

Community-based Social Marketing

The Sa-Heh-Wa-Mish
Stewardship Oakland Bay
Experience

EPA Community Involvement Conference
August 18, 2009

Community-Based Social Marketing

. . . draws heavily on research in social psychology which indicates that initiatives to promote behavior change are often most effective when they are carried out at the community level and involve direct contact with people.

Awareness vs. Real Change

- . . . a growing understanding that programs which rely heavily or exclusively on media advertising can be effective in creating public awareness and understanding of issues related to sustainability, but are limited in their ability to foster behavior change.

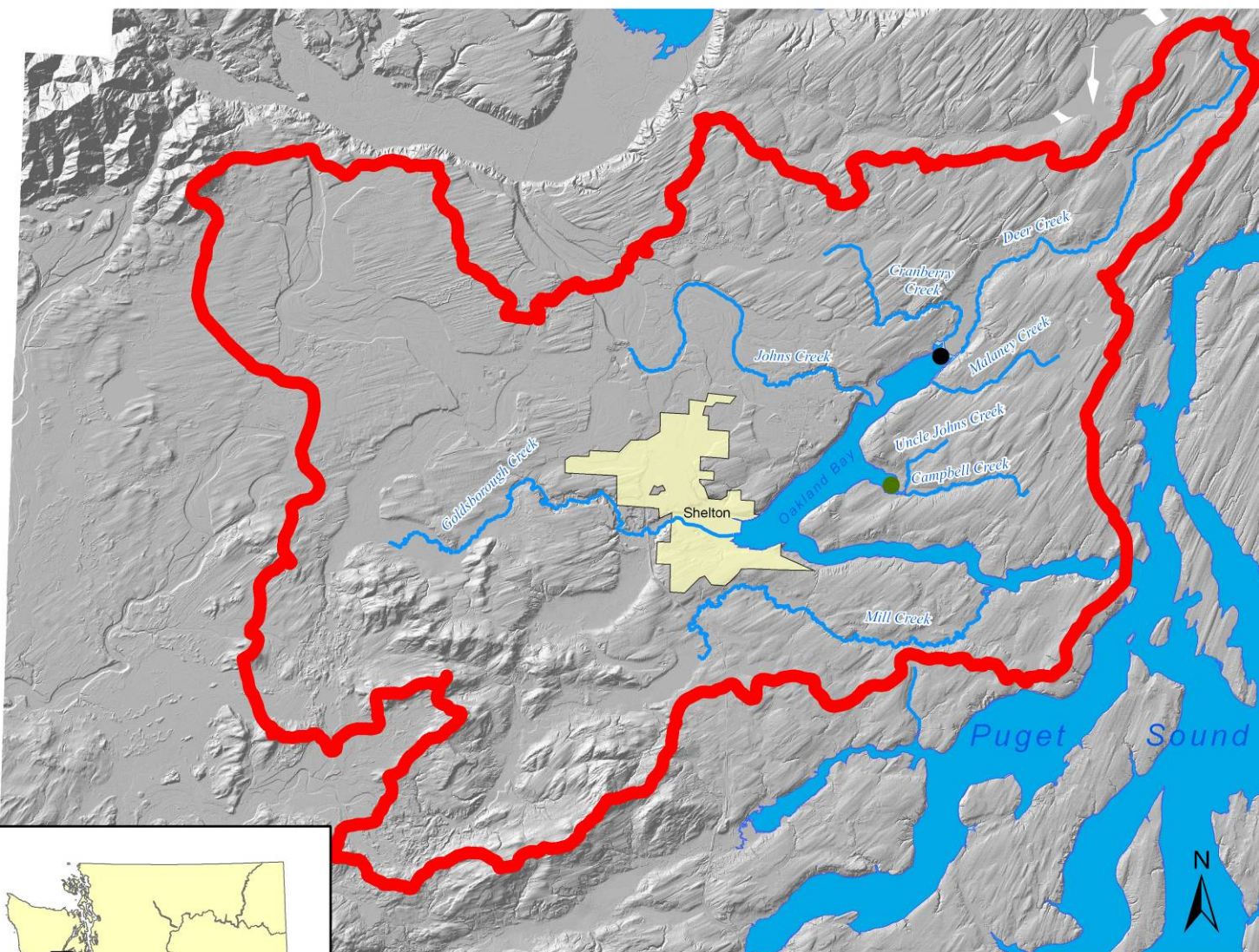
Must be willing to

- Prioritize market segments
- Focus on single, simple, doable behaviors
- Spend time and resources on market research
- Develop products, services and improve distribution channels
- Establish quantifiable goals and measure performance
- Partner with other sectors

