

# Changing Behaviors | Preventing Pollution

Half Day Workshop

Bay Area Pollution Prevention Group

Stephen Groner, P.E.

SGA Marketing and Research

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[sgaMarketing.com](http://sgaMarketing.com)





# WILT CHAMBERLAIN

MARCH 2, 1962

## 100 POINT GAME





## PHILDELPHIA (169)

	FG.	FT.	F.	Pts.
Arizin	7	2-2	0	16
Meschery	7	2-2	4	16
Chamberlain	36	28-32	2	100
Rodgers	1	9-12	5	11
Attles	8	1-1	4	17
Lareso	4	1-1	5	9
Conlin	0	0-0	1	0
Ruklick	0	0-2	2	0
Luckenbill	0	0-0	2	0
<b>Totals</b>	<b>63</b>	<b>43-52</b>	<b>25</b>	<b>169</b>
New York	26	42	38	41—147
Philadelphia	42	37	46	44—169
Attendance	—1124.			



CANAL  
5

**WILT CHAMBERLAIN**

5:31 **8 Points**



“I felt *like a sissy* when I shot underhanded.”



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Philadelphia	42	37	46	44—169
Attendance	—1124.			

**It's not what you say...**

K  
a r I A  
v c B a f N  
t G y Z s H, w l s t f c y  
G v B a A' s w



*It's what they  
hear.*



# Workshop Agenda

Introduction: It's not what you say...?

Part I: Communication Strategies & Behavior Change

Part II: Elements of Persuasion

Part III: Why Environmental Communication is So Hard

Bonus: Narrative and Storytelling

(A Template for Reaching Your Audience)

# About the Presenter

## **Founder/Principal SGA Marketing**

- 20 people
- 2 offices (Los Angeles and Oakland)
- Founded 1998 (20 years)

## Services Areas

- Community Engagement
- Market Research
- Web/Graphic Design
- Facilitation
- Workshops/Trainings

# About the Presenter

- **Stephen Groner, P.E.**
  - Environmental Engineer – University of Wisconsin
  - CA Registered Engineer
- **Started LA County Public Works**
  - UST Remediation
  - Managed the HHW Programs
  - Managed the Green Waste/Business Recycling Programs
  - NPDES program
  - Directed Environmental Marketing Programs

# About the Presenter

**Social Marketing – over 25 year of experience**

**Serves on three non-profit boards:**

- Long Beach Business Alliance
- US Zero Waste Business Council (Founding Boardmember)
- Friends of Ballona Wetlands

## **Part I:**

# Communication Strategies & Behavior Change

# Outreach Methods

## Three Main Communication Strategies:

1. Informational Campaigns
2. Problem Awareness Campaigns
3. Persuasion/Behavior Change Campaigns

# Information/Education

**Puget Sound Starts Here.org**

**Keep Our Waterways Healthy**

**Use a Commercial Car Wash**

**Please**

**Nothing But Rain Down the Storm Drain**

**Puget Sound Starts Here.org**

**CITY OF BELLEVUE WASHINGTON**

# Information/Education



# Information/Education

## Did you know...

Diabetes can cause many health problems, also called complications.

- People with diabetes are at greater risk for **heart disease and stroke**.
- Diabetes is the most common cause of **blindness** in the United States.
- Diabetes is the **cause of most amputations** (loss of all or partial loss of foot/leg) in the United States.
- Diabetes is the most common cause of **kidney disease**.
- Diabetes is the 6th most **common cause of death** in the United States.

### MEDICAL ALERT CARD OR BRACELET

Carry a medical alert card or wear a medical alert bracelet that says you have diabetes. In an emergency, others will know that you need special care.

### FOR MORE DIABETES INFORMATION CONTACT

American Diabetes Association <a href="http://www.diabetes.org">www.diabetes.org</a>	800-342-2383
American Association of Diabetes Educators <a href="http://www.aadenet.org">www.aadenet.org</a>	800-832-6874
National Diabetes Education Program <a href="http://www.ndep.nih.gov">www.ndep.nih.gov</a>	800-438-5383
National Diabetes Information Clearinghouse <a href="http://www.diabetes.niddk.nih.gov/index.htm">www.diabetes.niddk.nih.gov/index.htm</a>	800-860-8747
New York Diabetes Coalition <a href="http://www.nydc.org">www.nydc.org</a>	518-432-1382
New York State Department of Health <a href="http://www.health.state.ny.us">www.health.state.ny.us</a>	518-474-1222

DDI-0213/04

### CONTACTS

#### NUMBER

or (endocrinologist)

gist or optometrist)



MANAGE YOUR DIABETES  
FOR A  
**Healthy Life**

New York  
**Diabetes Coalition**  
[www.nydc.org](http://www.nydc.org)

Developed by the New York Diabetes Coalition, in collaboration with the New York State Department of Health Diabetes Prevention and Control Program.

Based on the American Diabetes Association Clinical Practice Recommendations.

# Information/Education

## Goal:

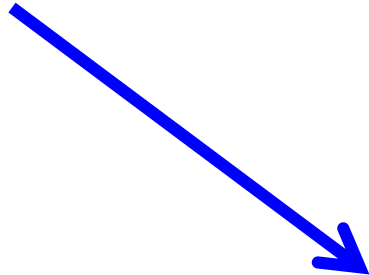
- Inform people about an issue, problem, or program

## Model:

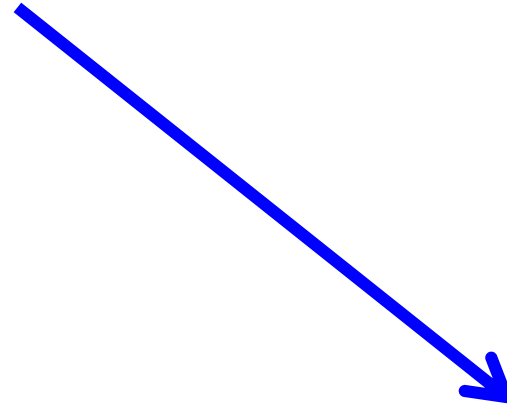
- Knowledge Deficit Model
- Approach: fill in the knowledge gap and people will take action

Information/Education

Information



**Knowledge**



**Behavior Change**

# Information/Education

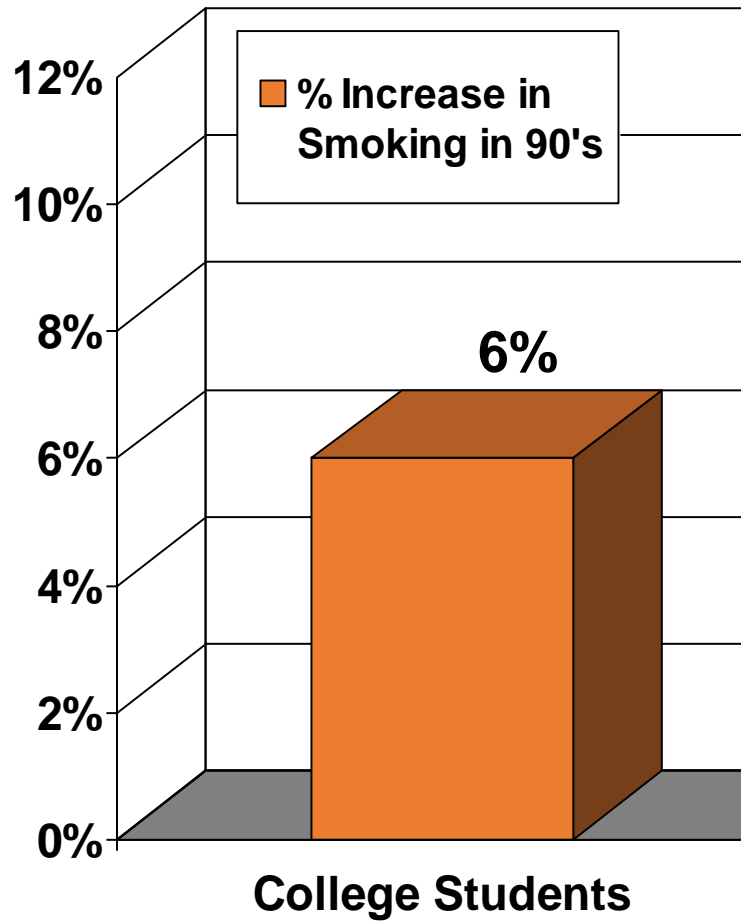


# Teen Smoking Campaigns 1990's<sup>1</sup>



<sup>1</sup> Chronic Diseases – Notes and Reports (Center for Diseases Control Vol 14, No. 3, 2001)

# Teen Smoking Campaigns 1990's<sup>1</sup>



<sup>1</sup> Chronic Diseases – Notes and Reports (Center for Diseases Control Vol 14, No. 3, 2001)

**“Why do we think the key to educating smokers is education?”**

Prof. W. Kip Viscusi  
Harvard Economist

**Knowledge = Behavior Change**

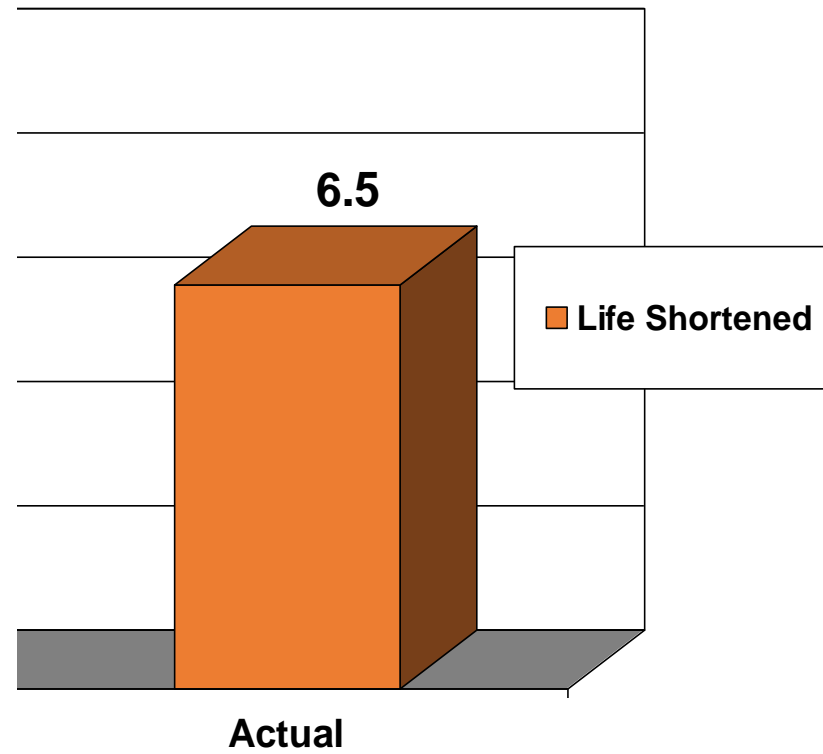
**?**

# Teen Smoking Campaigns<sup>2</sup>



<sup>2</sup>W. Kip Viscusi, *Smoking: Making the Risky Decision* (New York: Oxford University Press, 1992)

# Teen Smoking Campaigns<sup>2</sup>



<sup>2</sup>W. Kip Viscusi, *Smoking: Making the Risky Decision* (New York: Oxford University Press, 1992)

**Motivators - Barriers**  
**Knowledge = Behavior Change**



# Information/Education



## Exercise #1: Knowledge Deficit Quiz:

1. Does knowledge correlate with behavior?

✓ **TRUE**

2. Do educational efforts cause an increase in knowledge?

✓ **TRUE**

3. Does increasing knowledge result in behavior change.

x **FALSE**

## Summary: Knowledge Deficit Model:

- Academic research: mostly ineffective for existing programs
- Model works for new programs or reminder campaigns
- People engage in behaviors for reasons
- Lack of knowledge may be a barrier to action
- But more knowledge is not a motivator
- Actions are created by Motivators and Barriers

(Oskamp et al., 1998; Vining & Ebreo, 1990 Werner & Makela, 1999)

