

# This presentation premiered at WaterSmart Innovations

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



# Community Based Social Marketing Getting People to Walk the Talk

Aileen Barclay  
Resource Management Strategies Inc.  
October 2008

# Outline

- What is Community Based Social Marketing?
- How it is applied to reducing summer peak demand?
- Testing *your* barriers

# What is Community Based Social Marketing?



Traditional marketing focuses on meeting people's needs by providing goods and services.



Social marketing focuses on meeting people's needs by helping them change their attitudes *first* and then their actions.

Examples of social marketing campaigns: Don't Drink and Drive, Say No to Drugs.



Community-based social marketing (CBSM) emphasizes direct face to face communication among community members and the removal of structural barriers to promote sustainable action. Created by Doug Mackenzie-Mohr, an environmental Psychologist



CBSM emphasizes the need to change behaviour and actions first, with the assumption that attitude change will follow





# One on One Approach

- Personal contact is shown to be more effective on influencing behaviours/actions than mass media.
- Actively involve the person
- People want to be seen as environmentally concerned
- Coercion/threatening doesn't work
- Personal Contact helps to reinforce norms of sustainable behaviour.

# How it is applied to Reducing Summer Peak Demand?



## Applying CBSM principles to summer water use reduction programs.

- Most important aspect is the identification of barriers to sustainable behaviour uptake.
- One on one program combined with community based programs
- RMSi provides technical and practical training of advisors to implement CBSM principles to changing people's actions that lead to summer peak demands.

# Overcoming Barriers

A group exercise.....

1. At first glance
2. Acting out

# At first glance..

Looking for visual clues that help to identify attitudes and behaviours. Identify what the following visuals might indicate about a person's lifestyle....



# Interest in the environment

- Organic lawn and gardening methods
- Wilder looking garden
- bird baths, feeders, houses, environmental message bumper stickers





# Interest in Gardening

- Lots of yard space dedicated to gardening
- Trinkets around garden
- Outdoor “living” furniture
- Professional hardscaping
- Rare/unusual plants



# Interest in saving time from yard work to dedicate to other activities

- Busy with many other activities (sports, pool, crafts, kids) besides yard work.
- Rushes in for the appointment
- Slightly neglected lawn.

# Concern about public image and what neighbours will think

- Immaculate lawn and gardens
- One tree, one shrubs, 5 flowers, on every lawn
- Cookie cutter subdivision
- Part of a community or ratepayers association area



## ACTING OUT

Scenarios - Identifying barriers with individuals.

Ideas for overcoming these barriers.

Sealing the deal - getting a commitment

You are pulling onto the street. The houses are HUGE!!!! Each house has at least 1 acre of highly manicured lawns. A tall gorgeous woman answers the door. She says she wants to know about the program and what she can do about her property as her friend at the country club mentioned something about global warming. What should she tell her gardener?

His wife is nagging at him. She thinks he over waters the lawn. He has told her that if she wants a green lawn he has to water every afternoon. She has no idea what she is talking about, but he may as well see what this “kid” has to say.



The resident signed up for general advice and she is not an avid gardener. She usually adds impatiens to her gardens, around the shrubs each year. The back yard needs to have good green grass for the kids to play on, but she is sick of mowing the front yard. Their neighbours have converted their lawns to gardens, but they are a little intimidating. She hopes the advisor will explain how to do this.

Thanks!

For More Information:

Aileen Barclay

[Barclay@rmsi.ca](mailto:Barclay@rmsi.ca)

416-550-4154