About Oakland Bay



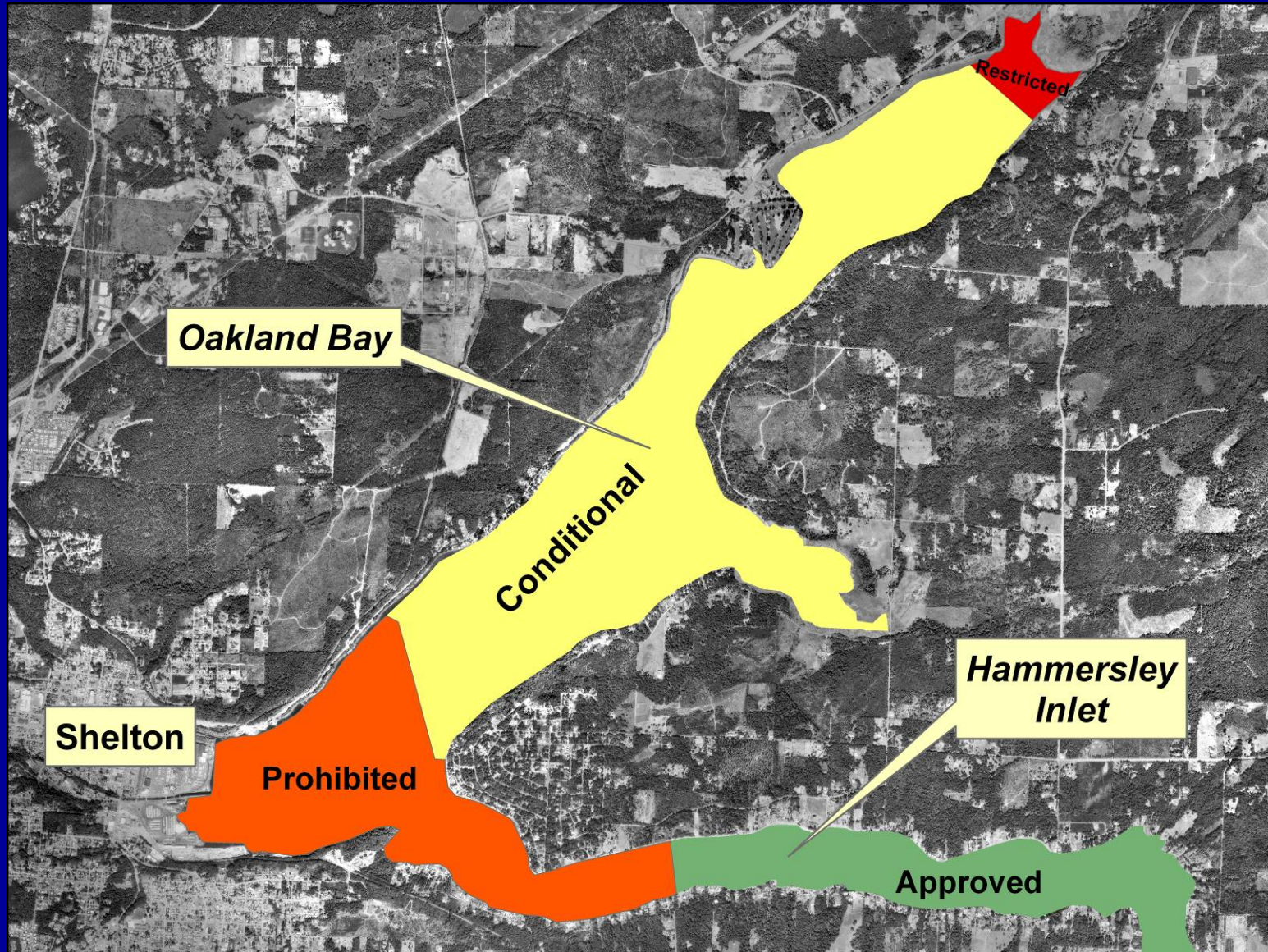
Oakland Bay Watershed



- Station 614
- Station 615

LIDAR courtesy of the Puget Sound Lidar Consortium.
Watershed boundary created from USGS topographic maps and 30-m DEM's.
The boundary is a rough approximation and is subject to revision.