# Awareness Campaigns

## Goal:

- Raise awareness of the severity of a specific problem or issue

## Model:

- Awareness of a problem leads to concern, concern motivates behavior change

# The Problem vs. the Solution

Keep America Beautiful  
Iron Eyes Cody – Litter/Pollution PSA



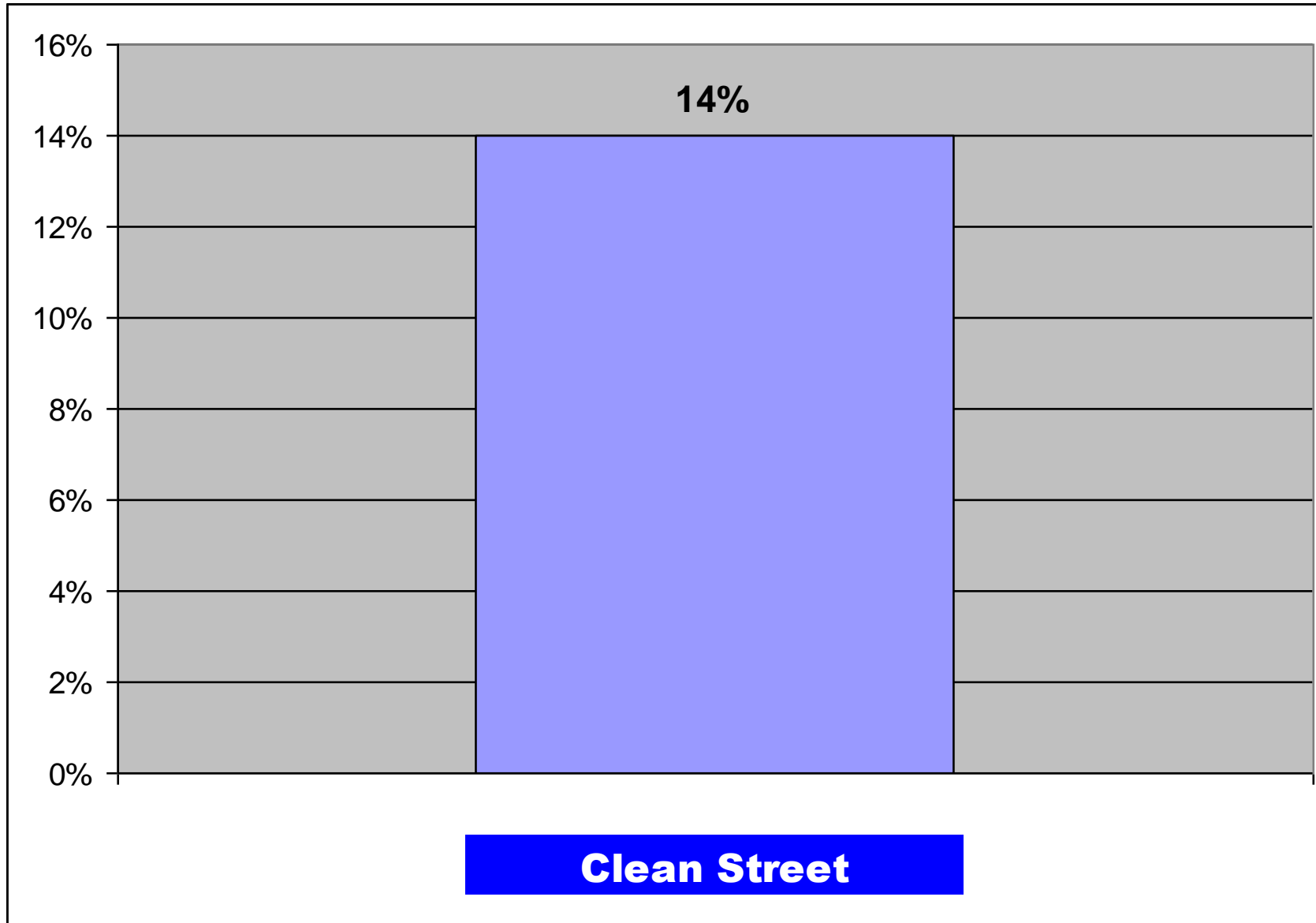


# The Problem vs. the Solution





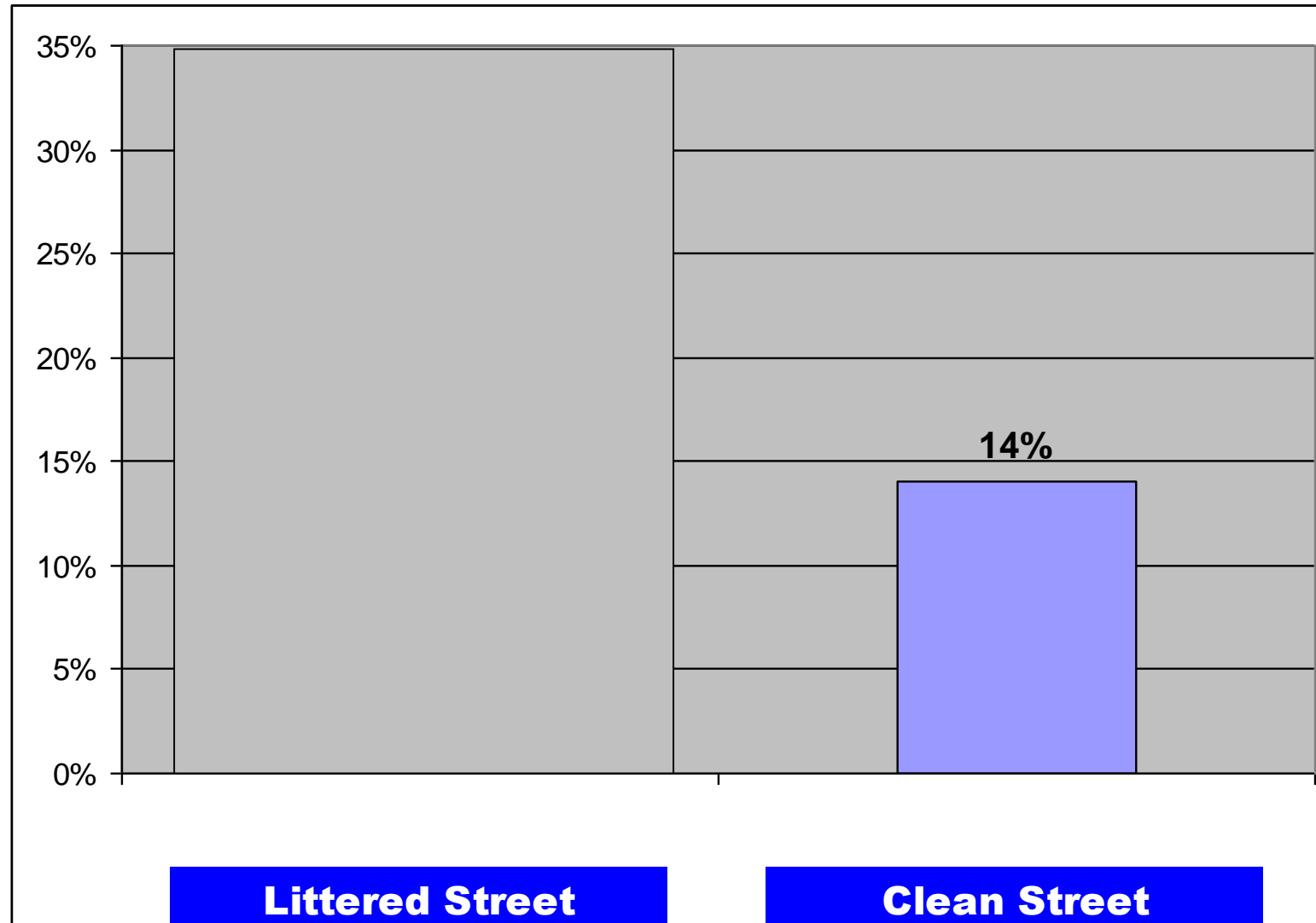
# Percent That Littered



# Littered Street



# Percent That Littered



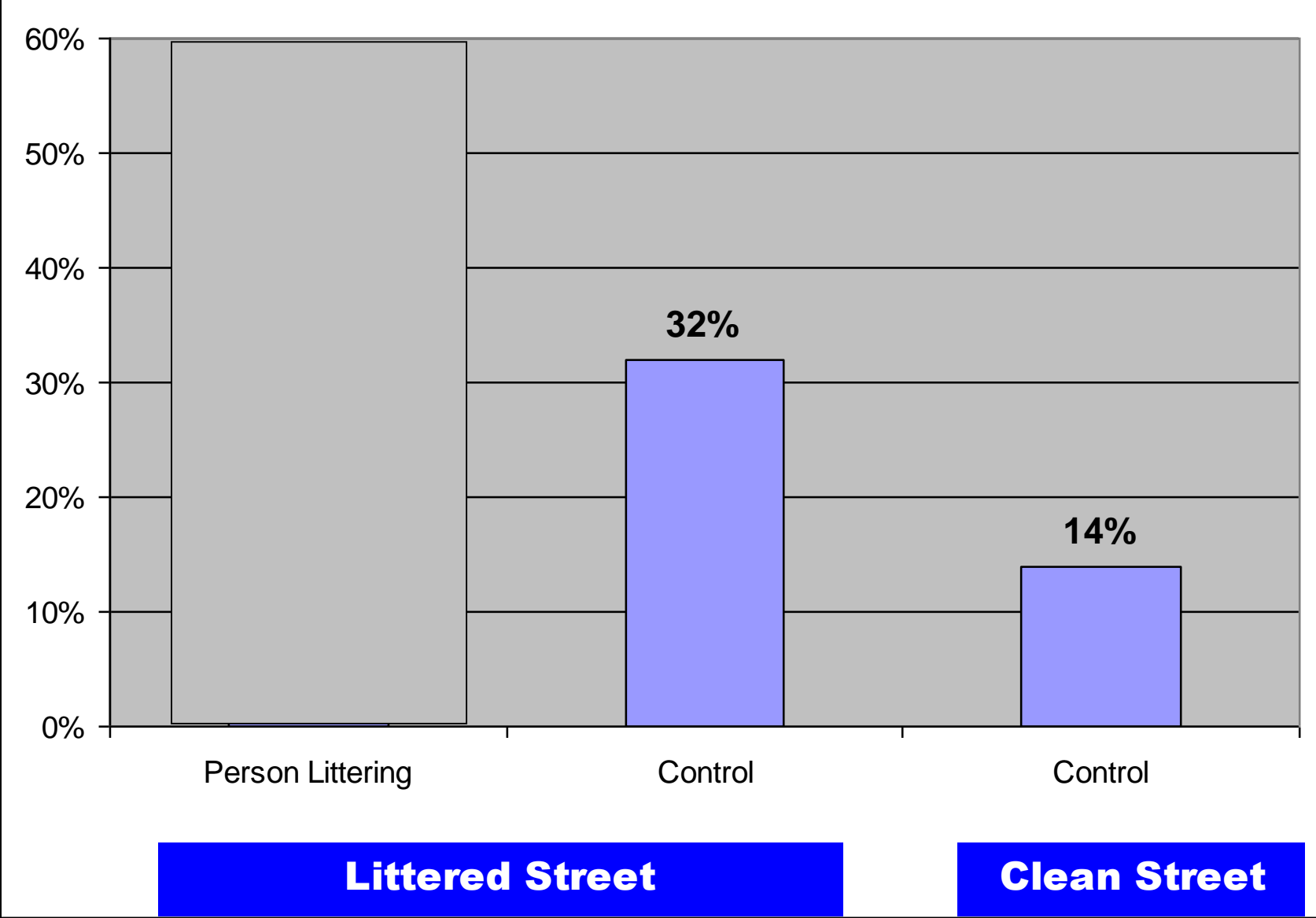
# Littered street + problem behavior



+



# Percent That Littered



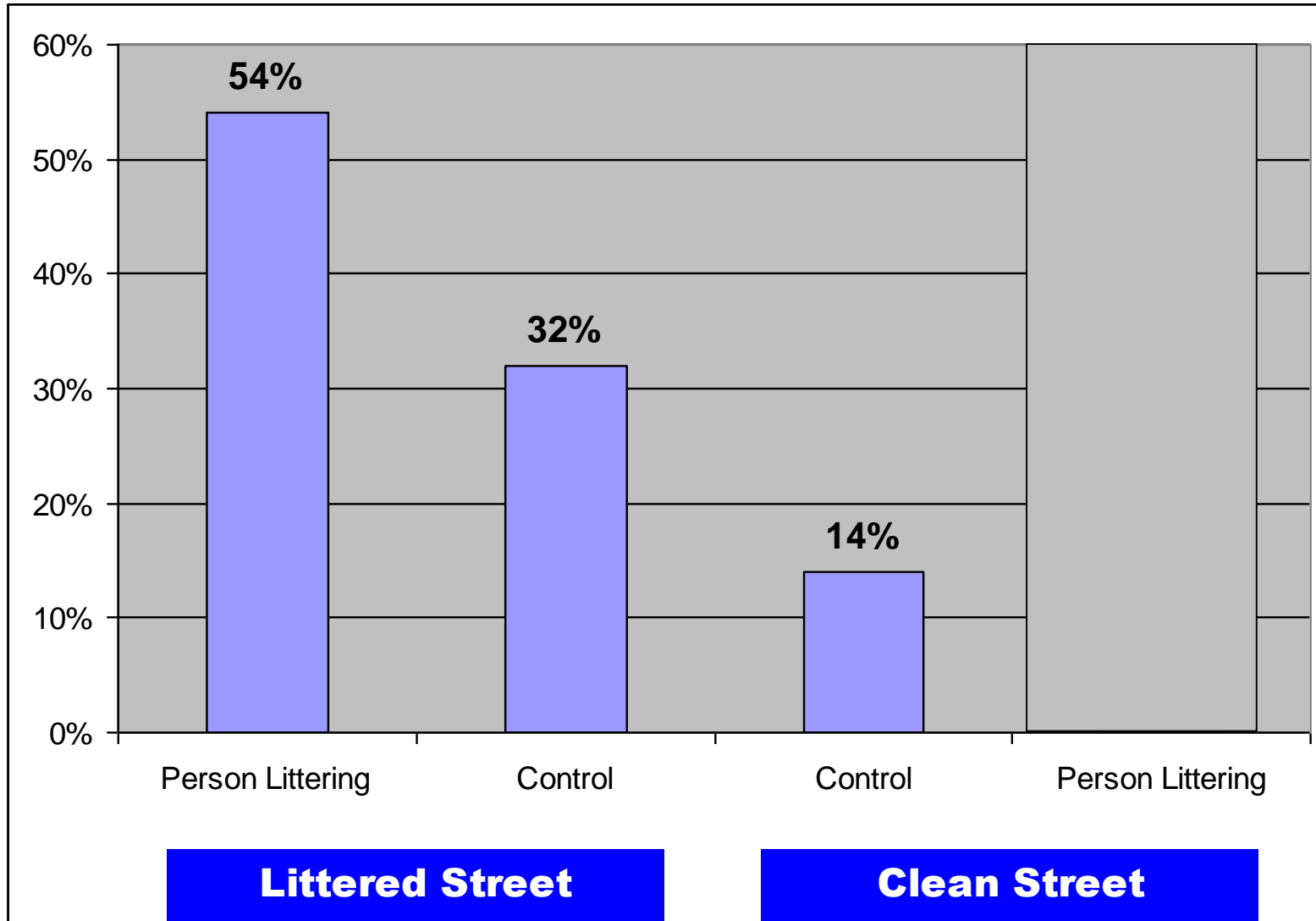
Problem behavior + Clean street



+



# Percent That Littered



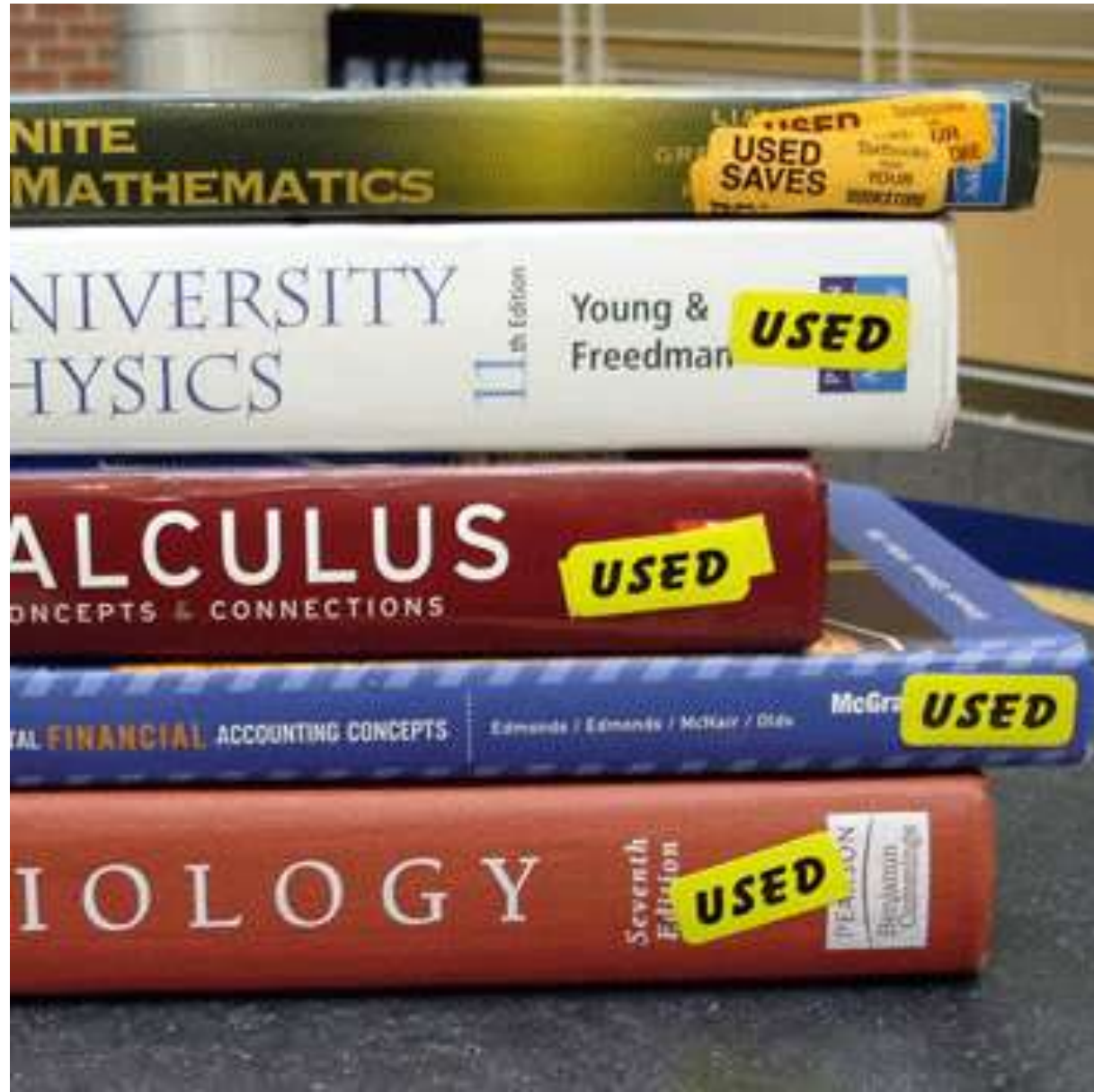
Keep America Beautiful  
Iron Eyes Cody – Litter/Pollution PSA



## Exercise #2: Awareness Campaigns

1. What was the stated message (i.e., the injunctive norm)?
2. What was the descriptive message (i.e., the descriptive norm)?
3. Were these consistent? If not which one do you feel was more influential?
4. What could you do to make the PSA more effective?
5. Think of an example from everyday life where you have seen a conflict between these two norms?

# Behavior Change Model



# Behavior Change

## Goal:

Persuade people to modify or change a targeted behavior

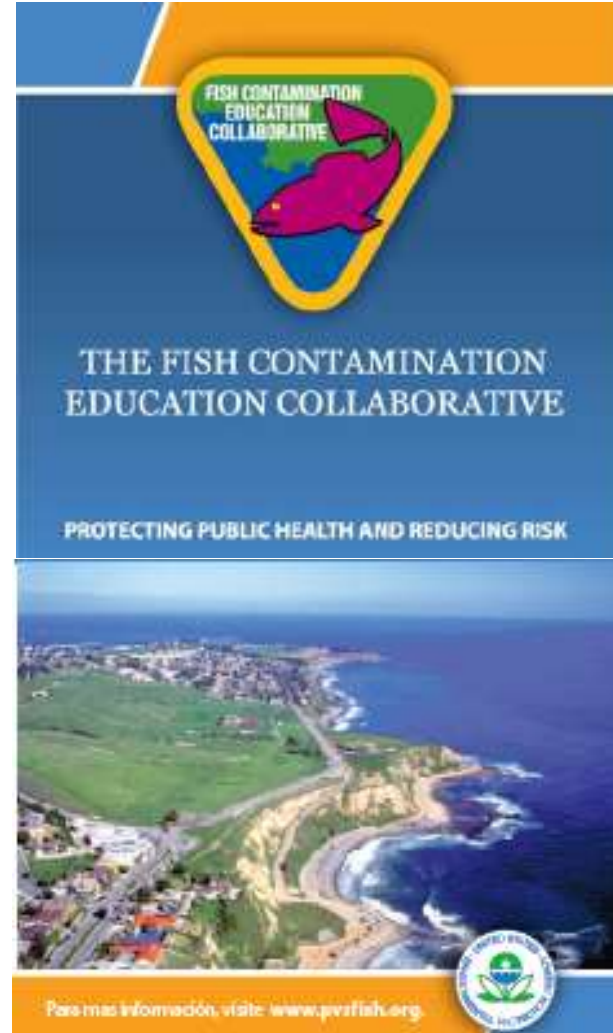
## Model:

Addressing barriers and motivates will facilitate changing a person's behaviors

# Behavior Change Model

Identified Behavior +  
