 Installed Insulation Blanket
 - o 8 of 40 Installed Showerhead

Community-Based Social Marketing



Community-Based Social Marketing



Select
behaviors

Uncover
Barriers
&
Benefits

Develop
Strategy

Pilot
Strategy

Evaluate
&
Broadly
Implement

Community-Based Social Marketing



Non-Divisible

Healthy Employees

- Daily Walk
- Healthy Diet
- After Hours Fitness Classes



Rank	behavior	Impact	Probability (0 - 4)	Penetration (0 - 100%)	Weight
1	Daily Walk	600	3.5	.97	2037
2	Healthy Diet	600	3.6	.78	1684.8
3	After Hours Fitness Classes	600	2.7	.94	1522.8

Daily Walk Behaviors

- Decide to walk
- Shut down work station
- Change into walking shoes
- Decide where to walk
- Walk
- Return to work



Community-Based Social Marketing

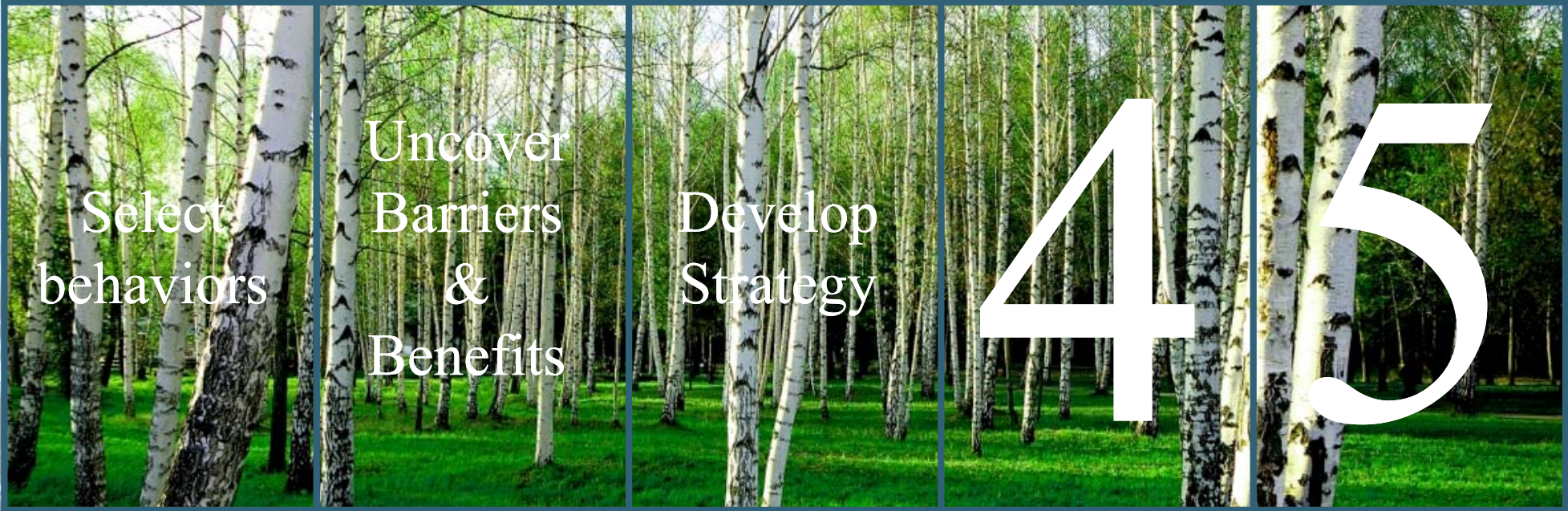


Uncovering Barriers & Benefits



- **Decide to walk**
- **Shut down work station**
 - o Barriers: Remember to walk, Deadlines
 - o Benefits: Reflect, Plan and Prioritize and Evaluate
- **Change into walking shoes**
- **Decide where to walk**
- **Walk**
- **Return to work**

Community-Based Social Marketing



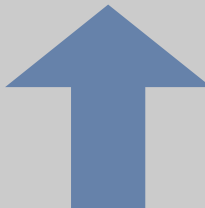
Select
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Develop
Strategy