Shellfish Growing Area



Commercial Harvest



Manila Clams
~3 Million lbs/yr

Oysters
~2 Million/yr

>\$10M/yr

Tribal Harvest





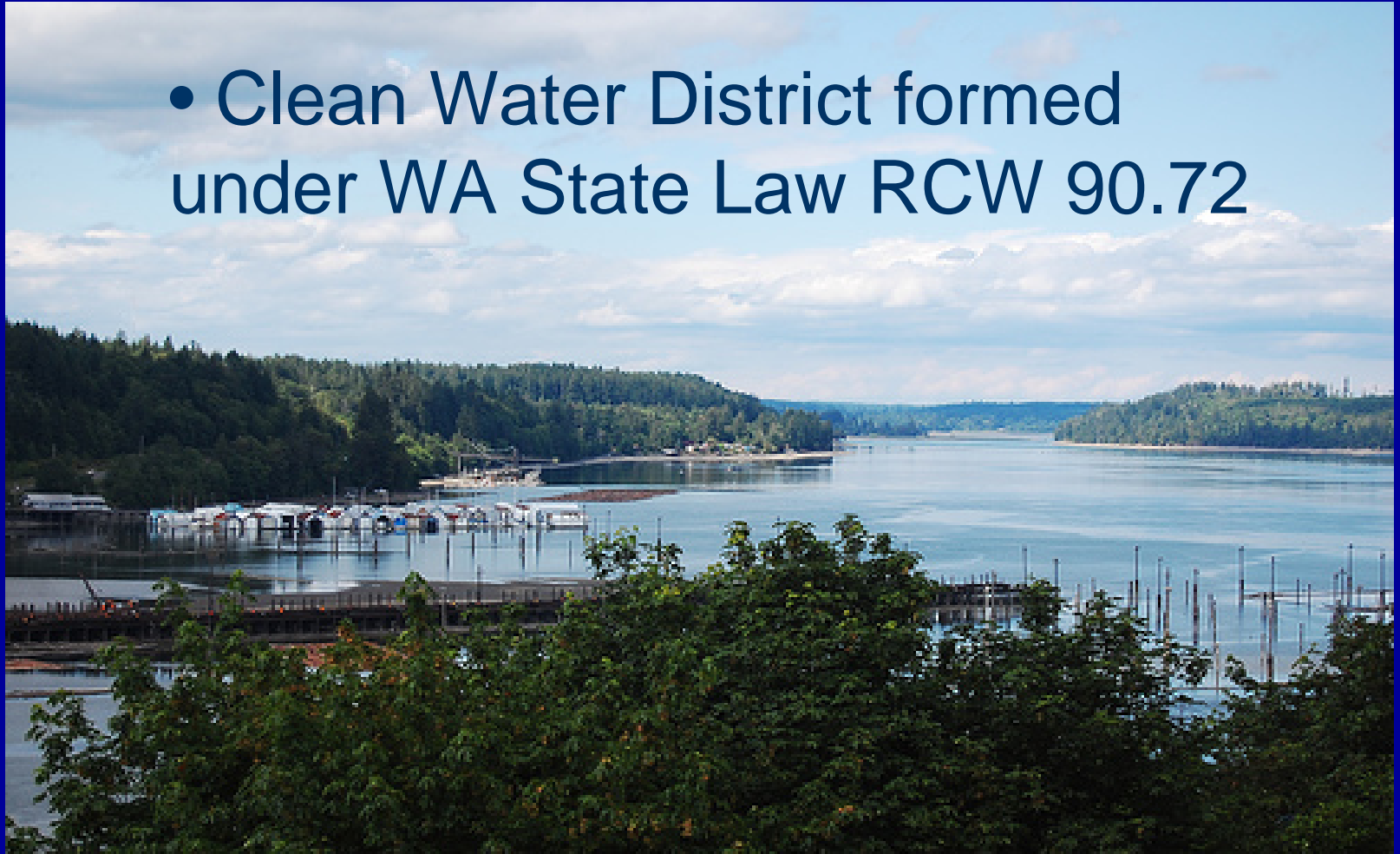
Water Quality Issues

- Nonpoint pollution—
primarily septics & hobby farms
- Slow turnover of water—
pollution lingers
- Confirmed human sources—
DNA testing
- Shellfish harvest downgrade—
2006