(↑Motivators – ↓Barriers) » Change



























# Case Study: Changing Behavior



# Palos Verdes Superfund Site



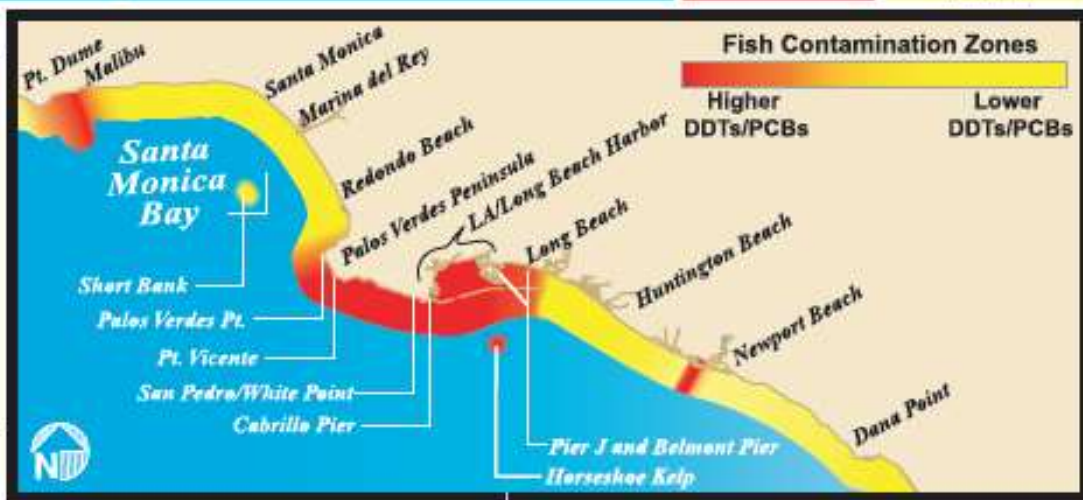
# Fish Consumption Recommendations to Reduce Exposure to Mercury, DDTs, and PCBs

		For Both Zones					
 <p>Barracuda</p>		 <p>2 - 4 meals per month</p>					
 <p>Pacific (chub) mackerel</p>	 <p>Top smelt</p>	 <p>Bonito</p>	 <p>4 meals per month</p>				
 <p>Rockfishes</p>	 <p>Surf perch</p>	 <p>Kelp bass (calico bass)</p>	<table border="1"> <thead> <tr> <th>Red Zone</th> <th>Yellow Zone</th> </tr> </thead> <tbody> <tr> <td>  <p>1-2 meals per month</p> </td> <td>  <p>4 meals per month</p> </td> </tr> </tbody> </table>	Red Zone	Yellow Zone	 <p>1-2 meals per month</p>	 <p>4 meals per month</p>
Red Zone	Yellow Zone						
 <p>1-2 meals per month</p>	 <p>4 meals per month</p>						
 <p>Sculpin (scorpionfish)</p>	 <p>Black croaker</p>	 <p>Queenfish</p>					
 <p>White croaker (kingfish, tuncod)</p>		 <p>Corbina</p>	<table border="1"> <thead> <tr> <th>Do Not Eat!</th> <th>Yellow Zone</th> </tr> </thead> <tbody> <tr> <td>  </td> <td>  <p>2 meals per month</p> </td> </tr> </tbody> </table>	Do Not Eat!	Yellow Zone		 <p>2 meals per month</p>
Do Not Eat!	Yellow Zone						
	 <p>2 meals per month</p>						

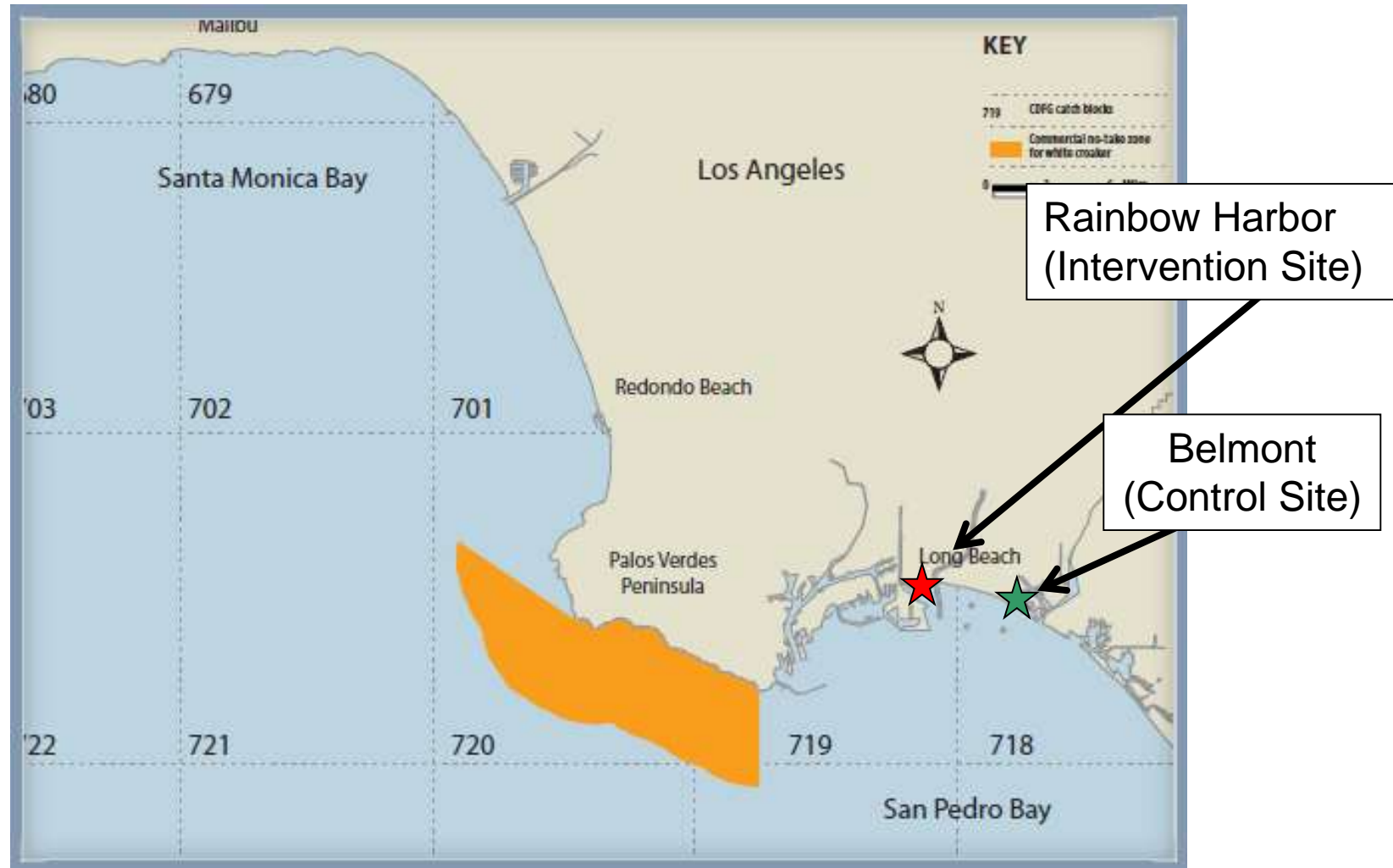
Graphics courtesy of Cabrillo Marine Aquarium, NOAA and Montrose Settlements Restoration Program. Artist: Eric Templeton, Technical advisor: M. James Allen (SCWRP).

