



Engineering Humans for Water Efficiency

Using Social Marketing to Change
Behaviors

[Ideas. Results.]

Imagine a World... Where Everyone Smokes



Of U.S.
Adults:
1965: 55%
2007: 21%



[Ideas. Results.]

Imagine a World...

Where No One Wears a Seatbelt



Use:
1968: 11%
2008: 85%



[Ideas. Results.]

Imagine a World...

Where Over Watering is Common

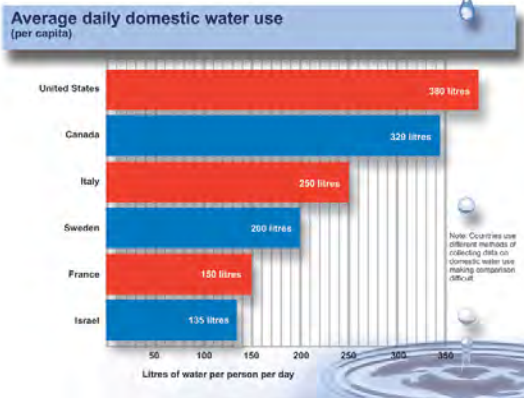


Look Familiar?



[Ideas. Results.]

Can We Become a World of Water Savers?



[Ideas. Results.]

We Have to Change How We View and Use Water



[Ideas. Results.]

Water Planners Are Making Great Strides

- Water efficient giveaways
- Water efficient faucets, irrigation systems
- Toilet retrofits
- Rate-based solutions
- Legislative mandates
- Seminars, demonstrations, or other outreach
- Paid Media
- Awareness/Social Marketing



[Ideas. Results.]

Awareness Campaigns are often confused as Social Marketing



[Ideas. Results.]

What is Social Marketing?



[Ideas. Results.]

Social Marketing Is...

Use of marketing communications techniques to:

- Raise public awareness
- Communicate attainable goals
- Provide information that creates a path to behavior change
- Establish collective and individual benefits for behavior change
- Create a sense of social responsibility/evolve social norms



[Ideas. Results.]

**Social Marketing Recognizes
What and Why People Do What
They Do And Moves Them to a
Desired Behavior**



[Ideas. Results.]

Challenges

- Apathetic / uninformed public
- Believe “already doing the right thing”
- Thousands of daily marketing messages
- Long-term effort to establish new norm



[Ideas. Results.]

The Awareness / Action Disconnect



[Ideas. Results.]

Why the Disconnect?

Water is Ubiquitous



[Ideas. Results.]

Why the Disconnect?

People:

- Choose Environmental Behaviors
 - Purchase
 - Installation and use
 - Habit/Action

(and frequently mimic their neighbors)



[Ideas. Results.]

Why the Disconnect?

People:

- Avoid Disruption
- Hesitant to change lifestyle
- Think “water efficient” products don’t perform



[Ideas. Results.]

Awareness -- Action Disconnect



blue
water
outreach



THE
HOFFMAN
AGENCY

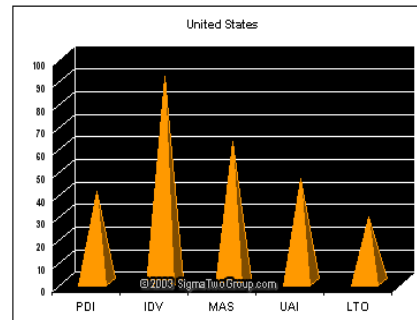
Changing Human Behavior and Lifestyle: A Challenge for Sustainable Consumption

Elizabeth Shore
University of Lancaster-UK

- The individual constitutes the primary unit of analysis and persuasion
- Focus should be on changing dominant ways of thinking about human behavior (lifestyle) in regards to sustainable consumption

Hofstede's Dimensions Measures of Cultural Differences

- Power distance index (40/55)
 - cooperative; greater equality
- Individualism (91/43)
 - self-reliant; relatively loose bonds
- Masculinity (62/50)
 - assertive, competitive
- Uncertainty avoidance (45/64)
 - does not attempt to control all outcomes; tolerance of ideas
- Long term orientation (29/45)
 - society meets obligations; appreciate cultural traditions



[Ideas. Results.]

