MOTIVATE THE CHANGE

You Want to See

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HOUSEHOLD HAZARDOUS WASTE COLLECTIONS

- What is HHW collection program success based on?

  - Household participation

  - Level of intake (volume)   Other…

THE ISSUE

Inadequate and improper disposal of household hazardous waste

- Low participation rates in HHW collections
  - Majority of hazardous household material ends up stockpiled, in landfills, incinerators, down storm drains and poured on the ground
- Difficulty increasing participation in HHW collections

HOW DO YOU MOTIVATE BEHAVIOR?

First, the traditional approach.

TRADITIONAL APPROACH:
THE INFORMATION CAMPAIGN

- Who, What, When, Where, Why?
    - necessary for participation
    - intended to build awareness and knowledge
    - can build perceived self-efficacy
- Useful when introducing…
    - a new program
    - a new program component
    - the program to a new population segment

INFORMATION CAMPAIGN

Limited effectiveness

- Not necessarily motivational

- Creating supportive attitudes is not enough to impact behavior

Knowledge + Attitudes ≠ Behavior

BEYOND THE TRADITIONAL APPROACH

Apply social marketing.

"Social marketing is the planning and implementation of programs designed to bring about social change using concepts from commercial marketing."   --Social Marketing Institute

Household hazardous waste is essentially a social marketing problem.

SOCIAL MARKETING

- Emphasizes that effective program design begins with understanding the barriers people perceive to engaging in an activity

- Underscores the importance of strategically delivering programs to target specific segments and overcoming barriers to the segment's engagement in the behavior

STRATEGIC MARKETING MIX

- **Product**: HHW program participation (e.g. easy, quick HHW management option)

- **Price**: Cost of HHW participation (e.g. ease, time, convenience)

- **Place**: Where HHW participation occurs (e.g. central regional facility)

- **Promotion**: Communicating/motivating program participation (e.g. direct mail promotion)

Integrating the 4Ps of the social marketing mix is a way of improving chances that the desired behavior will occur,

in the right place, at the right time and at the right price for the consumer.

COMMUNITY-BASED SOCIAL MARKETING

1. "Identifying the target behavior;

2. Identifying barriers and benefits to the selected behavior;

3. Developing a strategy that reduces barriers to the behavior to be promoted, while simultaneously increasing the behavior's perceived benefits;

4. Piloting the strategy;

5. Evaluating broad-scale implementation and ongoing evaluation once the strategy has been broadly implemented"

(McKenzie-Mohr et al., 2012)

SELECTING THE BEHAVIOR

- Create a list.

- Divisible/end-state behaviors

- Select a sector & target

- Determine impact – probability and penetration

- HHW collection awareness & knowledge

- HHW identification, sorting, transport

- HHW program participation

- Single-family households

- Undertake a survey to rate the probabilities and penetration of engaging in the desired HHW management behaviors
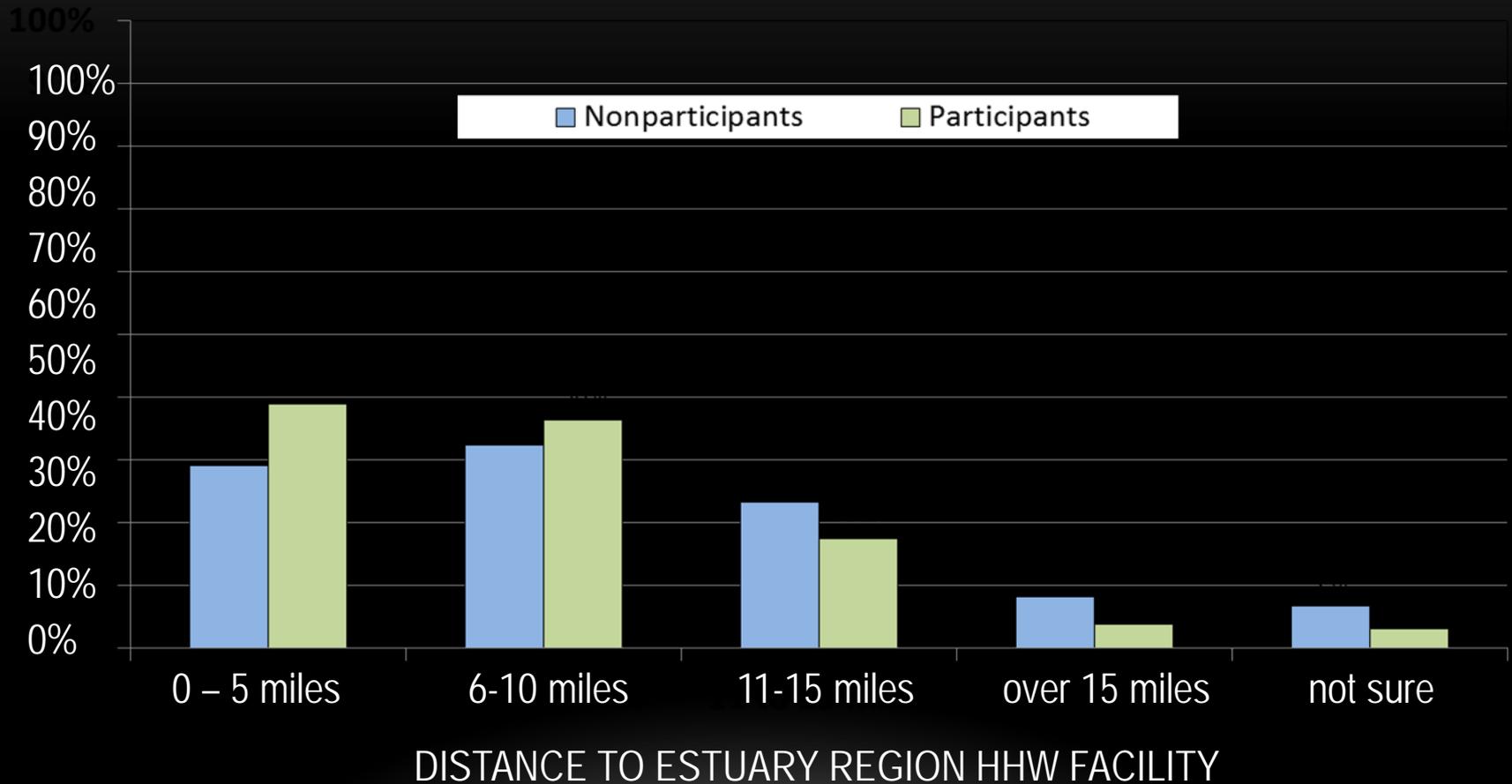
IDENTIFY BARRIERS AND BENEFITS