**Note**  
 Do not eat these fish more than 4 times per month. This meal limit applies to combinations of different fish. For example, if you have eaten 2 meals of bonito and 2 meals of queenfish this month, do not eat more of the fish shown above.

*These recommendations are based on the State's Consumption Advisories for DDTs and PCBs and national guidelines for mercury.*



# Changing Behavior

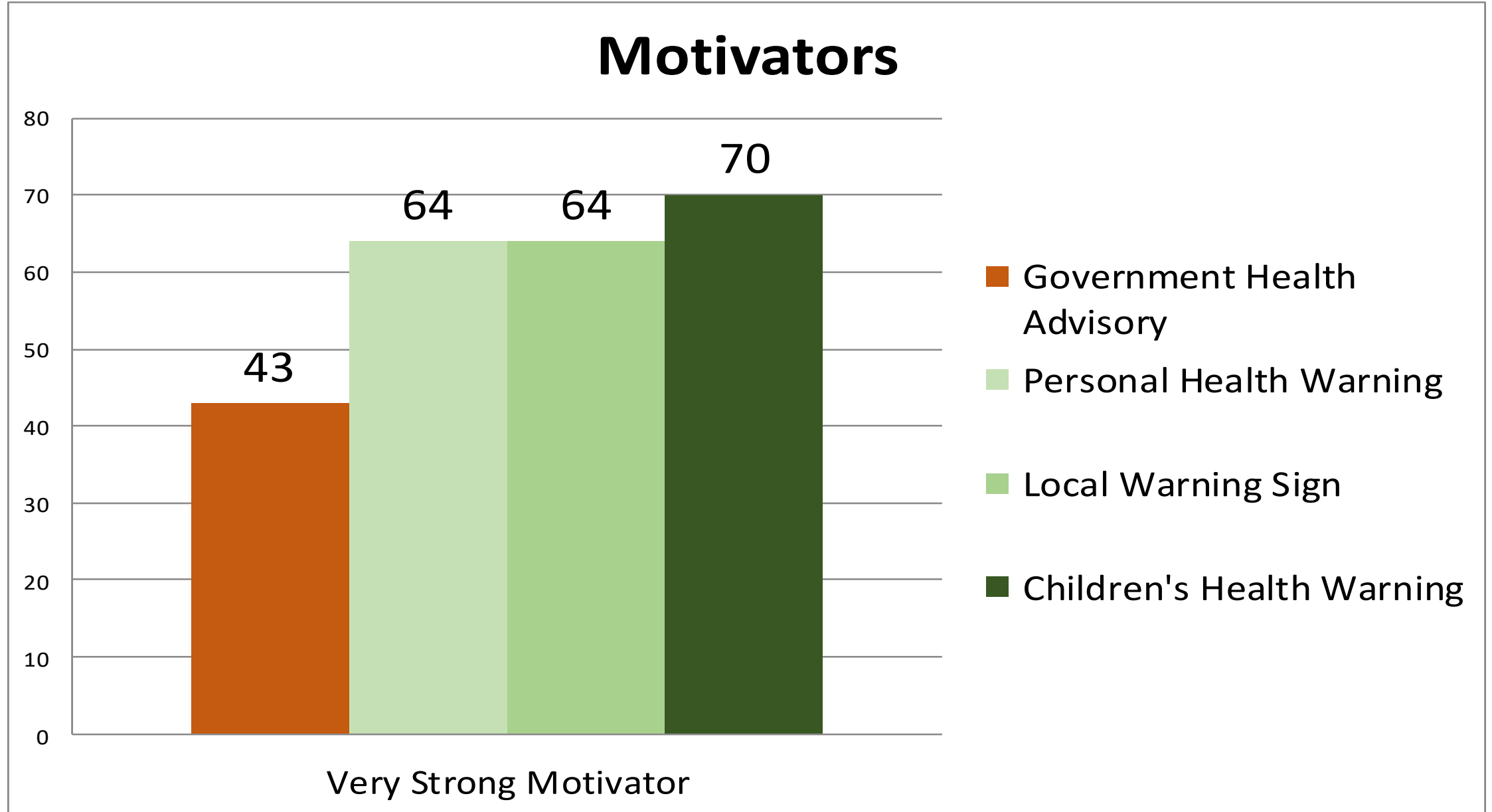


## Take Home Fish Assessment

- White Croaker - most contaminated fish
- 3<sup>rd</sup> most commonly caught fish in Southern California Coast



# Changing Behavior



## Barriers for Anglers

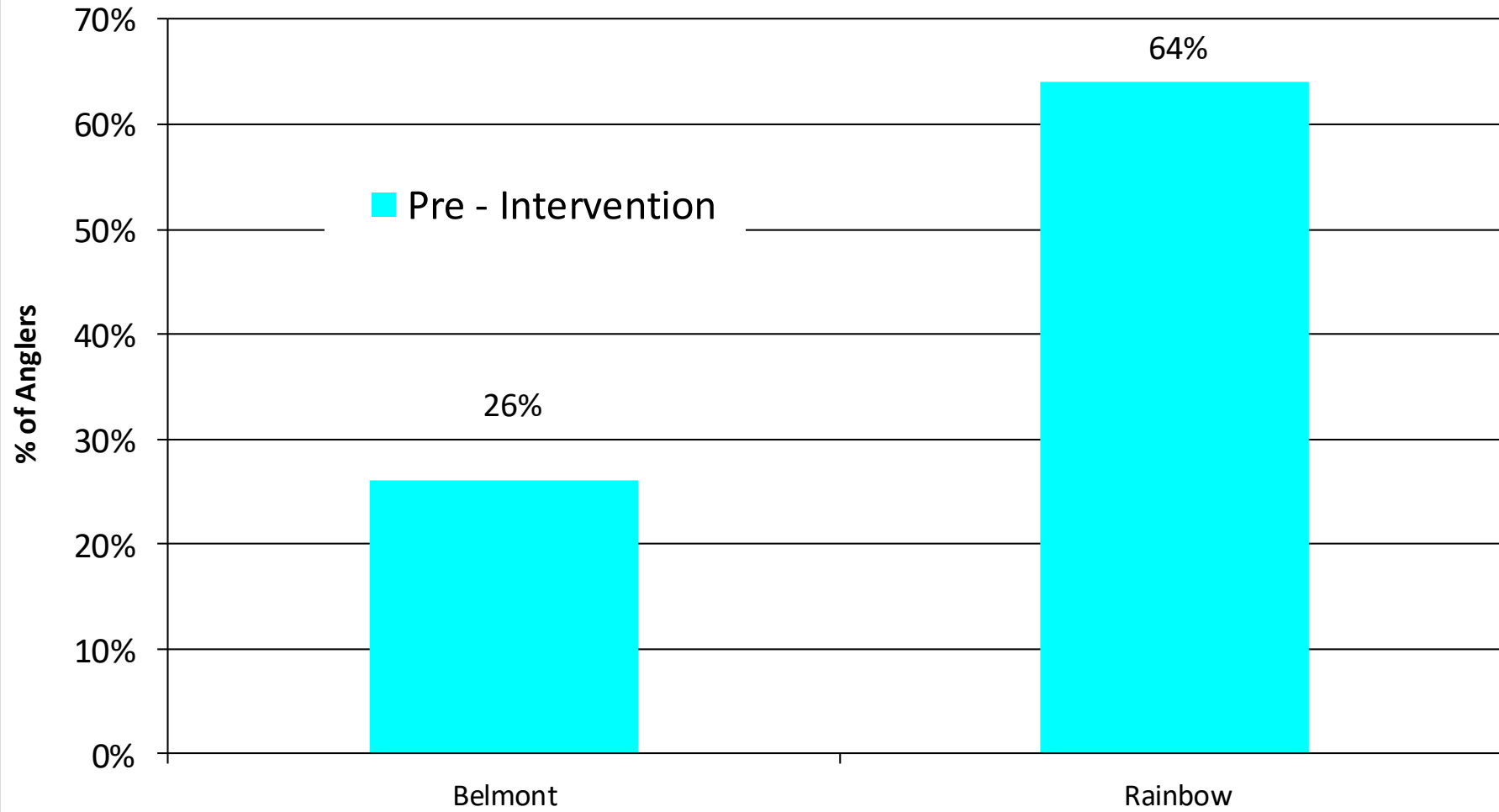
- 49% could NOT ID a White Croaker
- 46% NO knowledge that White Croaker is contaminated



# Take Home Fish Assessment

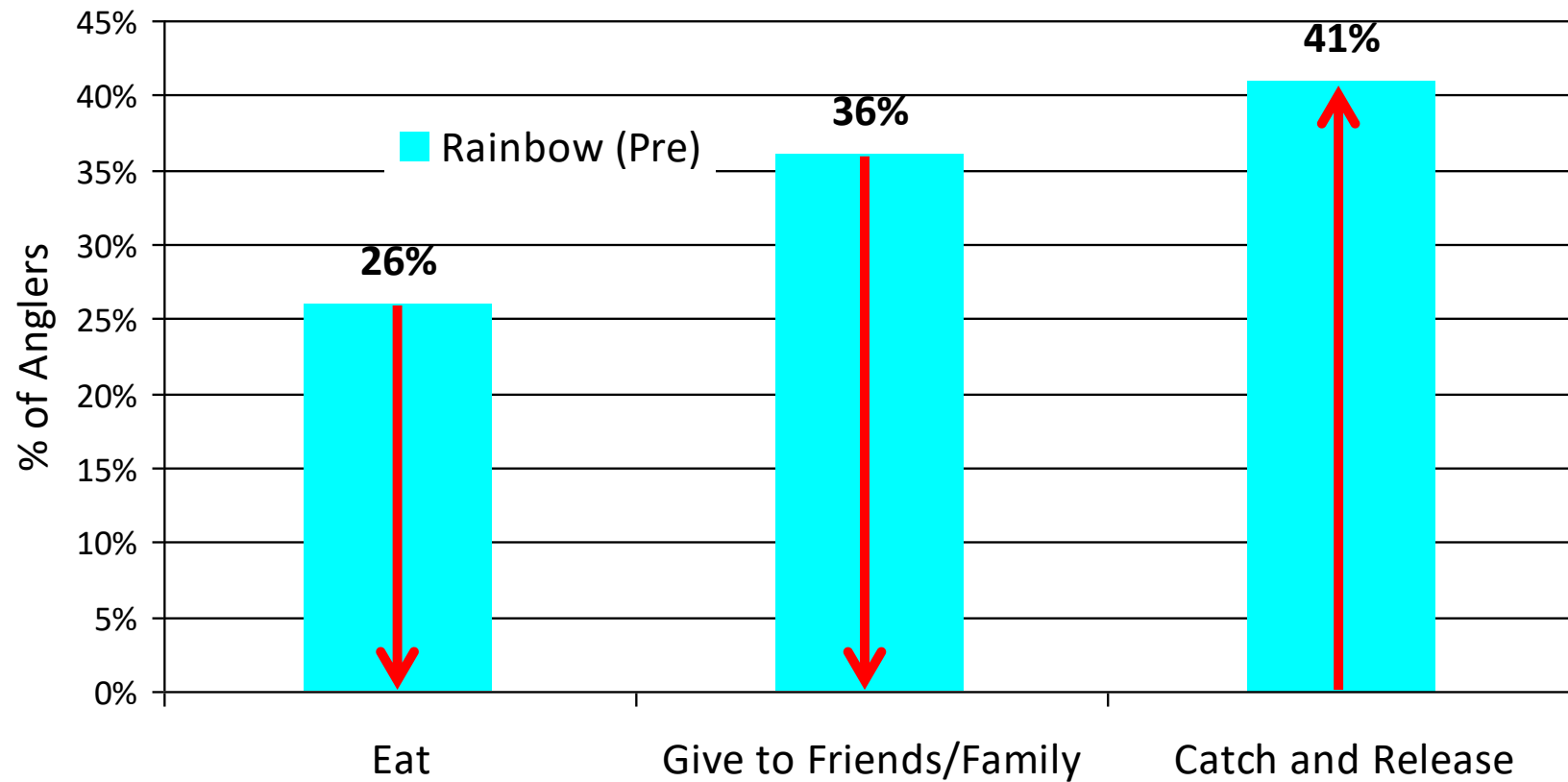


# Anglers Leaving with White Croaker



# Changing Behavior

## Intention for White Croaker Caught (Intervention Site)



# Take Home Fish Assessment

**Protect your health and the health of your children:**  
Join with other fishermen and release white croaker back  
in the ocean to avoid consuming contaminated fish.

**White Croaker**

Visit [www.pvsfish.org](http://www.pvsfish.org) for more  
information on fish contamination.

Printed using non-toxic ink | Printed on recycled paper

ENVIRONMENTAL PAPER INDUSTRIES ASSOCIATION

# Take Home Fish Assessment

 **Use this card to identify your catch and to reduce exposure to contaminated fish** Common Subsistence and Sport Fish of Southern California

 Pacific (Chub) mackerel	 Pacific barracuda	 Jacksmelt	 Yellowtail	 Pacific bonito
 Barred surfperch	 Black perch	 Topsmelt	 Copper rockfish	 Yellowfin croaker
 California corbina	 Queenfish	 Kelp bass	 Black croaker	 California halibut
 Shovelnose guitarfish	 White croaker	 California scorpionfish, sculpin	 Spotfin croaker	 Barred sandbass

Images courtesy of Montrose Settlements Restoration Program/Cabrillo Marine Aquarium

# Take Home Fish Assessment

**Proteja su salud y la salud de sus niños:**  
Únase con otros pescadores y devuelva la corvineta blanca al océano,  
para evitar el consumo de pescado contaminado.



corvineta blanca

Visite [www.pvsfish.org](http://www.pvsfish.org) para más información sobre la contaminación de los pescados.

