



Engaging your audience and motivating action

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Successful projects to motivate change

Center the audience

Focus on understanding interests, barriers, motivations

Choose specific actions

Set goals for actions that are specific, direct, and impactful

Offer custom support

Consider audience's journey and opportunities along the way

Getting to know your audience

Share:

- Who is your priority audience?
- What do you know about what they think about the topic and actions you are focusing on?

Develop a deeper understanding

- Cultural, social, historical, environmental, and psychological forces influencing behavior
- How our issues and actions are relevant based on their experiences, beliefs, and desires



Go beyond demographics

Demographics

- Age
- Race
- Gender
- Income

Psychographics

- Culture
- Interests
- Attitudes
- Lifestyle
- Values

Identify your priority audience

1. Consider your audience groups

- Demographics
- Psychographics
- Current behaviors
- Benefits
- Level of involvement

2. Prioritize the audience that presents the greatest opportunity

- Substantial size
- Greatest need
- Most ready for action
- Easiest to reach
- Best match for organization

Example of audience groups

- By role:

- Participant
- Family/household
- Program leads
- Facility staff
- Leadership

- By lifestyle:

- College students
- Young professionals
- Families with young children
- Families with older children
- Retirees

- By engagement:

- Volunteer
- Show up at programs
- Follow communication channels

Campaign to reduce food waste: Priority audience

- Analyzed Zero Waste Challenge applications + other campaigns
- Families with young children (ages 0 – 13, specifically moms)
- The need and opportunity
 - Most common applicants
 - High food wasters
 - Large audience size
 - Concern about waste and health
 - We're already reaching them



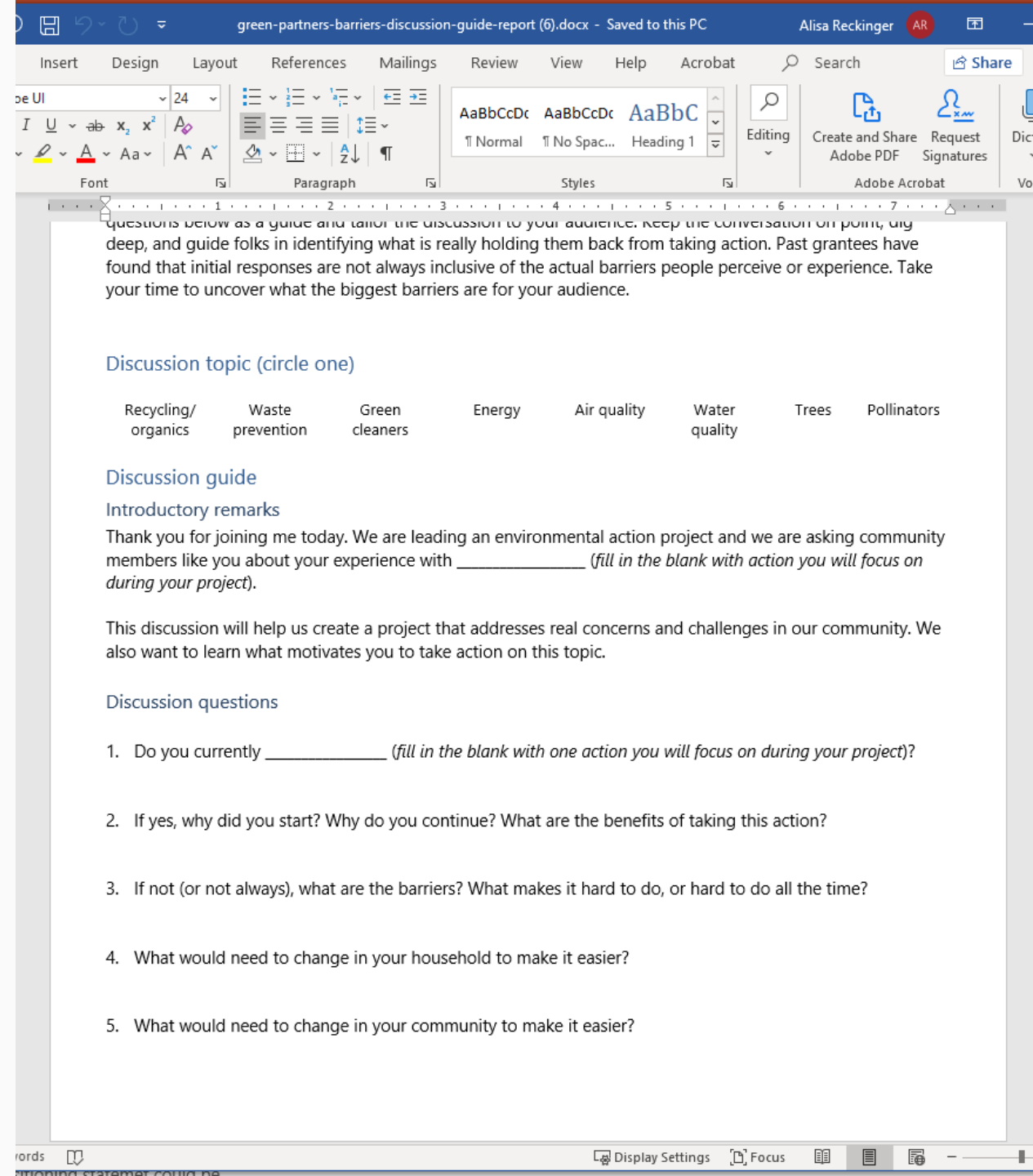
Identify attitudes, barriers and motivations

- What do **they** think about your topic?
- What stands in **their** way?
- What would motivate **them**?