How to Change Behaviors

[Ideas. Results.]

Behavior Change is Accomplished by

- Creating an “exchange” -- giving up certain behaviors to gain individual benefit of value
- Promoting simple, non-threatening changes
- Making an emotional connection to new behaviors
- Establishing new community expectations



[Ideas. Results.]

Social Marketing Themes

- **Fear** – droughts and other emergencies – great compliance; but once past, reversion to old habits
- **Facts** – people want to be told why – must be simple, easy to understand, believable
- **Fun** – breaks through clutter, memorable, upbeat, positive messaging of what to do; not what not to do



[Ideas. Results.]

Social Marketing Case Study

St. Johns River Water Management District (Florida): 2002 to 2007



Situation

- District covers 18 counties
- 1.9 million households (4.5 million total population)
- Includes parts of Orlando and Jacksonville
- Population growth outstripping aquifer's ability to supply
- Need to educate public about conservation
- Introduce and reinforce two-day-a-week lawn watering rule



[Ideas. Results.]

Social Marketing Case Study

St. Johns River Water Management District (Florida): 2002 to 2007

Attacking the Problem

- Local seminars, PR efforts, rule implementation
- Paid media campaign to encourage behavior change

Research (phone surveys/focus groups)

- People unclear about water source
- Perceive problems only during droughts
- Willing to do what's right, but want to know what's in it for them
- Want messages that engage by being:
 - Upbeat
 - Memorable
 - Informative



[Ideas. Results.]

Social Marketing Case Study

St. Johns River Water Management District (Florida): 2002 to 2007

Results

- 85% aware of twice weekly watering
- 94% water during permitted hours
- Reduction from 31% to 9% of households watering more than two days



[Ideas. Results.]

Social Marketing Case Study

Chesapeake Bay Program

- Bay threatened by dense population/high growth
- Substantial increase in nutrients entering Bay
- Aquatic life in decline
- Little impact of education efforts since 1967

Needed: Stronger Message

- Targeted lawn fertilization (move to fall)
- Discover motivation for new behavior



[Ideas. Results.]

Social Marketing Case Study

Chesapeake Bay Program



[Ideas. Results.]

Social Marketing Case Study

Chesapeake Bay Program



[Ideas. Results.]

Social Marketing Case Study

Chesapeake Bay Program

- 50% of homeowners moved fertilization to autumn
- 28% planned to not fertilize at all
- 74% remembered the campaign theme
- 40% had latent message recall



[Ideas. Results.]

But is it Enough?



[Ideas. Results.]

Change Social Norms



[Ideas. Results.]

Social Norm Marketing

“What’s appropriate to do, in most people’s minds, is what other people like them do.”

Robert Cialdini
Arizona State University



[Ideas. Results.]

Social Norm Marketing

A Room with a Viewpoint: Hotel Towel Use Study



[Ideas. Results.]

Social Norm Marketing

A Room with a Viewpoint: Hotel Towel Use Study

Messages:	Compliance:
• Reuse towels help save the environment	(37.2%)
• Join other guests to help save the environment	(44.5%)
• 75% of guests in this room reused towels to help save the environment	(49.3%)



[Ideas. Results.]

Social Norm Marketing

College Binge Drinking Study



[Ideas. Results.]

Social Norm Marketing

College Binge Drinking Study

(Northern Illinois University)

Perception:

- Binge Drinking is Norm 70%

Reality:

- Engage in Binge Drinking 50%



[Ideas. Results.]

Social Norm Marketing

If you drink...
PACE drinking to
ONE DRINK PER HOUR
or less

That's one way NIU students "party" safely.
 More tips for a safe and fun "party:"

-  Determine in advance how many drinks you will have.
-  Keep track of how much you drink.
-  Choose to "party" without alcohol.
-  Avoid drinking games.

* 75% always or usually practice one or more of the listed behaviors when they "party." Based on April 2002 survey data collected by the University Health Services (UHS 4/02).



How Do YOU Compare... to a Typical NIU Student?

Based on 2002 University Health Services surveying 1,000 students who had drunk alcohol in the last 12 months.