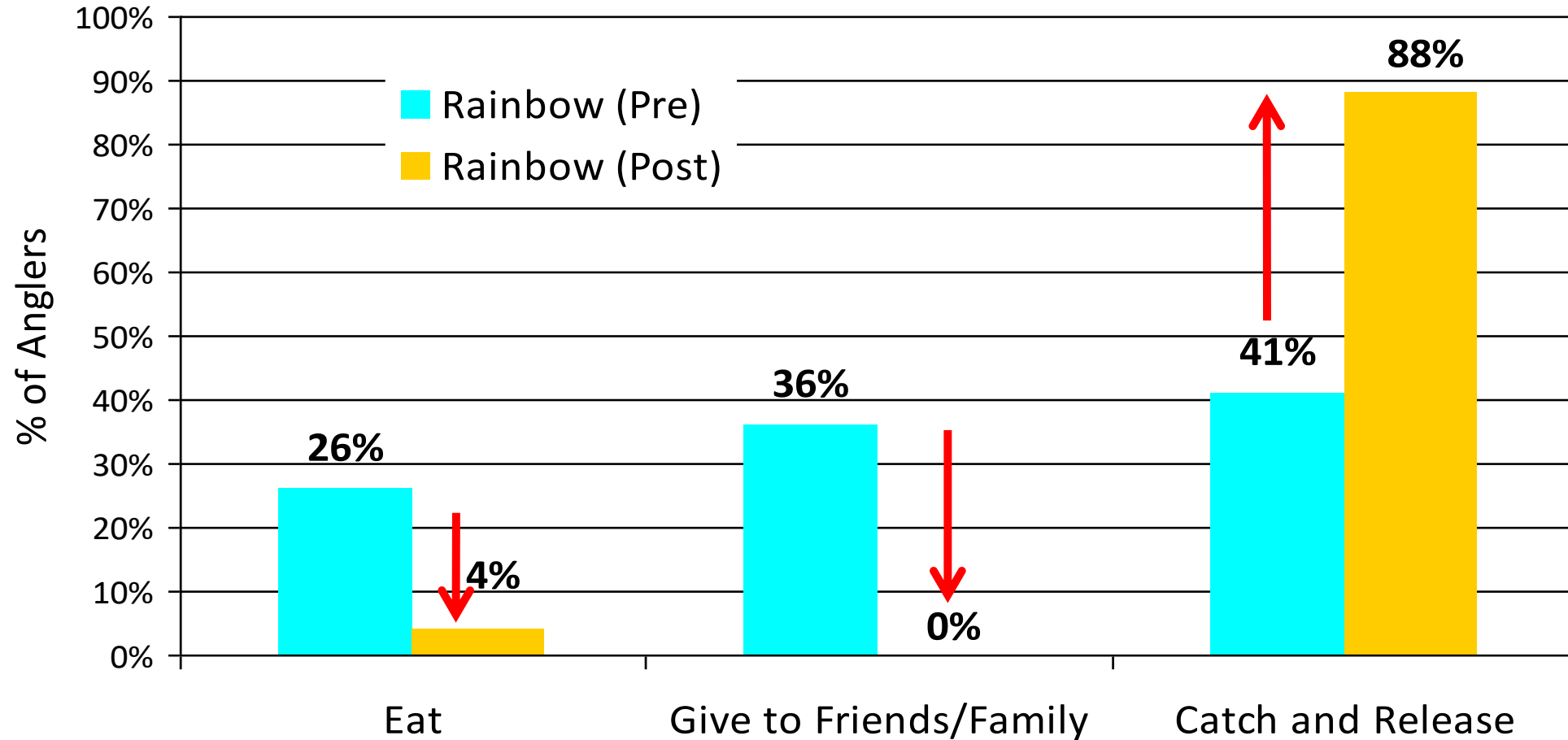


Impreso con tinta a base de agua | Impreso en papel reciclado.

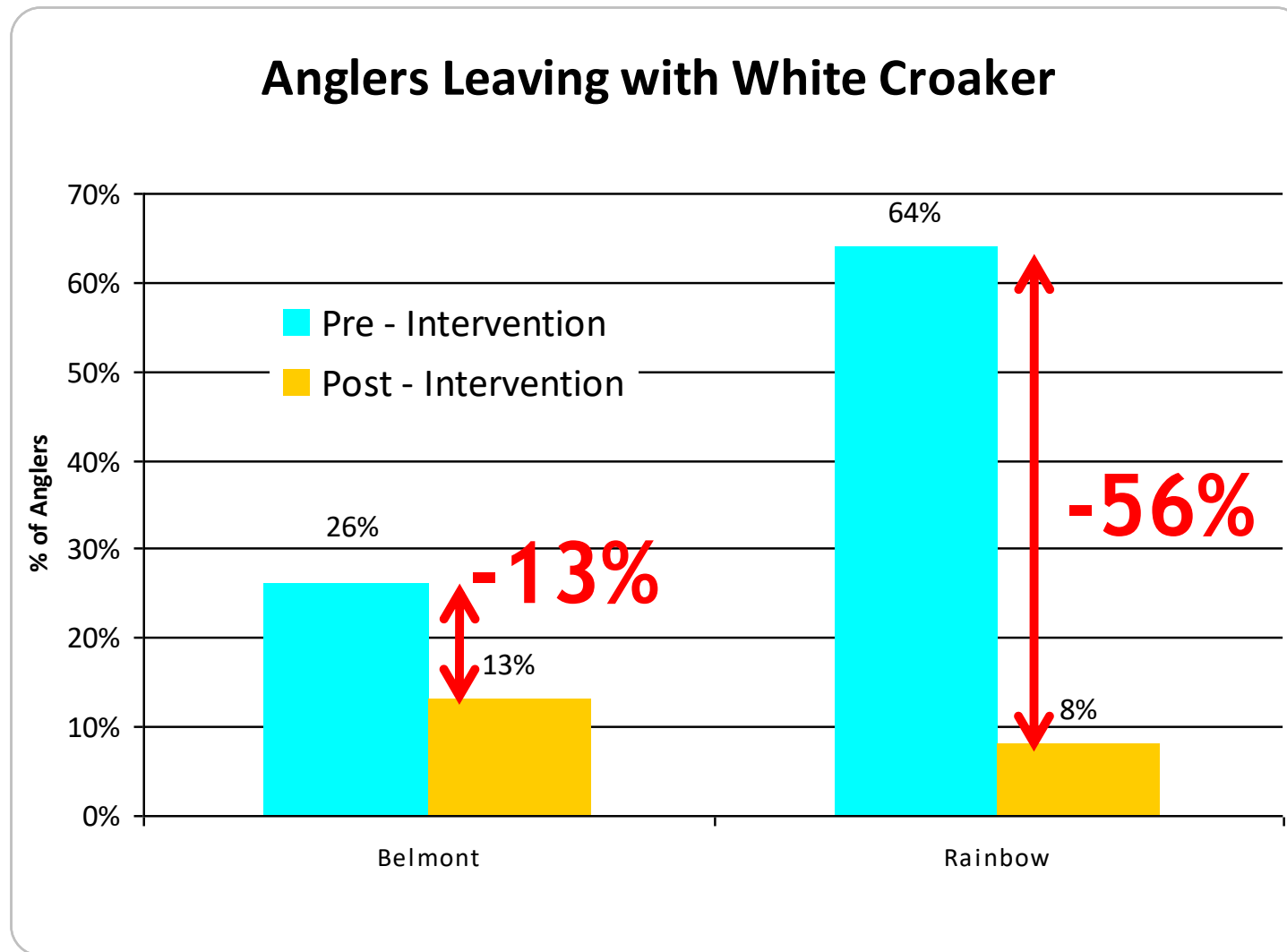
# Take Home Fish Assessment



# Intention for White Croaker Caught (Intervention Site)



# Changing Behavior



# Summary

1. Understand your audience's motivators and barriers
2. Information is only effective when lack of info is a barrier (it is not a motivator)
3. Be careful of promoting the problem as the norm
4. Make motivators personal to the audience
5. Minimize the number of behaviors you target (ideally one at a time)

# References

1. R. B. Cialdini & M.R. Trost (1998). Social influence: Social norms, conformity, and compliance. In D. T. Gilbert, S. T. Fiske, & G. Lindzey (Eds.), *The handbook of social psychology* (4<sup>th</sup> ed., Vol. 2, pp. 151-192). Boston: McGraw-Hill
2. P.W. Schultz (2002). Knowledge, education, and household recycling: Examining the knowledge-deficit model of behavior change. In T. Dietz & P. Stern (Eds.), *New tools for environmental protection* (pp. 67–82). Washington, DC: National Academy of Science.
3. D. McKenzie-Mohr & W. Smith (1999). *Fostering sustainable behavior: An introduction to community-based social marketing* (Gabriola Island, BC: New Society)
4. Chronic Diesels – Notes and Reports (Center for Diesels Control Vol 14, No. 3, 2001)
5. W. K. Viscusi, *Smoking: Making the Risky Decision* (New York: Oxford University Press, 1992)
6. S. Iyengar, M. R. Lepper; When Choice Is Demotivating: Can One Desire Too Much of a Good Thing?, (*Journal of Personality and Social Psychology*, 2000)
7. G. Huberman, S. Iyengar, W. Jiang; Defined Contribution Pension Plans: Determinants of Participation and Contribution Rates, (*Journal of Financial Services Research*, 2007)
8. R. B. Cialdini, *Crafting Normative Messages to Protect the Environment*, (*Current Directions in Psychological Science*, August 2003)
9. G. Kane, “One Size Does Not Fit All In Social Media,” *MIT Sloan Management Review*, June 25, 2013
10. T. Jonick, P. W. Schultz, S. Groner, et al, “What’s the Catch,” (*Social Marketing Quarterly*, Spring 2010)

The Rider,  
the Elephant &  
the Path



# Changing Behaviors

Motivators:

**Cialdini's Six Powers of Persuasion**

# 1. Reciprocity



## 2. Social Proof and Norms



## 2. Social Proof | Social Norms



## 2. Social Proof | Social Norms

- Help the hotel save energy
- Partner with us to help the environment
- Help save resources for future generations
- 75% of the guests who stayed in this room reused their towels

### 3. Commitment and Consistency



### 3. Commitment and Consistency



## 4. Liking (alike)



## 4. Liking (attraction)



# 4. Liking (friend)



## 5. Authority





# 6. Scarcity



## 6. Scarcity



# Powers of Persuasion

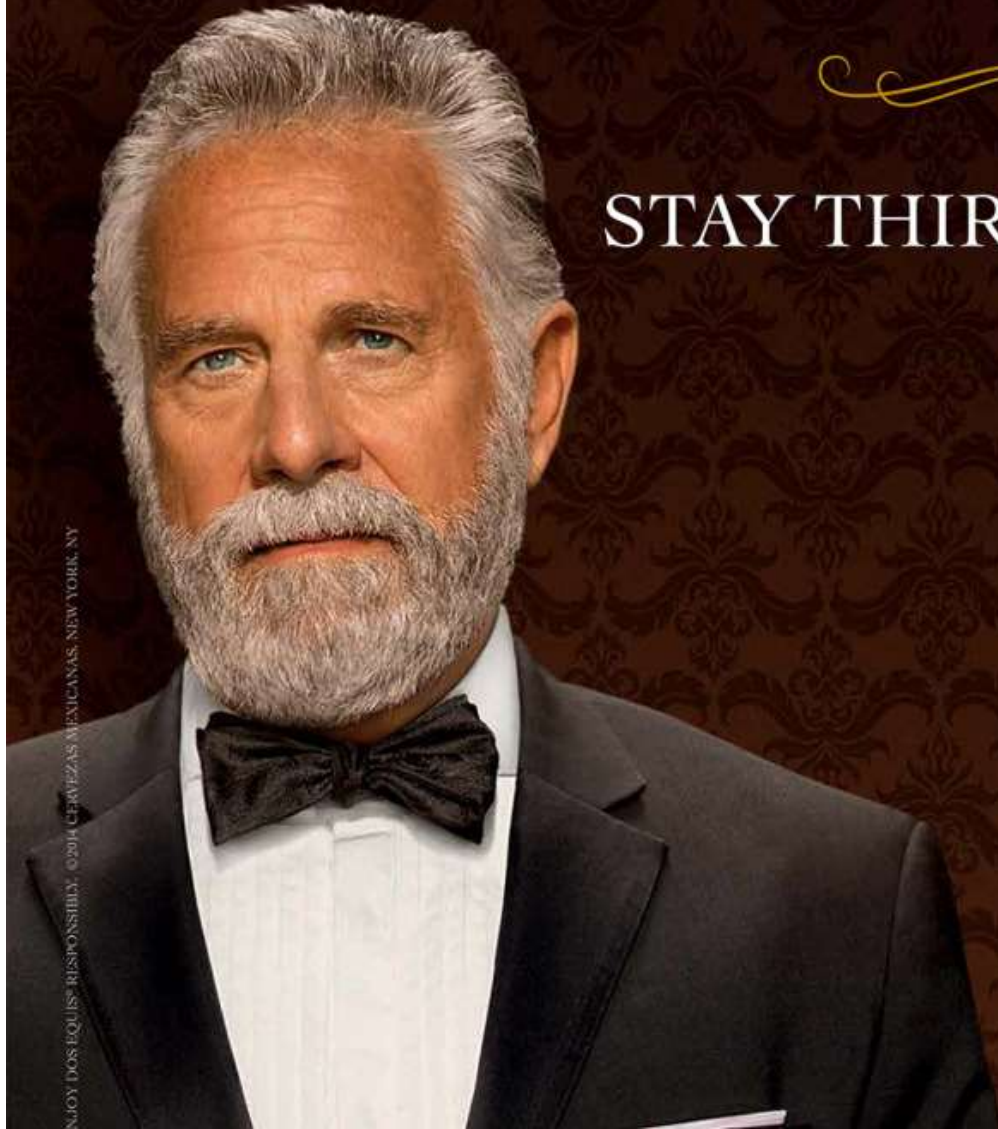
## **Exercise #3: Identify Persuasion in Ads:**