Developing audience insights

- Conduct research to identify:
 - Barriers
 - Benefits
 - Motivators
 - Competition
 - Influential others



(Some) ways to learn about your audience

- Focus groups
- Interviews
- Surveys
- Observation
- Case study research



Share (in the chat):

- How do you plan to conduct your audience research?

Campaign to reduce food waste: Audience insights from interviews

Findings from six 1-hour phone interviews with moms with young children.

Barriers	Children; leftovers and extras; lack meal planning habit; life is busy and overwhelming
Benefits	Avoid wasting resources; instilling good values around food; address environmental and climate impacts and hunger disparities
Motivators	Committing to and prioritizing meal planning; get kids more involved; understanding portion sizes; buy appropriate quantity of food
Competition	Introducing new food to kids, providing options; deciding for kids what they are going to eat; not taking an inventory of food on hand before shopping; not meal planning and buying the usual
Influential others	Social media accounts and groups; email lists; family and friends; pediatrician; cooking shows; Save the Food campaign

Common motivations

- Visibly see the impact
- Protect the environment
- Save the oceans
- Reduce footprint
- Help future generations
- Payoff is worth the effort
- It's the right things to do
- Provides a "feel good" benefit
- Save money



Common barriers

- Intend to take action but need motivation
- Don't care about the action
- Sounds hard, time-consuming, messy
- Confusion or lack of information
- Forget to act
- Lack skills
- Don't have the infrastructure or tools to take action



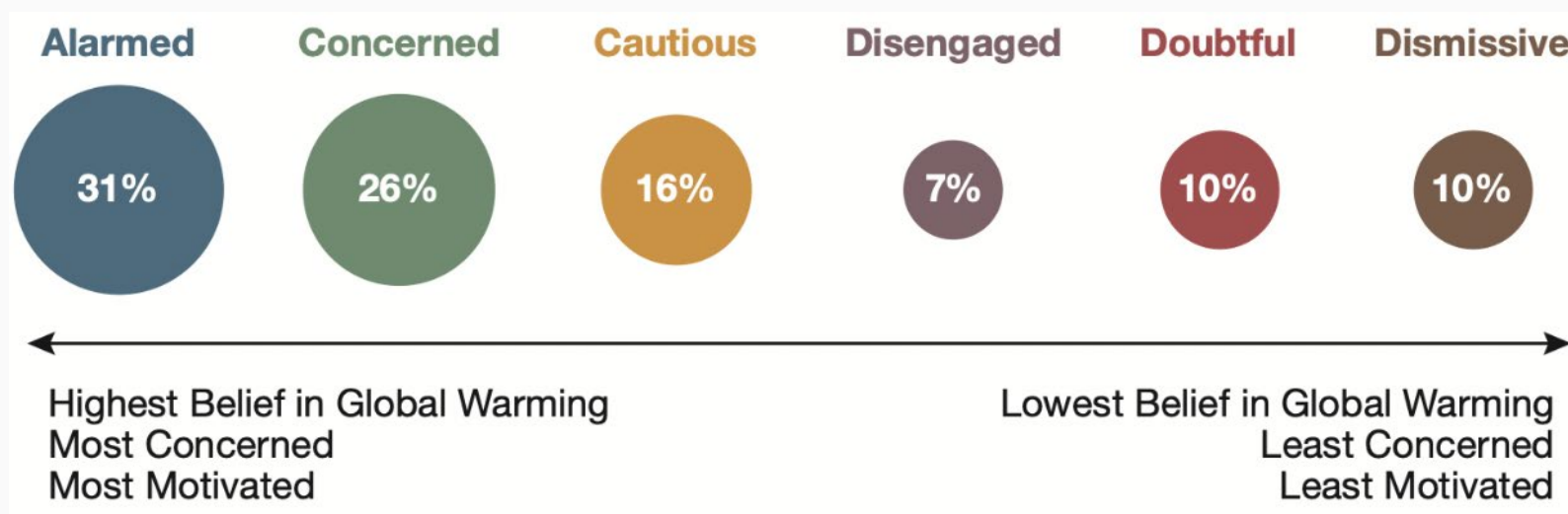
Analyzing and applying your audience insights