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Develop Strategy

Specific behavior	Barriers	Benefits
Encourage		
Discourage		

- **Shut Down Work Station**

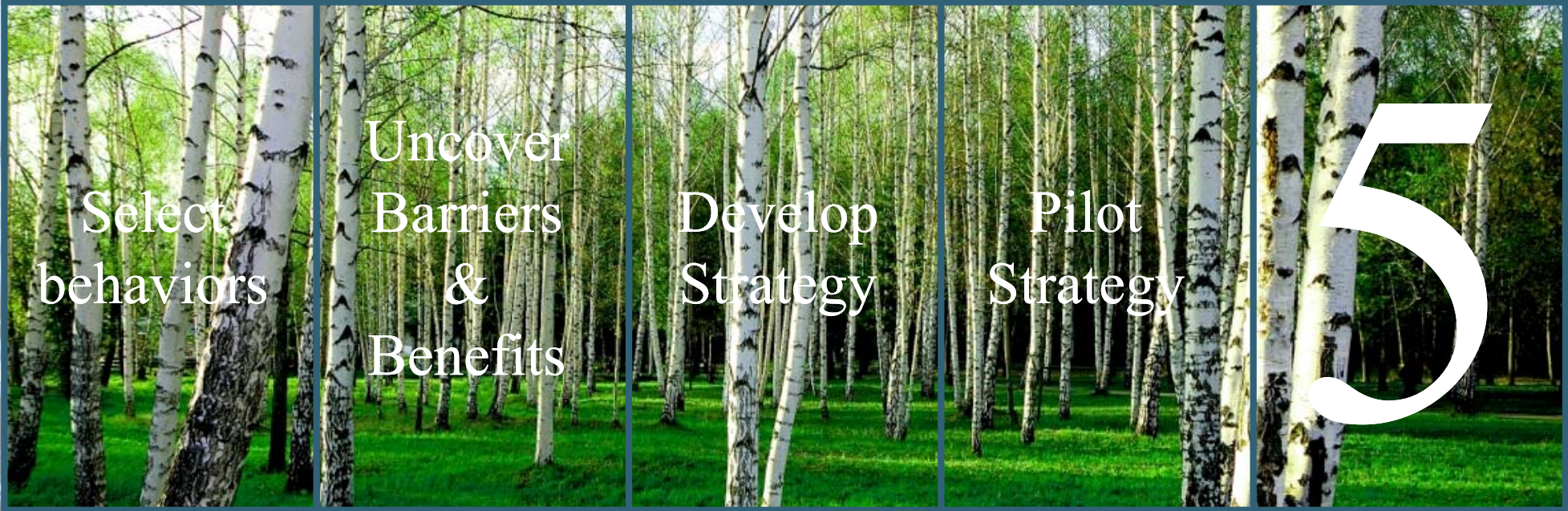
- Barriers: Remember to Walk, Deadlines
 - Strategy: Outlook Reminder
- Benefits: Reflect, Plan and Prioritize and Evaluate
 - Strategy: Note with Prioritization Goal

Strategy Group

- Team Leader
- Outlook Reminder
- One Note Priority
- Pedometer
- Shoe Rebates/Incentives
- Numerous Routes
- Photo Competitions
- Indoor Options
- Desk Fans
- Water Bottles
- Monthly incentives



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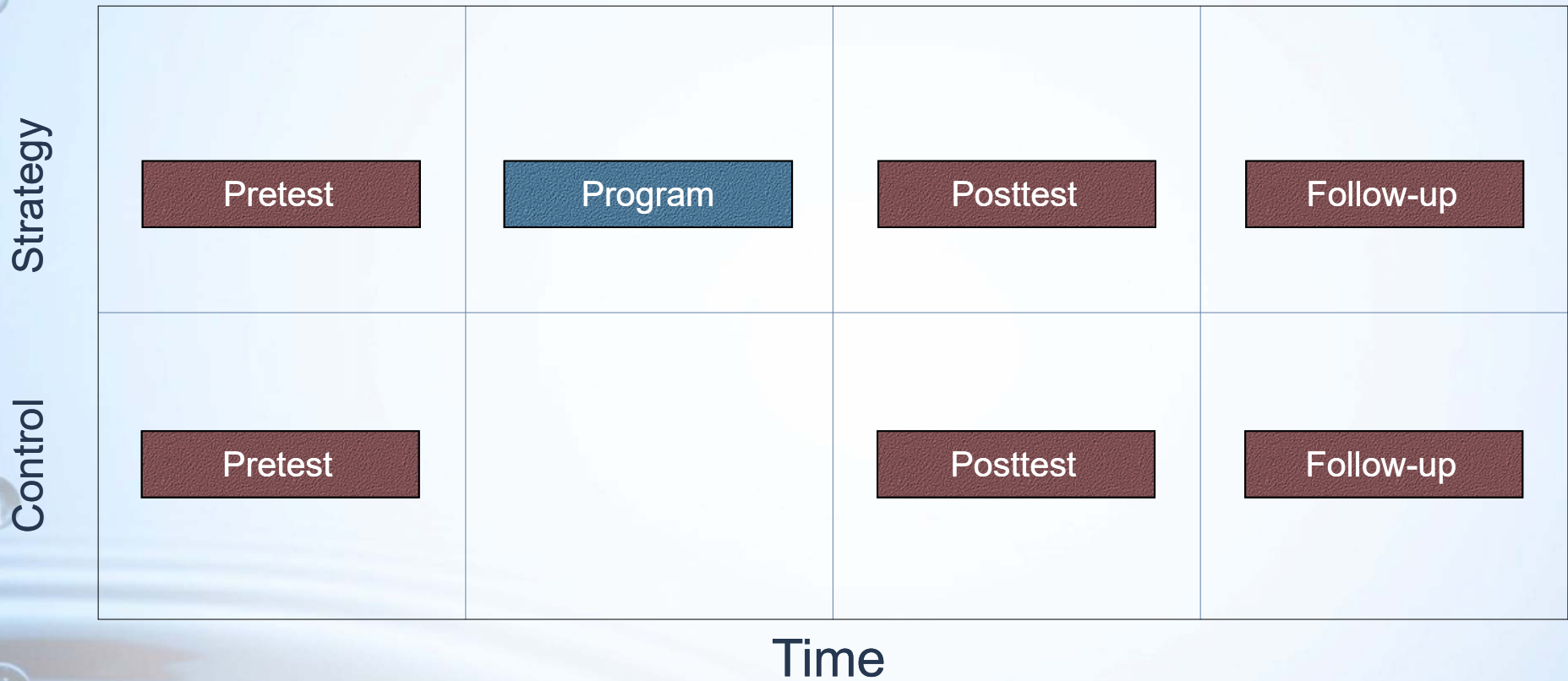
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Piloting

- Random Selection
- Random Assignment
- Measurement
 - Behavior Change
 - Resource Use
 - Resource Quality

Pilot Strategy



Community-Based Social Marketing



Questions?

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