1. Reciprocity
2. Social Proof
3. Commitment and Consistency
4. Liking
5. Authority
6. Scarcity

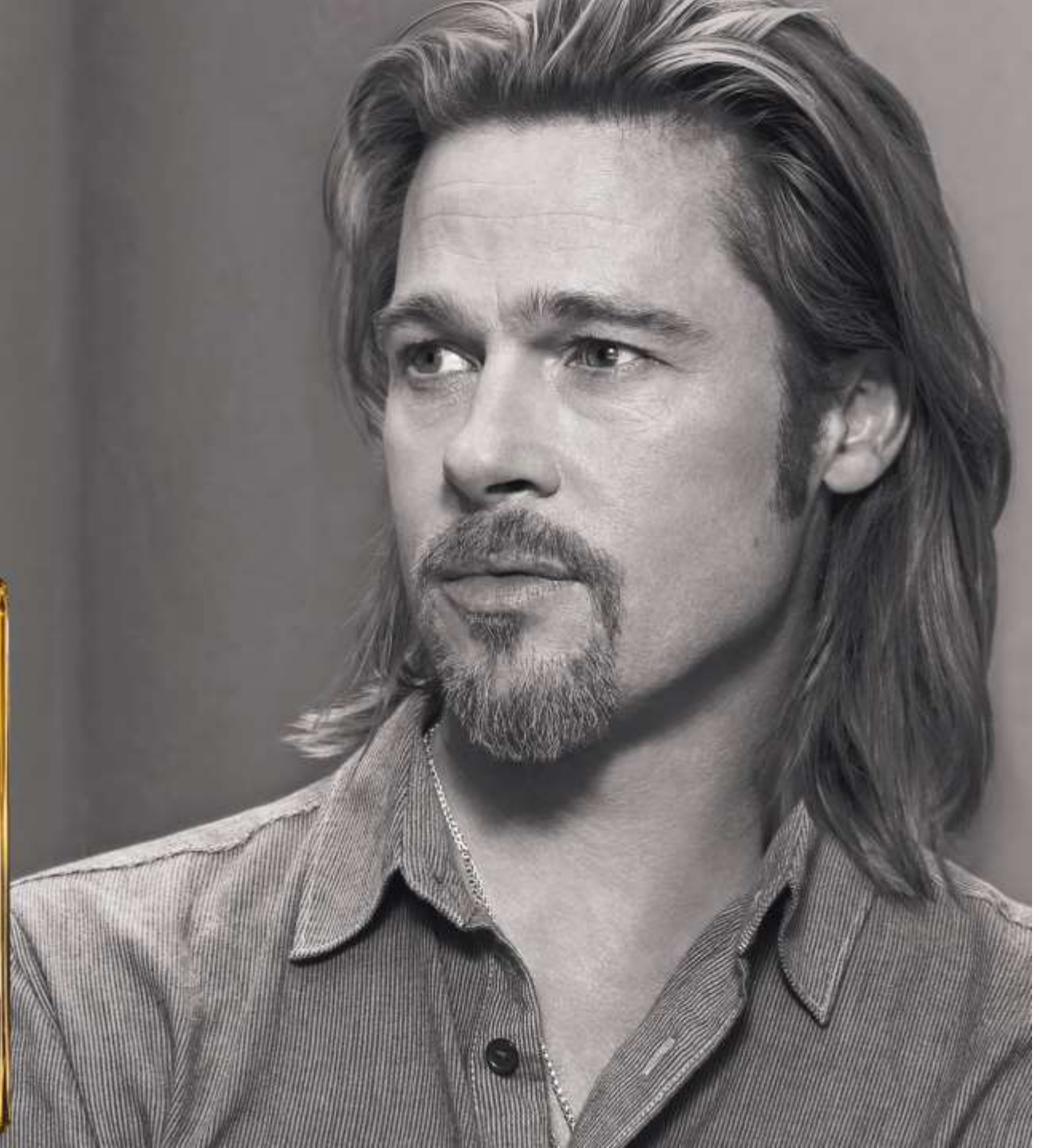
THE *only* NAME HE  
DROPS *is his* OWN.



STAY THIRSTY, *my friends*®



INEVITABLE



2014  
**CHRYSLER 300C**  
**JOHN VARVATOS**  
**LIMITED EDITION**  
**RETURNS**





# Andy's Story

"Diet Chef was  
fantastic for me"

**diet**  
Chef [dietchef.co.uk](http://dietchef.co.uk)



# NETFLIX

Instantly watch as many  
TV episodes & movies as you want!



1 MONTH FREE TRIAL!



Click here

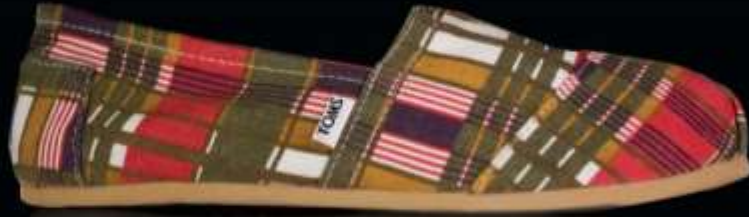
I'm a PC.



I'm a MAC.



**I VOTE  
I GIVE BLOOD  
I**



**FOR EVERY PAIR PURCHASED,  
TOMS GIVES A PAIR OF SHOES  
TO A CHILD IN NEED.  
ONE FOR ONE.** [www.TOMShoes.com](http://www.TOMShoes.com)



CAST YOUR VOTE BY TEXTING **TOMS RED** OR **TOMS BLUE** TO 75309 AND RECEIVE 15% OFF YOUR TOMS PURCHASE

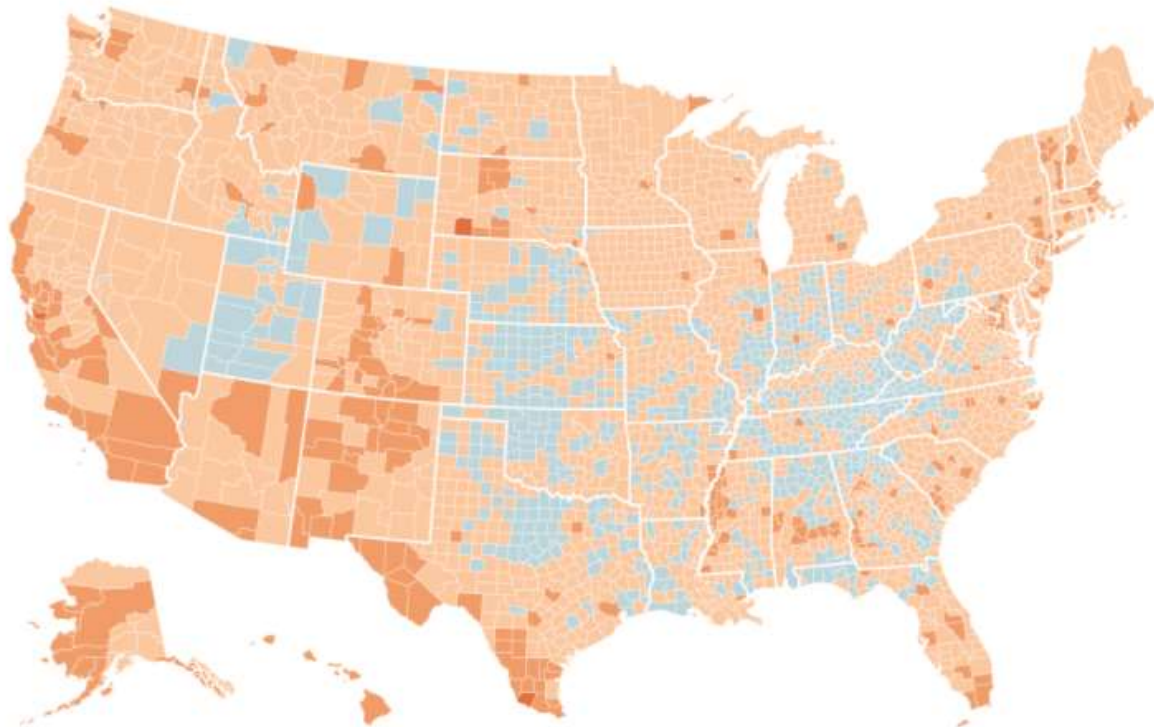
# **Part III: Why is Environmental Communication so Hard?**

What is Marketing?