Ways to analyze and apply your audience insights

Audience segmentation

Helps you organize your audience to develop customized outreach and messaging

Yale's 6 Americas of Climate Change



Research conducted by Yale Program on Climate Change Communication

<http://climatecommunication.yale.edu/topic/audiences/>



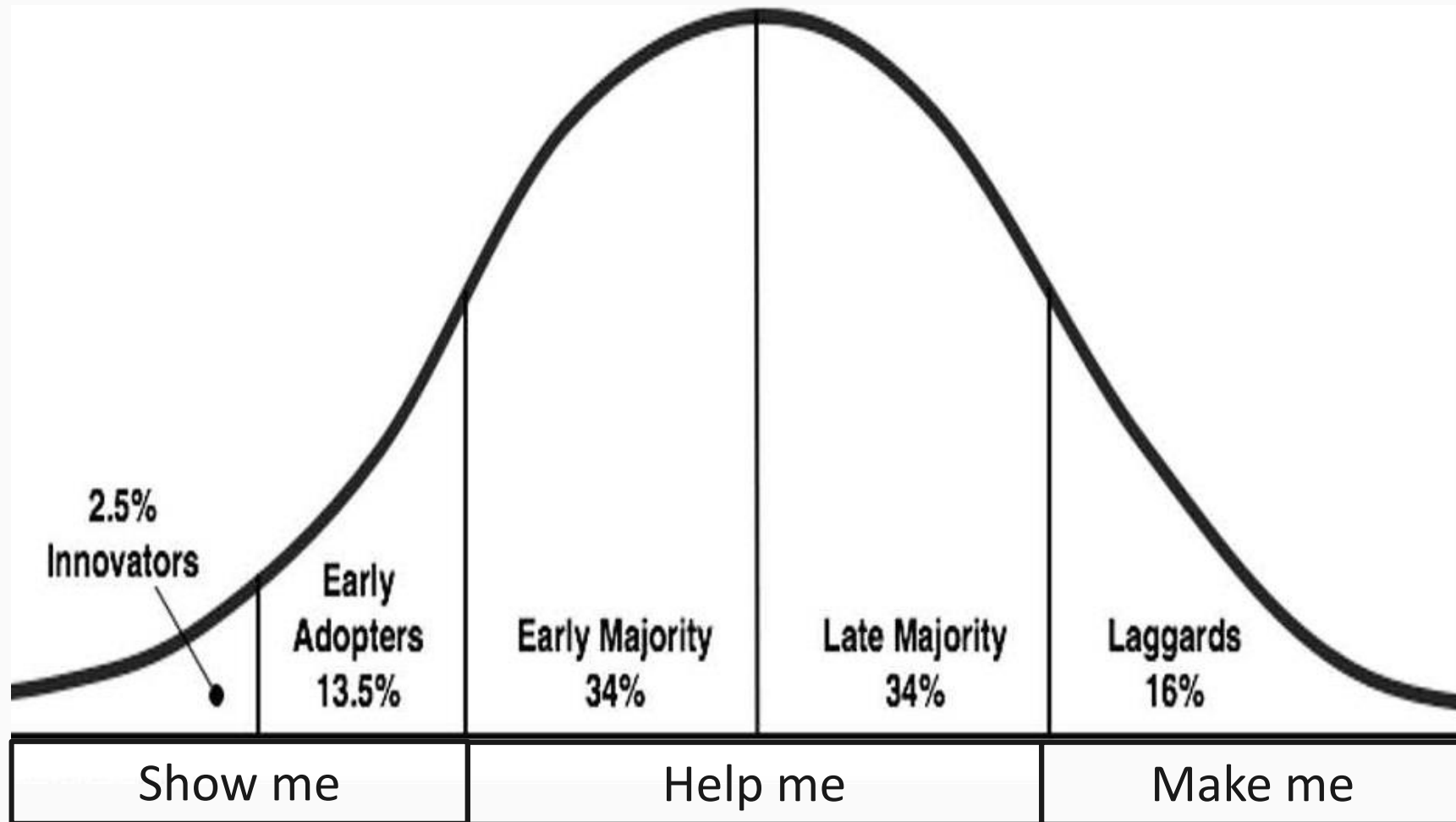
Hennepin County audience segments

- **Environmentalist choir:** Truly committed, will put in the extra effort ← Potential champions →
- **Mainstream environmental helpers:** Will do the right thing if not a big burden ← Biggest opportunity →
- **Mainstream resistant:** No personal benefit, won't consider it ← Hard to reach →
- **Highly committed:** 20% of population
- **Committed but confused:** 55% of population
- **Not so much:** 25% of population

Source: Linden Hills Power & Light, Strata Verve, 2010

Source: Choose to Reuse audience research, SuperVox, 2018

Social diffusion curve



Campaign to reduce food waste: Segmenting audience

Help me group (90 to 95% of Zero Waste Challenge applicants)

Show me group

Zero Waste Leaders (36%)

Already taking action,
know they could do more
Need guidance and
support
May be looking to
influence others
Crossover with show me
group
In the preparation and
early action stage

Zero Waste Learners (50%)

Have heard about
problems with waste
May be doing a few
things or have thought
about it
May be overwhelmed or
unsure where to start
In the contemplation or
preparation stage

Recyclers/ composters (8%)

Narrowly focused on
improving or starting
recycling and/or
composting/organics
recycling
Confuse recycling with
waste prevention
In the contemplation
stage

Zero Waste Pros or Zero Waste Zealots (2%)

