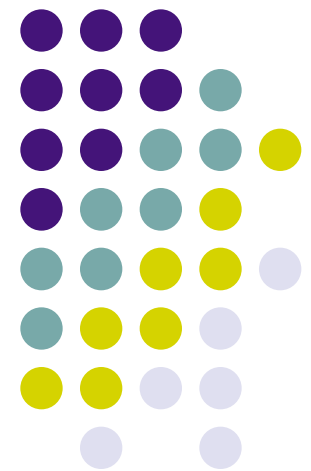


# Social Marketing & Persuasion the urban greening movement

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Dr. Kathleen Wolf  
Research Social Scientist  
University of Washington  
College of Forest Resources  
May 2009





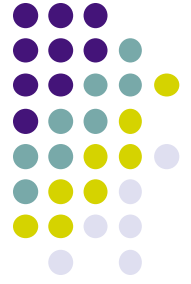
# **Social Marketing**

**transportation data – Thursday AM**

**process – Thursday PM**

**city green social benefits – Friday AM**

**research, analysis & evidence!**



# **City Trees & Nature**

**= investment in human capital**

**= economic value for business & community**

**role of transportation facilities!**













# Fostering Sustainable Behavior

Doug McKenzie-Mohr



**Fostering Sustainable Behavior**  
COMMUNITY-BASED SOCIAL MARKETING

HOME BOOK ARTICLES CASES STRATEGIES FORUMS MY ACCOUNT

**Site Resources**  
This site consists of five resources for those working to foster sustainable behaviors, such as those involved in conservation, energy efficiency, transportation, waste reduction, and water efficiency. The site includes the complete contents of the book, *Fostering Sustainable Behavior*, as well as searchable databases of articles, case studies, and turnkey strategies. Further, it includes discussion forums for sharing information and asking questions of others. If you take a moment to complete the free registration for this site resources added since your last visit, will be highlighted, in the table below and you will be able to post to the discussion forums and receive the daily discussion forum digest by email.

**Please note:** To gain the full functionality of this site please login or create an account.

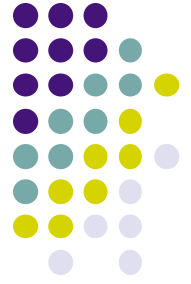
Category	Articles	Cases	Strategies	Forums
Agriculture & Conservation	0 16	0 5	0 0	0 75
Energy	0 212	0 17	0 0	0 236
Transportation	0 37	0 9	0 0	0 110
Waste & Pollution	0 279	0 46	0 0	0 259
Water	0 52	0 11	0 0	0 133

[www.cbsm.com](http://www.cbsm.com)



# Worksheet

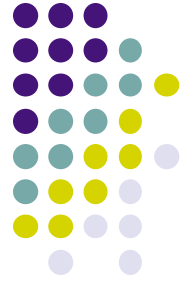
*“campaigns that rely solely on providing information often have little or no effect on behavior”*



Mississippi Urban Forest Council  
 Green Living & Green Transportation Corridors  
 May 2009: Kathleen Wolf, Ph.D., University of Washington Seattle

Desired Behavior	Why Important	Barrier		Benefit		Social Norms		Strategies
		Why Easy to Do	Why Difficult to Do	What Positives are Associated	What Negatives are Associated	Who Supports Doing This	Who Discourages This	Possible Actions
1.								
2.								
3.								
4.								
5.								

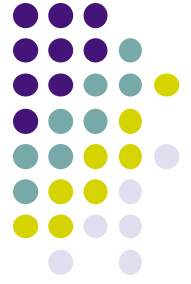
NOTES:



# Analysis Process

- Do they know about what you want?
- Do they perceive significant difficulties or barriers?
- No barriers? But current behavior offers the greater benefit!

# Understanding Behavior Change



- People will do things providing high benefits, low barriers (perception is reality!)
- Perception is reality! judgments of barriers and benefits differ among people
- Behavior competes with behavior – choices are about behavior (not knowledge)



# Worksheet



Mississippi Urban Forest Council  
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		Why Easy to Do	Why Difficult to Do	What Positives are Associated	What Negatives are Associated	Who Supports Doing This	Who Discourages This	Possible Actions
1.1								
2.1								
3.1								
4.1								
5.1								

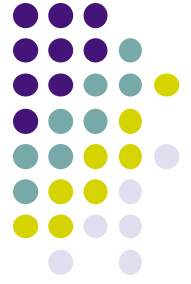
NOTES:



# Work by Tables

- Select a “target” person or audience
- Identify or choose a desired behavior
- Anticipate barriers & benefits

# Worksheet



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1.1								
2.1								
3.1								
4.1								
5.1								

NOTES:





# Targeted Communications

1. Know your audience (attitudes, beliefs, values)
2. Use captivating, vivid information (metaphor, compare & contrast, graphics & images)
3. Use a credible source (champion, professional organization, newsletter)
4. Frame your message (positive or negative)
5. Careful use of threatening messages

# Targeted Communications



6. One-sided vs two-sided message (more for experts)
7. Make the message specific (articulate actions)
8. Make the message easy to remember (what & when)
9. Provide personal or community goals
10. Emphasize personal contact
11. Provide feedback (impact, what's next?)



## *Public Policy: How Laws and Policies Are Influenced*

# *involvement advocacy change*

### *Public Policy: How Laws and Policies Are Influenced*

#### Training Context

1. Introduction: What Is Public Policy?
2. How Local Government Works
3. Leveraging Public Policy Tools
4. Advocating for Positive Change: Why Involve the Public?

#### Resource Section

- Reference books
- Websites
- Other resources

*This material was compiled in cooperation with  
William H. Hinesbury of Pennsylvania State  
University, School of Forest Resources, Urban and  
Community Forestry  
[www.psu.edu/GeneralPublic.html](http://www.psu.edu/GeneralPublic.html)*

HOW LAWS  
AND POLICY ARE  
INFLUENCED