# **Behavior Change = Motivators – Barriers**

- Motivators: Future/Uncertain
- Barriers: Immediate/Certain

# Climate change will...



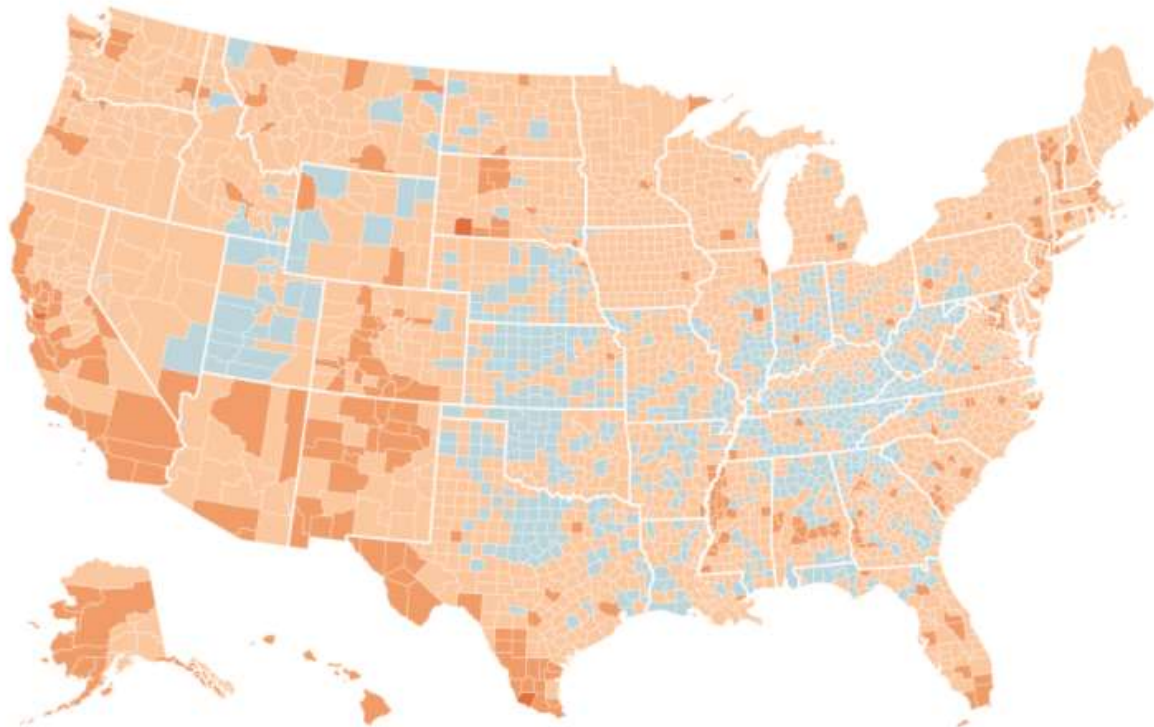
**Disagree**

20% 30 40 50 60 70 80

**Agree**

# Climate change will...

## 1. Harm people



**Disagree**

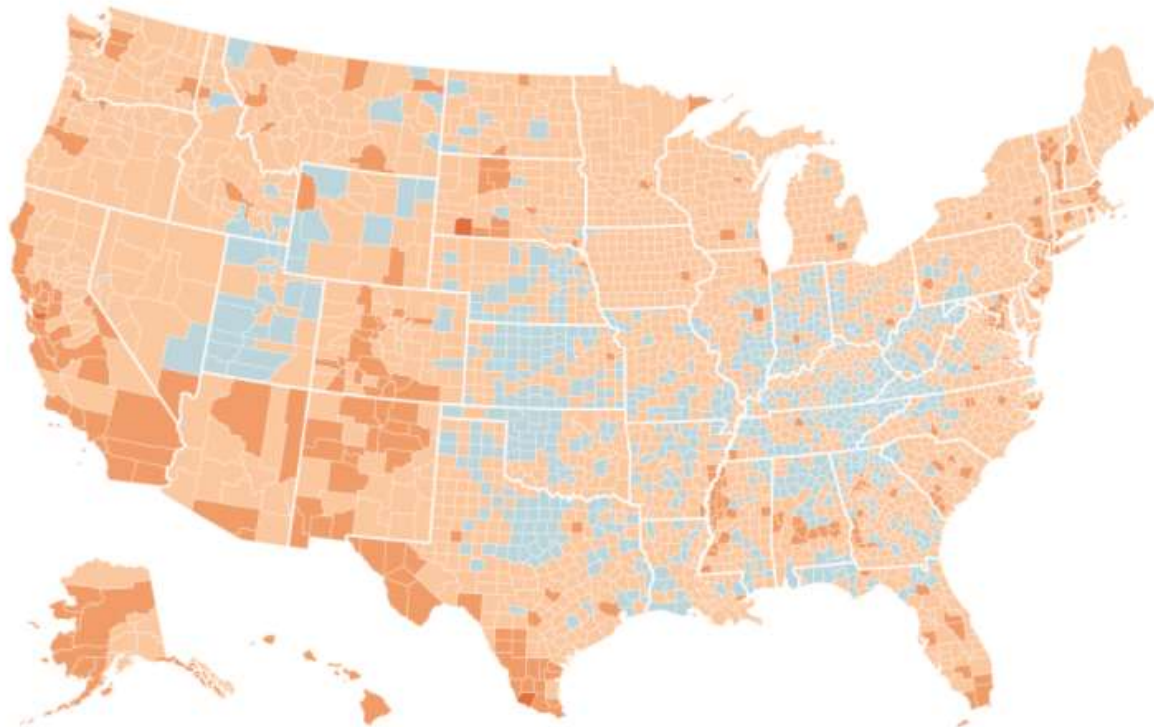
20% 30 40 50 60 70 80

**Agree**

# Climate change will...

1. Harm people

2. Harm me personally



**Disagree**

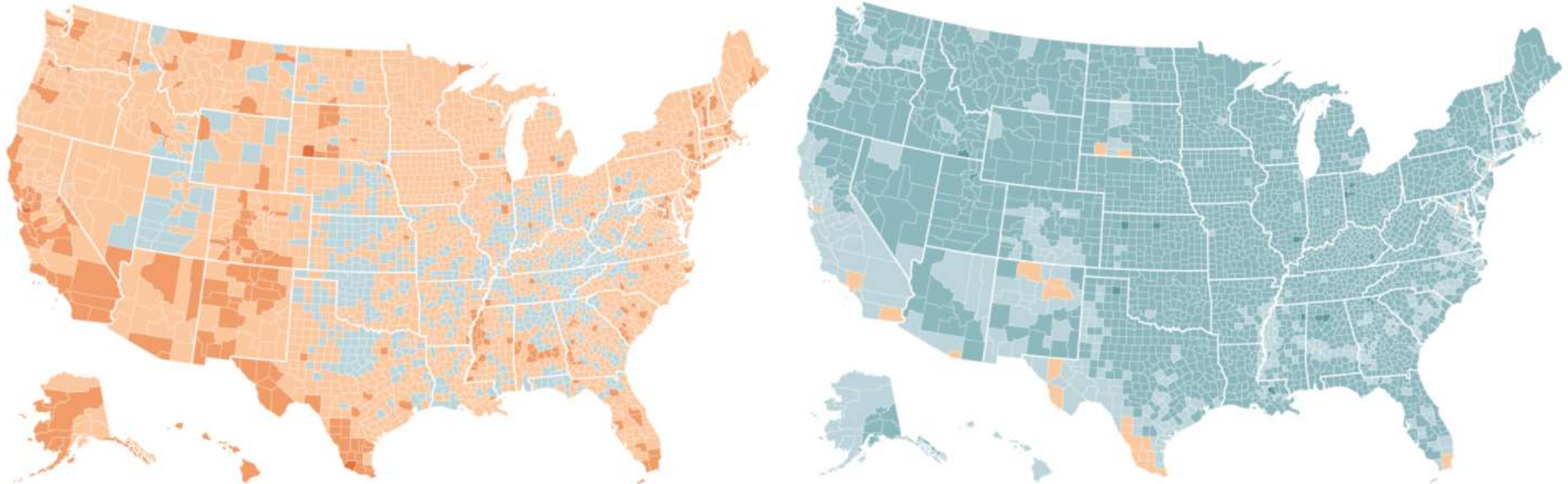
20% 30 40 50 60 70 80

**Agree**

# Climate change will...

1. Harm people

2. Harm me personally



**Disagree**



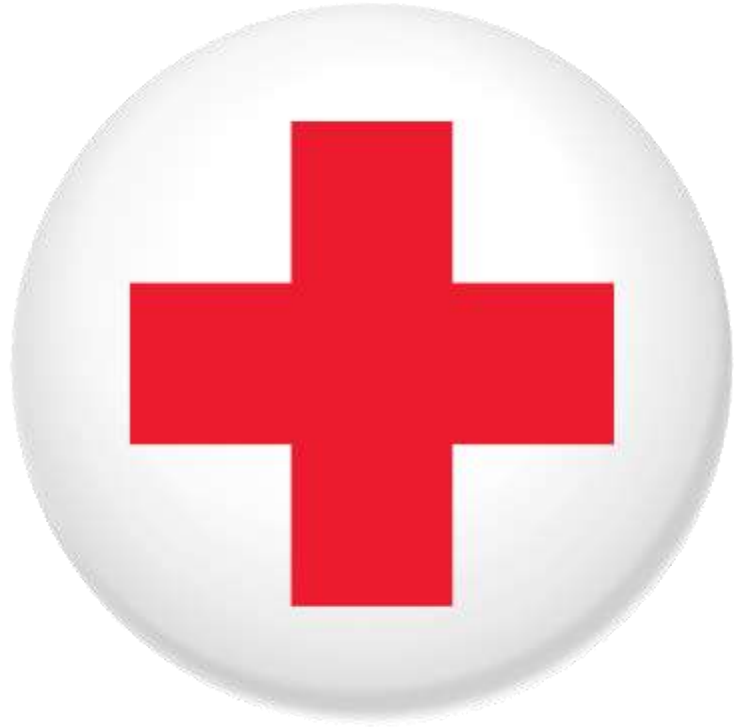
**Agree**

# **Behavior Change = Motivators – Barriers**

- Motivators: Future/Uncertain
- Barriers: Immediate/Certain

# Behavior Change = Motivators – Barriers

- Motivators: **Immediate/Certain** Future/Uncertain
- Barriers: Immediate/Certain



**American  
Red Cross**



American  
Red Cross



**BLOOD  
DRIVE**



save  
life

Give

blood



# WEAR YOUR HEART ON YOUR SLEEVE

---

**GIVE BLOOD.**

American Red Cross Blood Drive  
sponsored by BKV



# Case Study: **The Prius**



Brand Value:

<b>Est. Extra Cost:</b>	<b>-\$3,000</b>
<b>Est. Brand Value:</b>	<b><u>\$4,200</u></b>
<b>Immediate Benefit:</b>	<b>\$1,200</b>

**23% higher sales than predicted**

# **Top 4 Reasons for Buying Prius:**

- 1. Makes a statement about me (57%)**
- 2. Fuel economy**
- 3. Distinctive Styling**
- 4. Lower emissions**

(CNW Market Research)

# Which is a hybrid?



# Which is a hybrid?



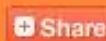


**They “bought a symbol of preserving the environment that they could incorporate into a narrative of who they are or who they wish to be.”**

-- Reid Heffner,, Kenneth S. Kurani and Thomas S. Turrentine. 2007. “Symbolism in California’s Early market for Hybrid Electric Vehicles.” Transportation Research Part D. 12:396-413.

# Teen Smoking





# Your Health

- | About SfT
- | Your Life
- | Your Health
  - Health Effects
  - Secondhand Smoke
  - Weight & Fitness
- | Your Call

Now Later Quit

**Stressed heart.** Smoking raises your blood pressure and puts stress on your heart. Teens who smoke show signs of heart stress, including physical changes to the heart muscle itself, and a higher resting heart rate. These are warning signs that the heart is working too hard.

**Sticky blood.** Smoking makes your blood thick and sticky. The stickier your blood, the harder your heart must work to move it around your body. This puts stress on your heart. Sticky blood is also more likely to form deadly blood clots that block blood flow to your heart, brain, and legs. If you are on the birth control pill, or other hormonal methods of birth control (like the pill, patch, or vaginal ring), your risk for blood clots is even higher.

**Fatty deposits.** Smoking increases the amount of cholesterol and unhealthy fats circulating in the blood. This can lead to



About 

**WE**  **SMOKERS**

Heck, we love everybody.  
Our philosophy isn't  
antismoker or pro-smoker.  
It's not even about smoking.  
It's about the tobacco  
industry manipulating  
their products, research  
and advertising to secure  
replacements for the  
1,200 customers they "lose"  
every day in America.  
You know, because they die.

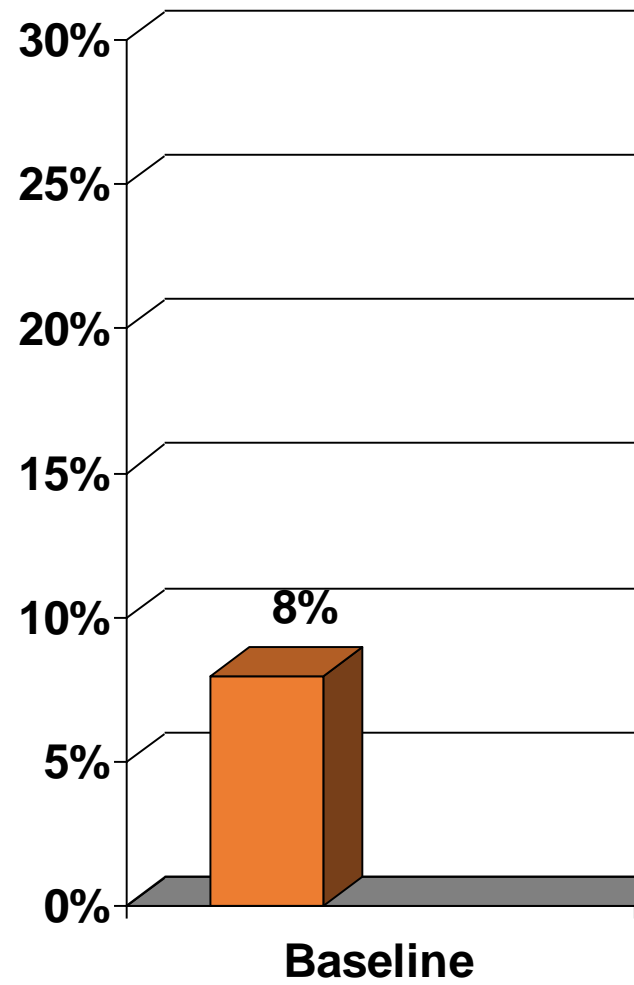
# Persuasion & The Messenger

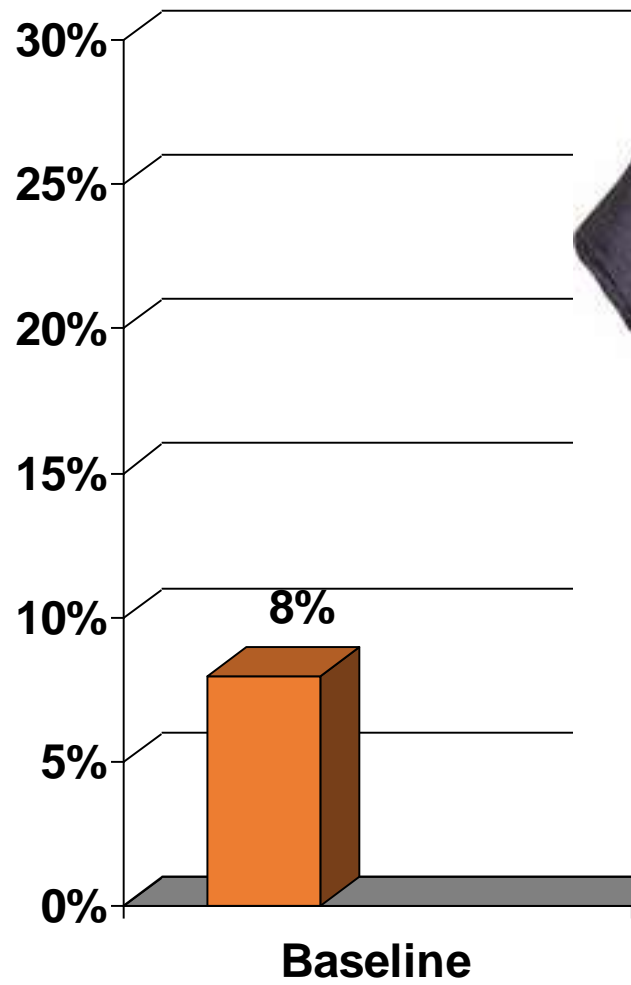


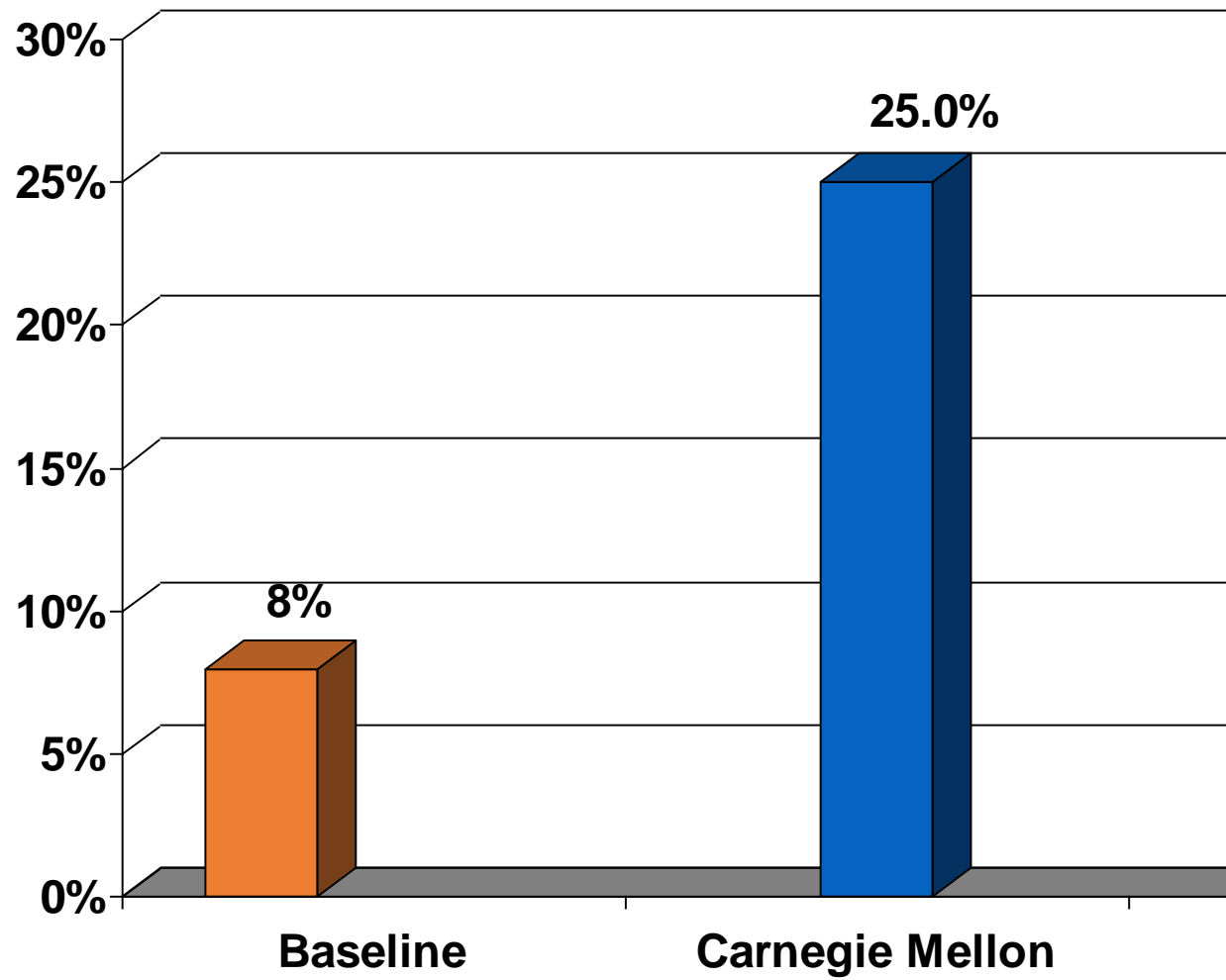
**Carnegie Mellon**

# Messenger











# Reaching the Millennials to Prevent Litter

# Millennials & the Environment

## Question #1:

The Millennials is more supportive of environmental efforts than other age groups?