Already doing a lot
Looking to get to *zero
waste* and advocate for
changes



Ways to analyze and apply your audience insights

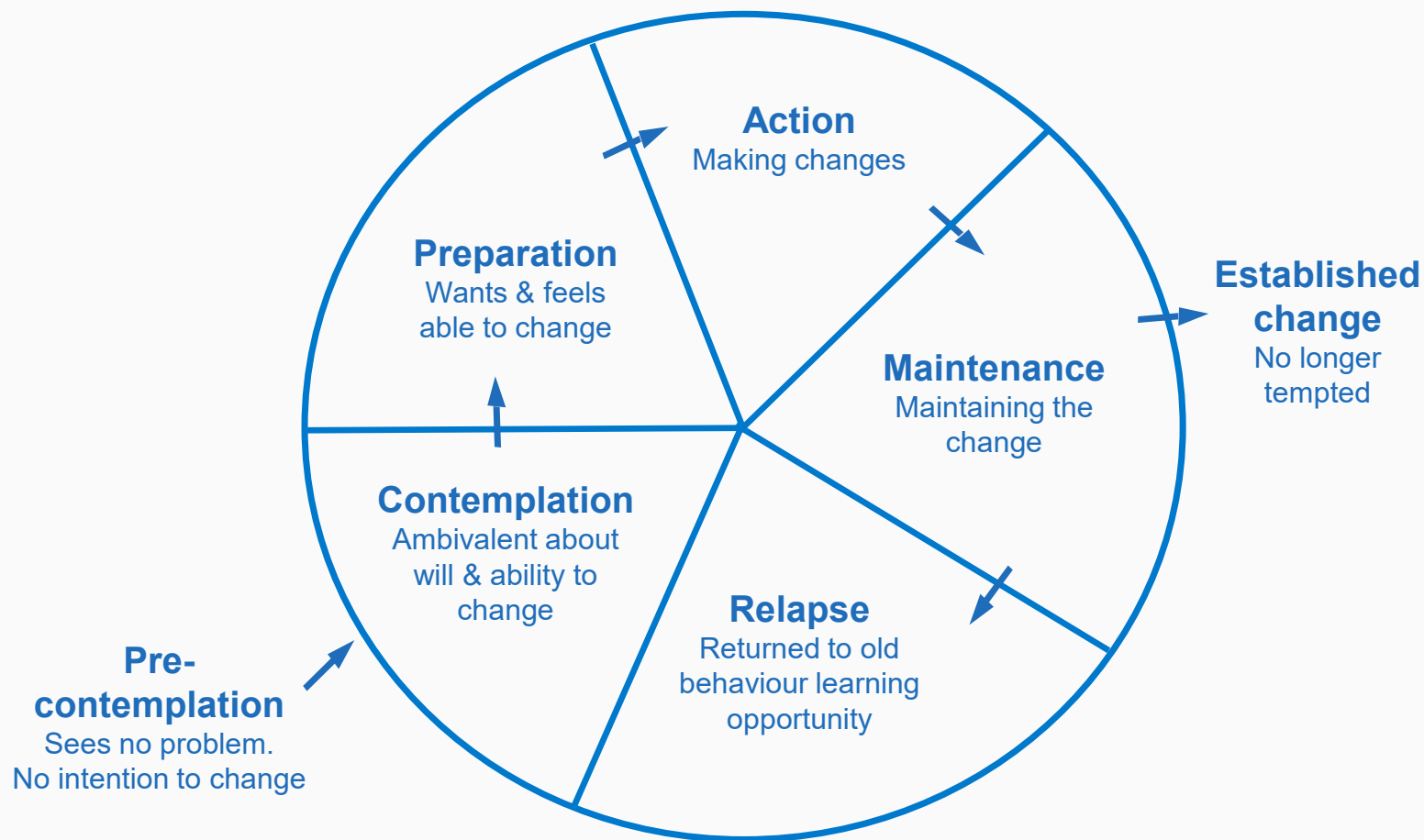
Audience segmentation

Helps you organize your audience to develop customized outreach and messaging

Journey mapping

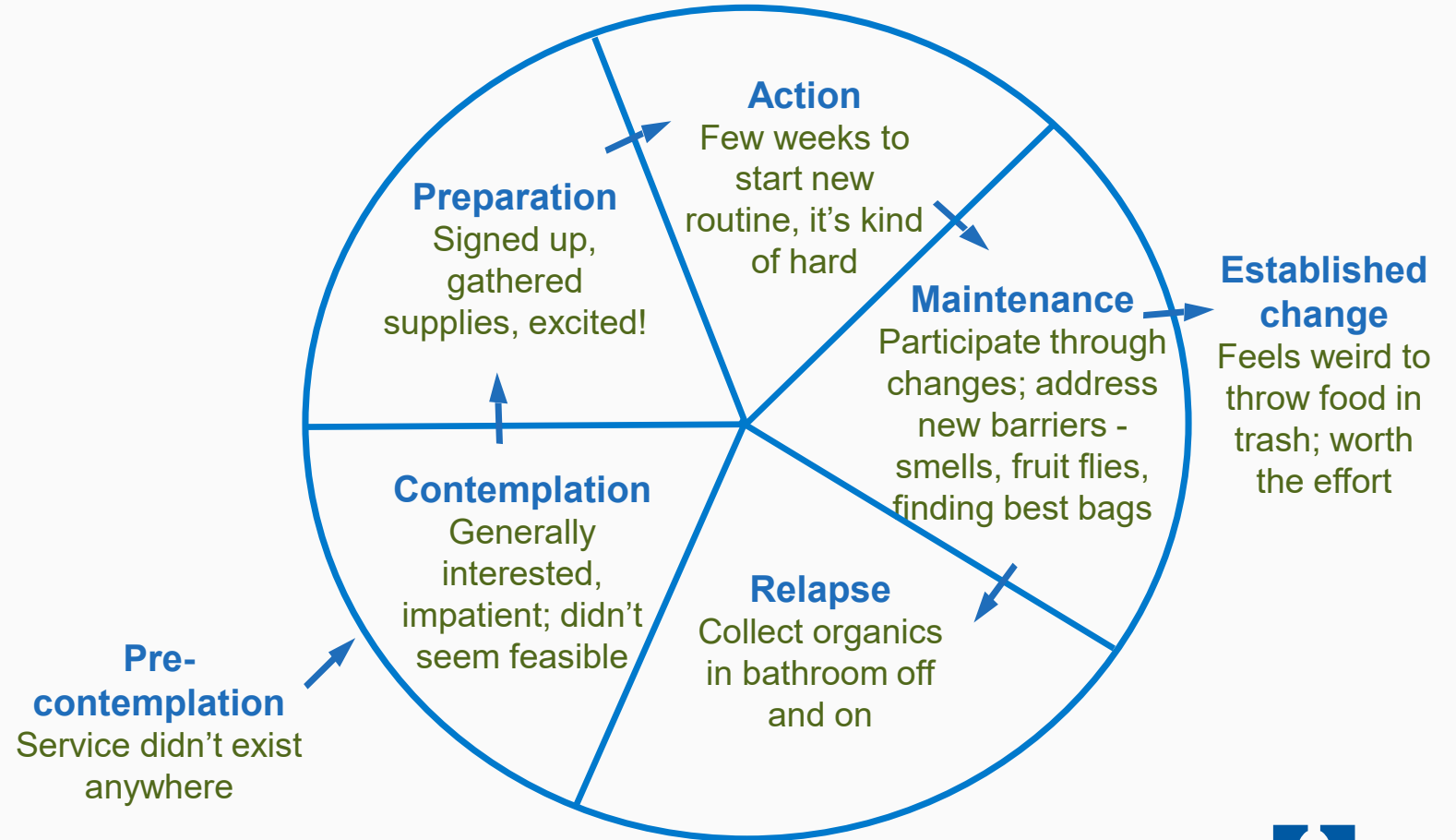
Helps you consider what steps your audience needs to take and what support you can provide along the way