Community Reaction

- Clean Water District formed under WA State Law RCW 90.72



Clean Water District Advisory Committee

- Development of the Oakland Bay Action Plan (completed Aug. 2007)
- **Collaboration:** • *The citizens of Mason County • Mason County Shellfish Growers • Squaxin Island Tribe • United States Environmental Protection Agency • Washington State Departments of Health, Ecology, and Agriculture • Puget Sound Partnership • Mason Conservation District • City of Shelton • WSU Mason County Extension • Washington Sea Grant Program., University of Washington*
- *10-point Strategy for keeping Oakland Bay Clean*

Action Plan Matrix

- How can we increase and sustain success?



Haven't We Been Here Before?

- 1987 Downgrade & Oakland Bay Watershed Management Plan developed and implemented (1989 downgrade is reversed)
- Social marketing prioritized over enforcement

Tools

- Annual Open Houses
- Website:
http://www.co.mason.wa.us/oakland_bay/
- Workshops
- Newsletters
- *The usual suspects...*

What's Different?

- US EPA West Coast Estuaries Initiative Grant
 - Social Marketing Contract
 - Tune our efforts to meet our audiences needs...which means getting to know folks!
- *Funding source from Mason Co- ? Not sure whether to include this or not?*

What is social marketing?

Social marketing is a process for influencing public behavior on a large scale, using marketing principles for the purpose of societal benefit rather than for commercial profit.

Definition

“The use of marketing principles and techniques to advance a social cause, idea or behavior.”

Kotler

Distinguishing Features

- Consumer orientation – understanding and responding to their wants and needs
- Audience segmentation – breaking the audience into affinity groups and narrowing the focus, because different strategies work with different groups

Relies on Data

- Understand the consumer
- Set measurable goals
- Track progress over time

Traditional Approach

- To down planning
- Expert driven

Hard to reach

What's wrong with them?

Marketing Mindset

- What's wrong with our programs?
- What do we need to offer them to offset their costs?
- What would make our product more attractive than the competition?

Distinguishing Features

Social change strategy

- Moving from: expert driven, organizational orientation
- To: audience driven, consumer orientation

Exchange Theory

- Exchange time and effort for benefits
- Make an attractive offer
 - Create an awareness that problem exists
 - Demonstrate your product's benefits
 - Help lower the price

Systematic Data-based Decision Model

- Know your audience: what they want and need
- Identify specific behavior to promote
- Identify factors that influence their behavior
- Design effective interventions

Steps

1. Initial Planning
2. Formative Research
3. Strategy Development
4. Program Development
5. Program Implementation
6. Tracking and Evaluation

Initial Planning: Oakland Bay

- Existing data
- Preliminary Decisions
 - Eliminate options
 - Best guess options
- Make list of data needs

Who needs to change?

- Discussion of potential audiences

Oakland Bay Watershed

- 4,440 parcels outside the city of Shelton
- 2,425 in the septic data base
 - 1,416 maintained in the last 5 years
 - About 3,000 probably not maintained in the last 5 years

Methodology

- 2,765 phone numbers identified
- County Commissioner letter sent late November, early December
- 386 property owners screened
 - 126 septic owners
 - 32 livestock owners
- Demographic info collected on 386 for “Doer” “Non-doer” comparison

Recommended Practices

- Septic
 - Inspect 3-5 years
 - Pump 3-5 years when needed
 - Repair as needed
- Livestock - general
 - Fence out of water
- Livestock – barn or containment area
 - Pick up 2 X week
 - Cover or compost
 - Use or haul off property

Septic

“Compliant” vs “Non-compliant”

- Younger slightly more compliant
- Non-compliant more likely to be
 - Unmarried or living alone
 - Lived here longer
 - Female
 - Live here part time
- Lake Limerick more compliant
- No difference based on income, education, children, or living on bay/lake/stream or pond

Reasons

Majority not inspecting because they don't think there is a problem

66% Not a problem/not concerned

15% Don't know the schedule

9% Procrastination/negligence

8% Cost

Potential programs & services

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Five “most helpful”