- 75% of students who had drunk alcohol in the last 12 months...
- 75% of students who had drunk alcohol in the last 12 months...
- 75% of students who had drunk alcohol in the last 12 months...



[Ideas. Results.]

Social Norm Marketing

College Binge Drinking Study (Northern Illinois University)

Result:

Binge Drinking: 44% Reduction in 10 years



[Ideas. Results.]

Choice Architecture

Everything matters

Richard Thaler
University of Chicago

(Healthy foods, before sweets in cafeterias;
Automatic 401(k) Enrollment; Candy and magazines
at grocery checkouts; voter ballot design)



[Ideas. Results.]

Choice Architecture

Everything matters

Confusion at Palm Beach County polls

Some Al Gore supporters may have mistakenly voted for Pat Buchanan because of the ballot's design.

Although the Democrats are listed second in the column on the left, they are the third hole on the ballot.

Punching the second hole casts a vote for the Reform party.

	(REPUBLICAN) GEORGE W. BUSH - PRESIDENT 3▶ DICK CHENEY - VICE PRESIDENT	
	(DEMOCRATIC) AL GORE - PRESIDENT 5▶ JOE LIEBERMAN - VICE PRESIDENT	(REFORM) PAT BUCHANAN - PRESIDENT ◀ 4 EZOLA FOSTER - VICE PRESIDENT
	(LIBERTARIAN) HARRY BRUNWIG - PRESIDENT 7▶ ART OLIVIER - VICE PRESIDENT	(SOCIALIST) DAVID McKEY/HOLLIS - PRESIDENT ◀ 8 MARY CAL HOLLIS - VICE PRESIDENT
	(GREEN) RALPH BADER - PRESIDENT 9▶ WINONA LAURIE - VICE PRESIDENT	(CONSTITUTION) HOWARD PHILLIPS - PRESIDENT ◀ 8 J. CURTIS FRASER - VICE PRESIDENT
	(SOCIALIST WORKERS) JAMES HARRIS - PRESIDENT 11▶ MARGARET TROWE - VICE PRESIDENT	(WORKERS WORLD) MONICA WOODREHEAD - PRESIDENT ◀ 10 GLORIA La BIVA - VICE PRESIDENT
	(NATURAL LAW) JOHN HAGELIN - PRESIDENT 13▶ NAT GOLDMABER - VICE PRESIDENT	WRITE-IN CANDIDATE To vote for a write-in candidate, follow the directions on the long stub of your ballot card.

Sun-Sentinel graphic



[Ideas. Results.]

Choice Architecture

Situation:

Reduce Spillage at Men's Urinals at Schiphol Airport, Amsterdam

Solution:

Give them a Target



[Ideas. Results.]

Choice Architecture



[Ideas. Results.]

Choice Architecture

Result:

- 80% Reduction in Spillage
- Reduced maintenance costs
- More pleasant environment



[Ideas. Results.]

So, What Does this Mean for Water Efficiency?



[Ideas. Results.]

Develop Social Marketing Programs

- Define desired behavior
- Uncover change motivators (indirect benefits)
- Promote exchange of one behavior for another
- Guide change; don't force change
- Seek easy-to-do behavior changes
- Keep messages simple, memorable and upbeat
- Trusted expert/third party endorsement helps
- Pre- and post-campaign measurement important (surveys, sample meter readings)
- As behaviors change, celebrate success



[Ideas. Results.]

Evolve to Social Norm Marketing

- Distinguish perceived versus real behaviors (baseline)
- Communicate actual normative behavior
- Use collective voice (our, we, us)
- Combine outreach with other efforts -- conservation rates, policy on water-saving devices, enforcement
- Track changes in perceived versus real behaviors
- Evaluate data and adjust messaging and program
- Be consistent and have patience -- behavior/social norm change takes time



[Ideas. Results.]

Changing Social Norms Takes Consistent Messaging



- Fire Prevention (Smokey Bear) – 1944
- Anti-litter – 1953 (Lady Bird Johnson started highway clean-up in 1965; Crying Indian – 1971 Earth Day PSA)
- Anti-smoking (first Surgeon General's warning – 1965)



[Ideas. Results.]

Questions?