States of change



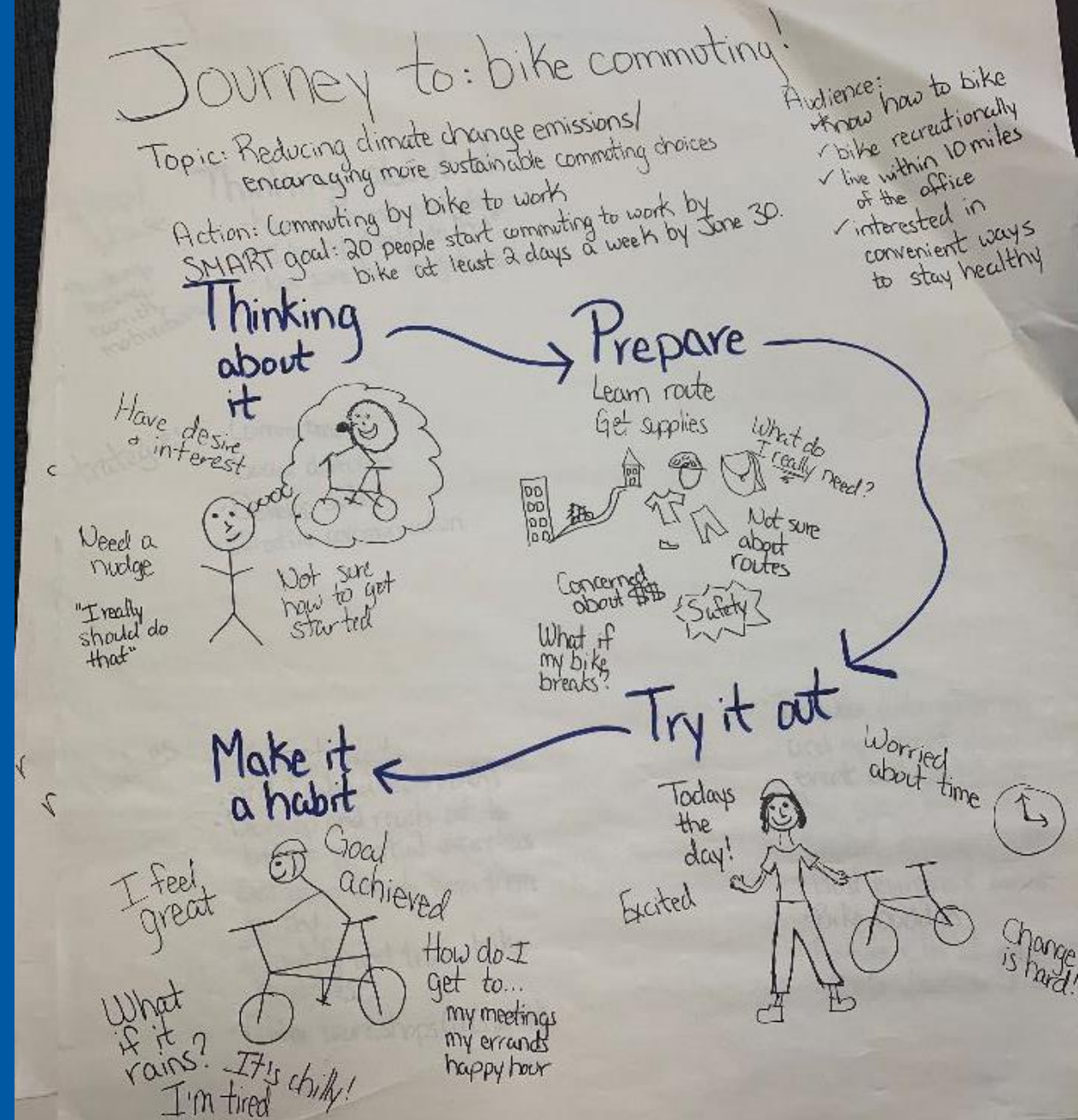
Journey to: starting organics recycling

- Action: Sign up for organics recycling service and get set up at home
- Audience
 - Interested in environmental action, motivated to participate
 - Knowledgeable about recycling and the organics recycling program
 - In the show me/early adopters group



Journey mapping

1. Write your topic, action, and what you know about how your audience relates to your action
2. Identify key steps people need to take to do that action
3. For each step, identify what your audience is thinking or feeling at that step. What are their barriers? What are their motivations?
4. For each step, consider what does your audience needs to overcome their barriers and what you can do to provide that
5. Consider each of those strategies and figure out who you would implement them and when



Ways to analyze and apply your audience insights

Audience segmentation

Helps you organize your audience to develop customized outreach and messaging

Journey mapping

Helps you consider what steps your audience needs to take and what support you can provide along the way

Refining your behaviors

Helps you ensure you are focusing on motivating your audience to take the most impactful actions for themselves and the environment

Selecting behaviors

- Specific: Reducing waste vs...