1. Discounts on inspection, pumping
2. Do-it-yourself booklet, manual
3. List of licensed septic inspectors
4. Info & contacts for low interest loans
5. Free tank risers installed

Least “helpful”

1. Creating a utility district
2. County staff assistance with inspection
3. Law or regulation
4. Letter or phone call reminder
5. 2 hour class
6. Instruction in neighborhood with friends
7. Video or DVD

Motivating messages

- Ranked from 1 to 10
- 10 “Definitely makes you more likely”
- 1 “Would definitely not make you more likely”

Five most motivating

1. Your family and pets could get sick
2. Lower property value if fails
3. Local economy will suffer, local jobs will be lost
4. Bay could be closed to recreational use
5. Scientific data showing septic failure contributes to pollution in Puget Sound

Potential channels

1. Reminder in mail
2. Newspaper special section (Journal)
3. Info on low interest loans in the mail
4. List of contractors in the mail
5. Media stories (water quality, role of septic, workshops)
6. Website with tips and how to's

Most credible messengers

- County
- Health department

Implications for planning

Incentives

- Discounts/coupons for materials, services and loans (low interest)

Messages & strategies

- Focus on “What’s in it for me”
- Health of family & pets
- Property value
- Local economy & jobs

Implications for planning

Materials

- Do-it-yourself booklets
- Reminders in mail, including incentives
- List of licensed inspectors/contractors

Media & delivery channels

- Mail to their home
- Shelton-Mason County Journal
- Website

Implications for planning

Spokesperson

- Mason County
- Health Department

Livestock

Reasons not picked up 2 X week

61% Not many animals/much manure

16% Don't believe it's a problem – property
or family

9% Don't believe it's a problem –
environment

3% Didn't know it should be covered

3% Don't know where to take it

Potential programs, services

- Ranked from 1 to 10
- 10 “Would definitely help”
- 1 “Would not be at all helpful”

Six “most helpful”

1. Printed info on conservation district and their services
2. Free covers for piles
3. Volunteer labor
4. Contact info for haulers, compost buyers
5. Financial assistance from conservation district
6. Use of tractor, spreader

Least helpful

1. Convenient place to take it
2. Free site visit/TA
3. Video or DVD
4. Mentor program
5. Workshops/tours

Potential messages

- Ranked from 1 to 10
- 10 “Definitely makes you more likely”
- 1 “Would definitely not make you more likely”

Seven most motivating

1. Keeps livestock & family healthy
2. Local economy will suffer
3. Good investment, protect property value
4. Cover holds nutrients, makes better compost
5. Bacteria in Oakland Bay higher
6. Manure pollutes drinking water wells
7. Bay could be closed to recreational use

Least motivating

1. Easier to get rid of compost than manure
2. Covering/storing cuts flies & pests
3. Others are doing their part

Potential media channels

1. Website
2. Special section in newspaper (Journal)
3. List of haulers/composters sent to home
4. Periodic media stories (Journal)

Credible messenger

- Conservation District

Implications for planning

Incentives

- Financial assistance, including equipment loans
- Volunteer labor programs

Implications for planning

Messages from the Conservation District

- Services offered
- Potential health concerns for family, pets
- Statistics on the problem
- Recommended practices/rationale
- Animals per acre and why
- Threat to local economy

Implications for planning

Materials

- Free covers for piles
- Printed information on best practices
- Contact info for haulers
- Reminder (e mail or direct mail)

Media & communications channels

- Website
- Stories in the Journal
- Direct mail

Work Session

- How would you use the audience research to develop effective strategies for behavior change?

Oakland Bay Plan

- Presentation of the Sa-Heh-Wa-Mish social marketing plan

Best Practices for Sustainable Behavior

- Commitment
- Prompts
- Norms
- Communication
- Incentives
- Convenience

Summary

- Social marketing is more than social advertising
- It uses a systematic model to plan effective interventions
- Based on understanding what consumer wants and needs
- Behavior is the bottom line

Interventions

- What am I offering? What's my product?
- What is the price to the consumer?
- Where do I place the product/message?
- How do I promote my offer/product?

Resources

- “Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing,” Doug McKenzie-Mohr and William Smith
- www.cbsm.com
- “Social Marketing: Influencing Behavior for Good,” Phillip Kotler and Nancy Lee