- Literature review

- Observations

- Focus groups

- Survey

- Articles, reports, newsletters, contacting other communities

- Who engages in the behavior and who doesn't

- Discuss the issues that the lit review and observations have identified as important

- Perform research through person-to-person interviews, random mail survey or phone survey

Don't skip it.

DEVELOP STRATEGIES

- Select behavior change tools based on barriers and benefits

- Receive feedback from focus groups on your proposed strategy

- Pilot-test your strategy.

- If there's a lack of motivation, use commitment, social norms or incentives.

- Ready to test, after your strategy design is scrutinized

- Before using the strategy throughout the community, see if it works effectively with a sample.

BEHAVIOR CHANGE TOOLS

✓ Antecedent interventions

- Prompts

- Commitment

- Environmental alteration

- Goal setting

✓ Consequence interventions

- Feedback

- Rewards

- Penalties

(Porter et al., 1995)

BEHAVIOR CHANGE TOOLS

Prompts

❑ Written – e.g. flyers, brochures, stickers, advertisements

❑ Verbal – e.g. block leaders, community discussions

Commitment

❑ Written – e.g. promise card signatures, published newspaper list

❑ Verbal – e.g. statements

❑ Active involvement – e.g. home inventory of HHW

(McKenzie-Mohr, 2011; Porter et al., 1995)

BEHAVIOR CHANGE TOOLS

- Environmental alteration

e.g. adding extra containers, providing special containers

Increasing material collection days, satellite collections

- Goal-setting

Personal or community goals

- Combinations…

(McKenzie-Mohr, 2011; Porter et al., 1995)

BEHAVIOR CHANGE TOOLS

- **Feedback** - e.g. information about consumption or savings

- **Rewards/Incentives** - e.g. prizes, lotteries, monetary (deposit return, coupons)

- **Penalties/Disincentives** - e.g. fines

RESEARCH ON INTERVENTIONS

Antecedent Interventions:

- Written prompts – mixed evidence (e.g. information); short-lived; verbal prompting from resident-to-resident more effective

- Commitments – written; combined written & verbal; public more so than private commitment; combination of prompt & written commitment

- Environmental alteration – effective due to decreased barriers

- Goal setting – combining with feedback more effective than goal-setting alone

(Abrahamse et al., 2005; Porter et al., 1995)

RESEARCH ON INTERVENTIONS

- Consequence Interventions:

- Feedback – mixed results: can be effective – the more frequent, the more effective; not as effective as goal-setting; boomerang effect can occur; short-lived effect, comparative feedback not more effective than individual feedback

- Rewards/incentives – mixed results: positive effect, strongest immediately following intervention; short-lived with effect disappearing after discontinued

- Penalty – threat of economic loss prompted behavior

(Abrahamse et al., 2005; Porter et al., 1995)

RESEARCH ON INTERVENTIONS

- Social influences
  - Normative appeals
    - Use norms effectively - Avoid putting descriptive and injunctive norms at odds

PILOT-TEST AND EVALUATE

- Try out your social marketing campaign on a small-scale before rolling it out to the broader target audience.

- Have a control group that does not receive promotional materials to compare the groups and see if behavior change has occurred (McKenzie-Mohr et al., 2012).

- Evaluate your program at several points during it, so that next time around, you're likely to have an even stronger program.

The result: You will be steps closer to the change you want to see.

THANK YOU

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Questions?

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