Donate



Low-waste
grocery
shopping /
buying in bulk



Mend/repair



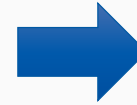
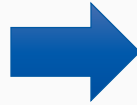
Use reusables



Buy used

Selecting behaviors

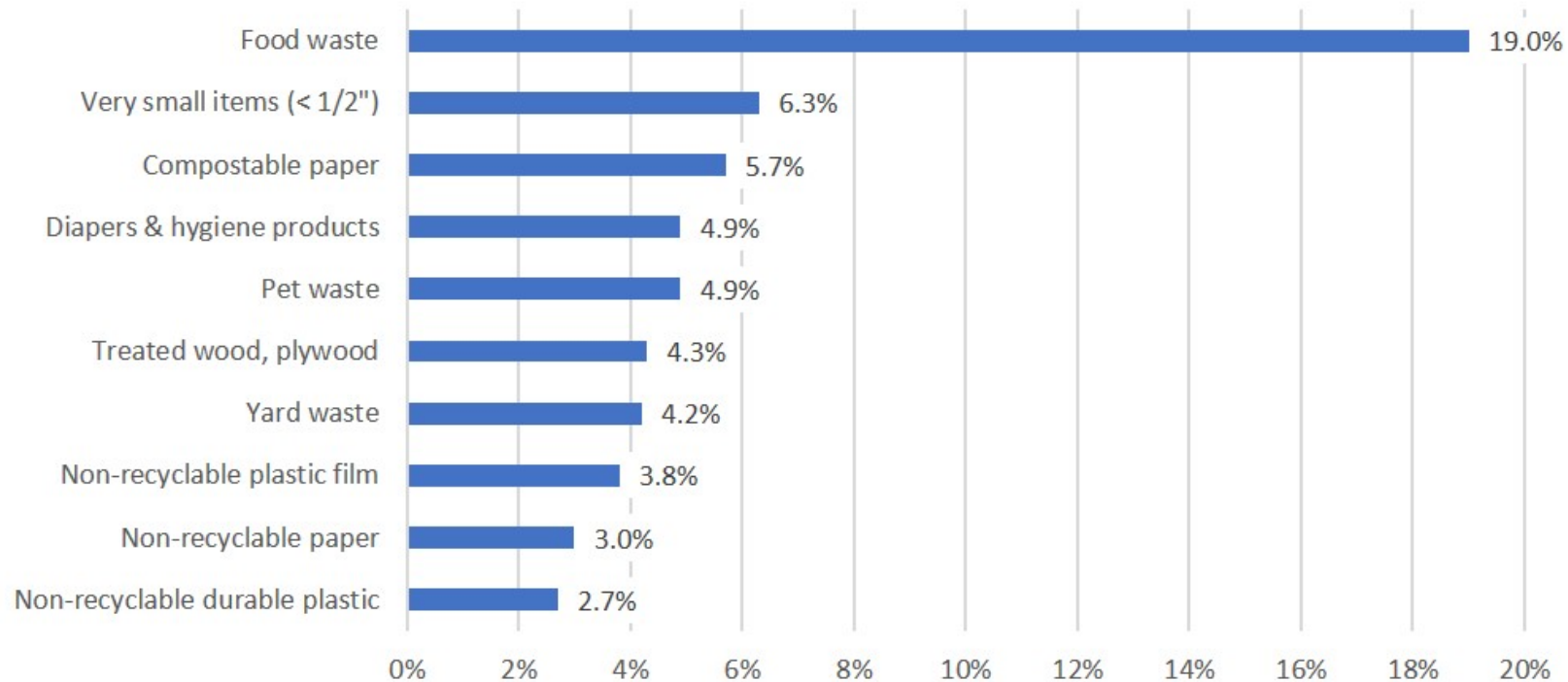
- Direct



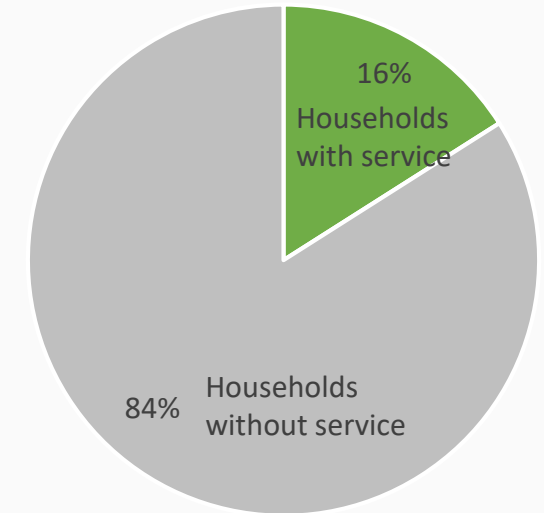
Selecting behaviors

- Impactful: for the environment and your audience

Top 10 most prevalent materials in the trash



Households with residential organics recycling service

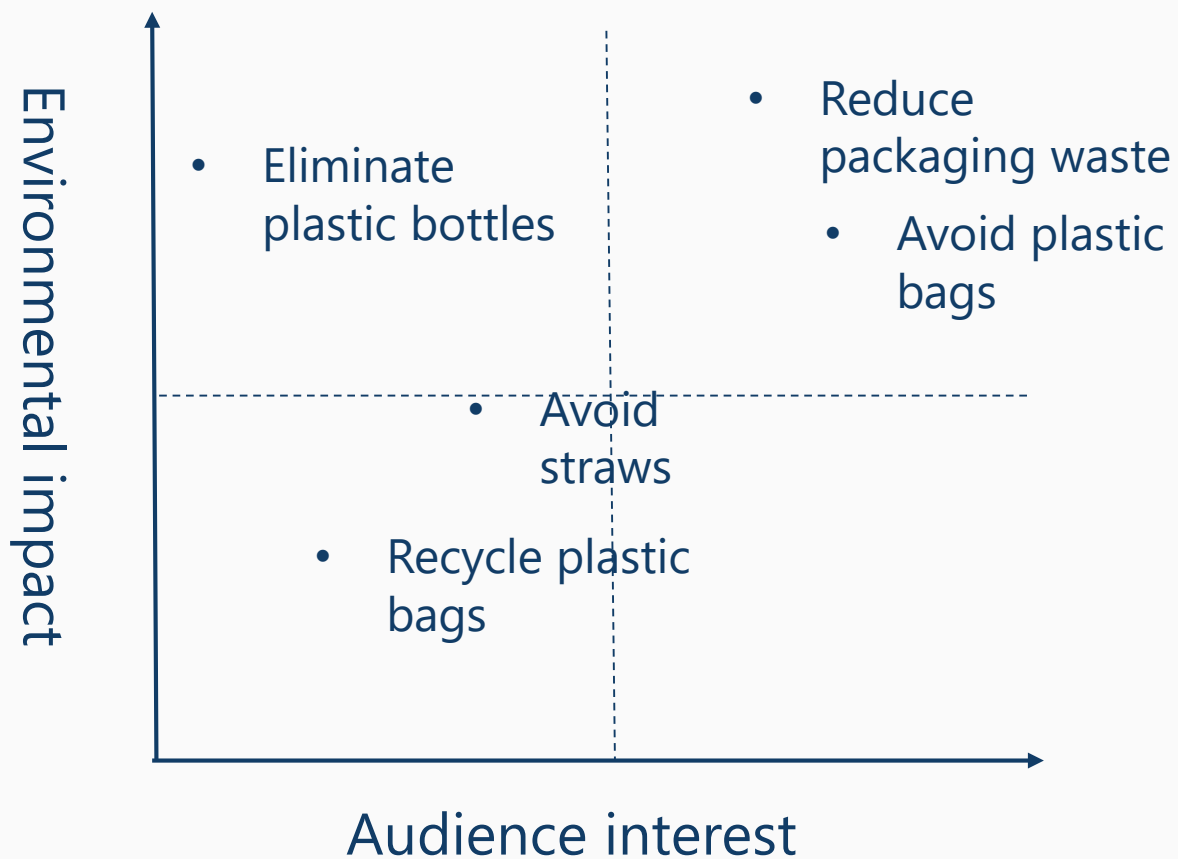


There is moderate to high interest in participating in organics recycling

Selecting behaviors

Topic: Reducing plastic waste

- Avoid plastic straws
- Avoid plastic bags
- Recycle plastic bags at drop-offs
- Reduce packaging waste
- Eliminate plastic water bottles



Share (in the chat):

- What actions are you focusing on?

Developing a customized approach to motivate action

Develop a positioning statement and set SMART behavior goals

- Positioning statement

- We want (priority audience) to see (desired behavior) as (XXX)
- Use adjectives, descriptive phrases, benefits, why it's better than competing behaviors

- Goals

- **S**pecific
- **M**easurable
- **A**chievable
- **R**ealistic
- **T**ime-bound

Campaign to reduce food waste: Audience insights from interviews

Positioning statement

We want moms with young children to see keeping track of the food they buy and following a meal plan as a way to save money, avoid waste, provide healthy options for their children, and make mealtime easier.

SMART goal

At least 250 participating households will reduce their food waste by 20 percent by November 1, 2021.

People more likely to act if they:

- Have a strong intention or make a commitment
- Don't face environmental constraints that make it impossible
