

Youth

Taking Action on Climate Change

Social Marketing

Behaviour change is most effectively achieved through initiatives delivered at the community level, which focus on removing barriers to an activity while enhancing the activities'.

Before you start: One, be sure you have a clear goal. Two, determine specifically what behaviour you want to promote and who your target audience is.

Barriers and Benefits: KEY STEP – Do your research. Ask questions. Find out why your audience is behaving like it is. Find other groups that have been successful with this action or even unsuccessful and find out what worked and didn't work.

Tools of Behaviour Change:

Commitment - People who have agreed to a small request are far more likely to agree to a subsequent larger request. Use existing opportunities. The commitment must be voluntary to be effective.

Prompts - An aid that reminds us to carry out an activity we might otherwise forget. Prompts can be visual or auditory. They should be noticeable, self-explanatory, close to action, and encourage positive behaviour.

Norms - Norms guide how we should behave – powerful social force! Norms should be noticeable, self-explanatory and targeted, encourage positive behaviour, and there should be personal contact to reinforce norms.

Communication - Programs to foster sustainable behaviour include an effective communication component. Know your audience and create, credible, captivating information.

3 reasons for inaction:

- People do not know about the activity or its benefits.
- People know, but they feel that there are significant barriers to taking action.
- People know, aren't put off by barriers, but see no really benefit to changing their behaviour (often because it is easier not to change).

3 points to help activate:

WE KNOW...

- That people naturally gravitate to actions with high benefits and low barriers.
- That perceived barriers vary dramatically among individuals.