- Have the skills and capacity to perform the behavior under different circumstances
- Believe the benefits outweigh the costs
- Perceive more social and normative pressure to perform the behavior than not
- Believe the behavior is consistent with their self-image
- Have an emotional reaction is more positive than negative



Strategies that address barriers

What you might hear	Strategy	Why it works
<p>“I’ve been meaning to do that.”</p> <p>“That sounds interesting.”</p>	Build commitment	<p>We want to be consistent</p> <p>Helps nudge people into action</p>
<p>“That sounds hard.”</p> <p>“I’m not interested.”</p> <p>“People like me don’t do that.”</p>	<p>Cultivate social norms</p> <p>Encourage social diffusion and modeling</p>	<p>We want to be socially accepted</p> <p>We make decisions based on the actions and recommendations of others</p> <p>Helps make your actions relevant</p>
<p>“I always forget to do that.”</p> <p>“I can’t remember how to take action.”</p>	Use prompts	Breaks our routines and helps us remember what we intend to do
<p>“I’m afraid I’m going to do it wrong.”</p>	Develop skills	We’re more likely to act if we feel competent and confident
<p>“I can’t take that action.”</p> <p>“I don’t have that service.”</p>	Make it easy to act with infrastructure, tools, supplies	We’re more likely to act if it’s easy and convenient
<p>“I have this big change coming up (moving, new job, baby, etc.)”</p> <p>“I already do that, I’m ready to take the next step.”</p>	<p>Celebrate successes</p> <p>Use momentum and disruption</p> <p>Associate actions</p>	<p>We’re more ready to adopt new actions during big life changes</p> <p>We start to associate actions as part of our identity and are more likely to take further action</p>

Create effective communication

We're more likely to act when we know why it's important and what to do

- Easy to remember
- Integrate goals and impact
- Personal and local
- Concrete and actionable
- Use all of your channels
- Help address barriers and plan for action

How does organics recycling work?

It's as easy as 1, 2, 3

Sort it. Separate your food scraps, coffee grounds, paper towels, tissues and other organics into a certified compostable bag.

Drop it. Place your bagged organics in the green organics cart.

Roll it. Place your organics cart out for weekly collection.

Organics are a resource, not a waste!

The organics recycling cycle:

1. You separate your food waste and other compostable items into an organics container in your home.
2. You put your organics, bagged in certified compostable bags, into your organics recycling cart.
3. Your hauler picks up your organics recycling and brings it to a commercial composting facility, where the materials are recycled into nutrient-rich compost.
4. Compost is used in gardens and at farms to add nutrients to the soil to help plants grow.

Need a reason to participate in organics recycling?

For your kids. To reduce waste. For the plants in your garden. Because it's the right thing to do. Everyone has their own reason to take part in the organics recycling program. Figure out your reason, then sign up today.

For a detailed list of materials accepted and more information about organics recycling, visit robbinsdalemn.com/eub.

Sign up now for 2019!

Because more than one-third of our trash is organic material that can be composted, signing up for organics recycling is one of the easiest things you can do to reduce your trash and make a difference!

- Residents with city recycling and garbage service can sign up for organics recycling.
- Organics recycling is an additional cost of **\$6 per month**, billed every other month on your utility bill (\$12 per billing cycle).
- You will receive a 32-gallon organics recycling cart that will be picked up weekly.

There are four ways to sign up for organics recycling:

1. Complete and return the enclosed postcard
2. Visit robbinsdalemn.com/eub
3. Call 763-531-1211
4. Email your name, address, and phone number to utilities@ci.robbinsdale.mn.us

Spread the word

The organics recycling program will begin in 2019 once enough people have signed up. So once you sign up, spread the word! Encourage your friends and neighbors to sign up as well.

Save money by reducing your trash

Did you know? You can save money on your utility bill by switching to a smaller garbage cart. Switch to a smaller cart by contacting the utility billing department 763-531-1211.

Based on 2018 monthly rates.

What is accepted?

All food

- Fruits and vegetables
- Meat, fish and bones
- Dairy products
- Eggs and egg shells
- Pasta, beans and rice
- Bread and cereal
- Nuts and shells

Food-soiled paper

- Napkins, paper towels, and tissues
- Pizza boxes from delivery
- Paper egg cartons

Certified compostable products

- Compostable paper and plastic cups, plates, bowls, utensils and containers.

Other compostable household items

- Coffee grounds and filters
- Cotton balls and swabs
- Houseplant trimmings
- Tea bags

Look for the term "compostable" or the BPI logo on certified products.

Yes, sign me up for organics recycling!

Name _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone number _____

Only the owner of a property can sign up for organics recycling. If you are a tenant, please contact your landlord to sign up.

Plan using the 4Ps

<p style="text-align: center;">Product</p> <p>Core product: benefit for the priority audience</p> <p>Actual product: tangible goods and services that help the priority audience to the behavior</p>	<p style="text-align: center;">Price</p> <p>Monetary or nonmonetary incentives that decrease costs or barriers for desired behavior or increase costs or barriers for undesired behavior</p>
<p style="text-align: center;">Place</p> <p>Where and when the priority audience will perform the behavior, acquire tangible goods, or receive services</p> <p>Reduce time, effort, and psychological barriers, improve ambience, one-up the competing behavior</p>	<p style="text-align: center;">Promotion</p> <p>Includes your messages, messengers, creative elements, and channels</p>

Principles for success

- Take advantage of what's been done and worked before
- Start with the priority audience most ready for action
- Promote a single, simple, doable behavior
- Understand the barriers
- Bring benefits to the present and near-term

Consider all 4Ps

Product Find a tangible good or service to include	Price Find what matters to your audience
Place Make access convenient and pleasant	Promotion Use effective messaging, messengers, channels

Share:

- What are some strategies you are planning to use to engage your audience and motivate action?

Research and planning resources for Environmental Action Grants

- [Barriers discussion guide \(PDF\)](#): Conduct interviews to research barriers and motivations related to the actions you are focusing on
- [Journey map planning worksheet \(PDF\)](#): Consider your audience's journey to taking action and plan your support for them at each step
- [Motivating behavior change checklist \(PDF\)](#): Strategies and steps for planning an environmental action project

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Resources

- Fostering sustainable behavior: www.cbsm.com
- Psychology of Sustainable Behavior: www.pca.state.mn.us
- Social Marketing Association of North America: www.smana.org
- National Social Marketing Centre: www.thensmc.com
- Tools of Change: www.toolsofchange.com