**True**

# Millennials Beliefs

	18-29	30-49	50-64	65+
Stricter emissions	70%	64%	56%	57%

# Millennials Beliefs

	18-29	30-49	50-64	65+
Stricter emissions	70%	64%	56%	57%
Expand fossil fuels	24%	28%	41%	44%

# Millennials Beliefs

	18-29	30-49	50-64	65+
Stricter emissions	70%	64%	56%	57%
Expand fossil fuels	24%	28%	41%	44%
Develop renewables	71%	57%	48%	39%

# Millennials & the Environment

## Question #2:

The Millennials are less prone to pollute than other age groups?

**False**

# Millennials Behaviors

- **2x (twice)** as likely to be **Used Oil DIYers** and more likely to improperly dispose
- **2.5x** as likely to wash paint brushes off outside
- **13x** as likely to throw fast food wrappers into the stormdrain

# Summary of Research

**#1 best predictor of littering?**

- *The perception that their friends litter.*

*Campaign goal:*

- *Break that perception*



# Litter Campaign

**Objectives:** (Exposed vs. Unexposed surveys):

1. Increase disapproval of littering
2. Increase likelihood to voice disapproval
3. Increase actual picking up of litter

# Litter Campaign

## **Barriers:**

1. Perception of littering from friend
2. Social stigma of being a rule follower
3. Message coming from adults, government or authority figures

# Litter Campaign

## **Motivators:**

1. Make the message coming from their peers
2. Feature them as the heroes
3. Make it fun, make it easy and make it a little rebellious

# Litter Campaign

## **The Messenger(s):**

- **Older teens and college students**
- **Pop culture icons**

(No trace of government or adults)

# Social Media





Be the Street Photos ▾

Like



Photos of Be the Street



Photos



Albums



BE



BE



BE



BE



BE



BE



BE



BE



Jocelyn Rose Lazo



Jocelyn Rose Lazo



Be the Street

Like This Page · October 20



With Jocelyn Rose Lazo, Trenea Brocker and Tyler Joseph Rodgers.

Like · Comment · Share

Brianna Rios likes this.



Write a comment...

Press Enter to post.

Sponsored

See All



Hebrew SeniorLife

Women, on average, are outliving men by roughly five years. Whatever the reasons may be (a...



Why Women Live Longer Than Men

Like This Page

View High School Alumni

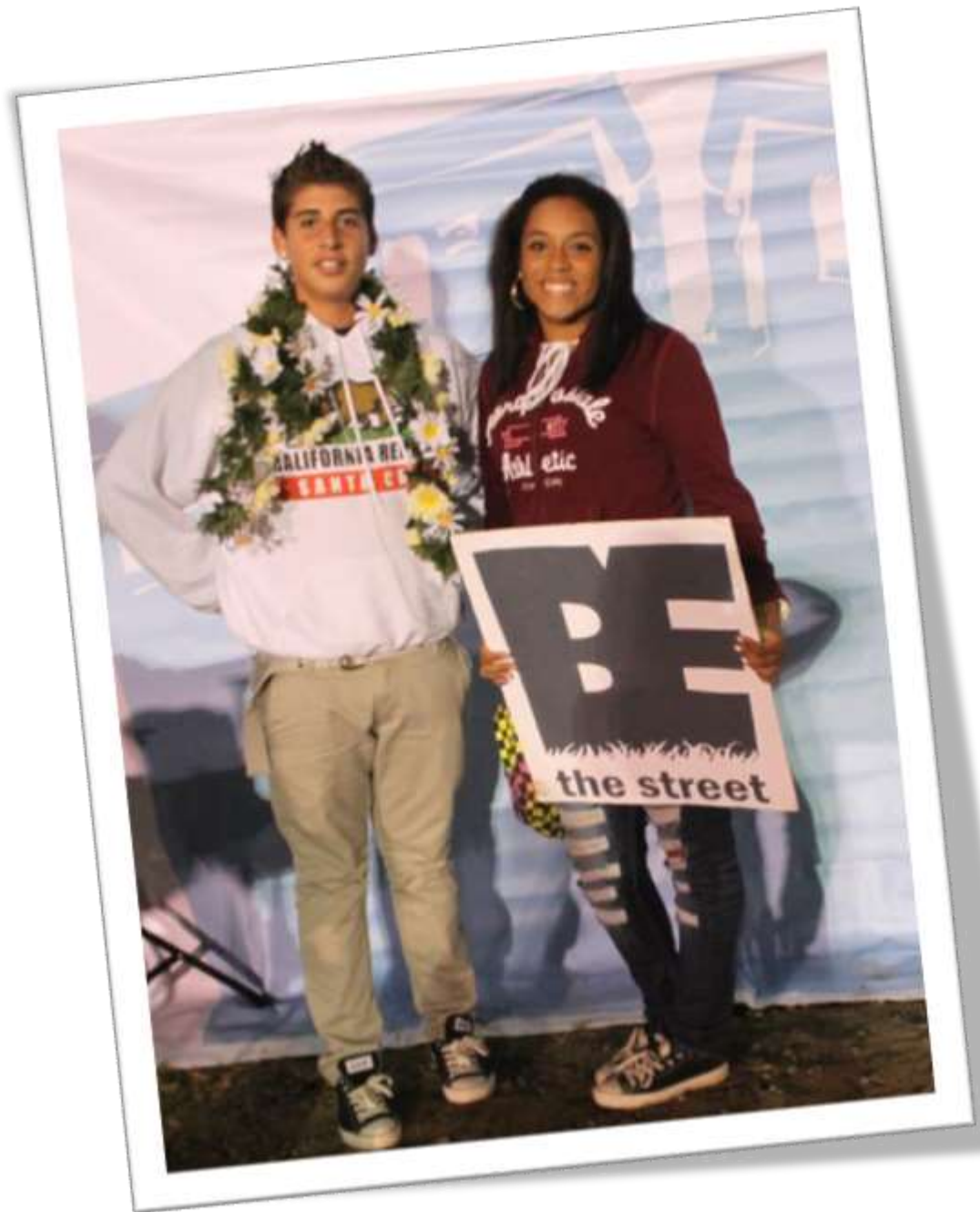
highschoolpeoplesear...



Look Up alumni profiles of your old high school friends from the 1940s, 1950s, and 1960s now. Reconnect







# Integrating Platforms



Responsive Website



Instagram



Facebook + YouTube

# College Students

The image shows a YouTube video player for the video "Pick Up Trash - Be the Street" by the channel "Be the Street". The video player shows a man in a green shirt sitting on stairs with the text "PICK UP TRASH" overlaid in large, stylized letters. The video is at 0:22 / 0:30. Below the video player, the video title "Pick Up Trash - Be the Street" and the channel name "Be the Street" are visible. A comment section is overlaid on the right side of the video player, showing the video title "Littering PSA" and the number of comments "35 COMMENTS". A red arrow points to the "35 COMMENTS" text. The comment section shows two comments: one from "Jessica" dated December 28th, 2012, with the text "This is great!", and another from "Jerpy BerpDerp" dated December 28th, 2012, with the text "Pretty good, it's just that some parts don't feel/look like a movie. They look as if they are just pointed and shot. Otherwise epic =)". A third comment from "Mystery Mania" dated December 27th, 2012, with the text "Video is awesome!" is partially visible. A fourth comment from "nie" dated December 27th, 2012, with the text "Wonderful! Short and concise! Keep it up! 😊" is also partially visible. A box is overlaid on the bottom right of the video player, showing the view count "23,006" with a question mark icon, and the number of likes "14" and dislikes "5".

YouTube

Pick Up Trash - Be the Street

Be the Street · 56 videos

Channel settings

Littering PSA

Director/Editor: Christian Lanza  
Producers: Christian Lanza and Chad Bice  
Actors: Karina Rick, Cameron Tu, Katie Bice, Joanne Kao and Christian Lanza  
Category: 14-17

Take a look at Christian Lanza's Be the Street's Anti-Litter Video Contest submission. If you like it, vote for it!

[Back to Video Archive](#)

35 COMMENTS

Jessica  
December 28th, 2012  
This is great!

Jerpy BerpDerp  
December 28th, 2012  
Pretty good, it's just that some parts don't feel/look like a movie. They look as if they are just pointed and shot. Otherwise epic =)

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December 27th, 2012  
Video is awesome!

nie  
December 27th, 2012  
Wonderful! Short and concise! Keep it up! 😊

23,006 ?

14 5









Be the Street  
February 26, 2013

Recycles instead.... winning!

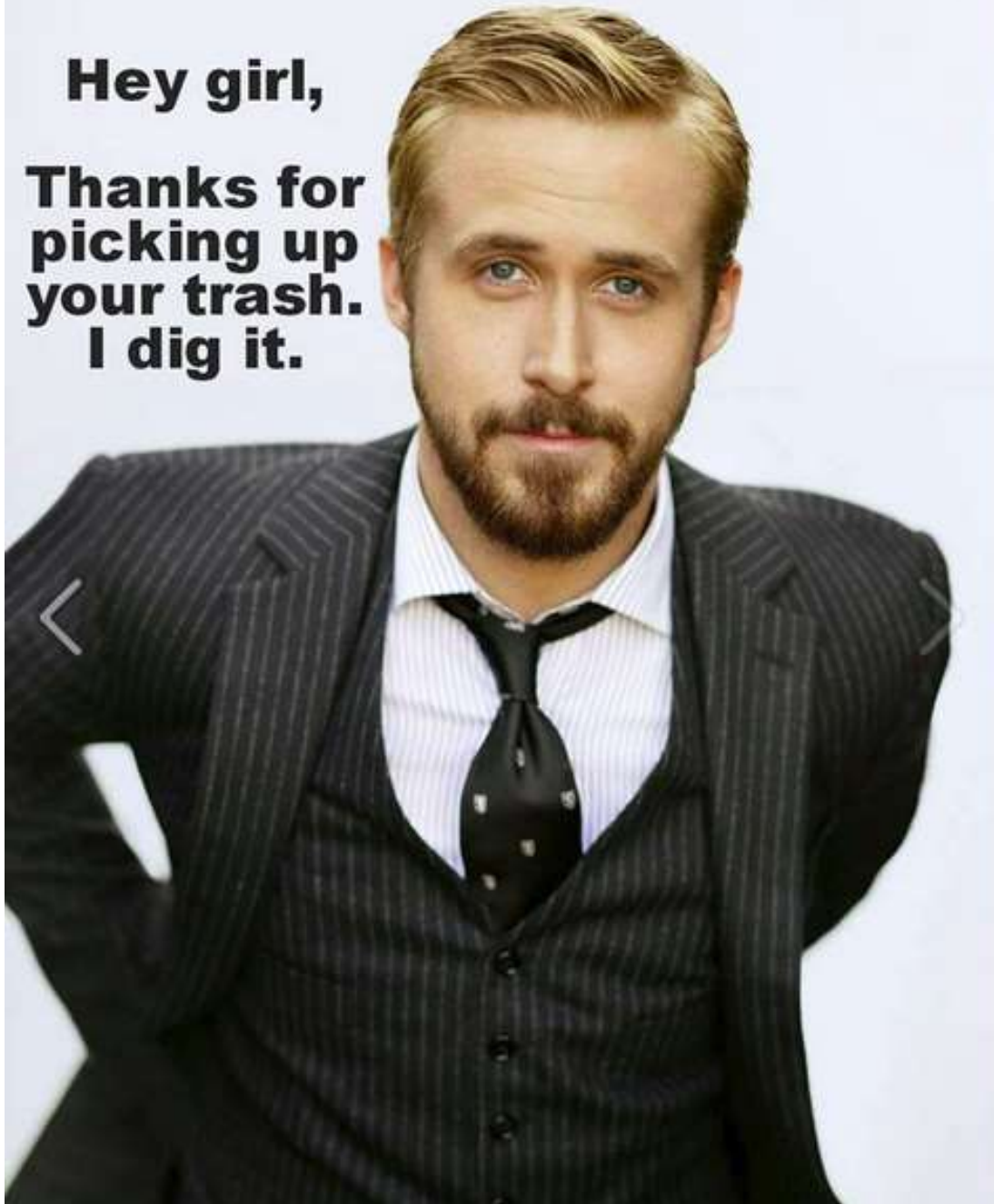




**ONE DOES NOT SIMPLY**

**Litter and get away with it**

**Hey girl,  
Thanks for  
picking up  
your trash.  
I dig it.**



**Be the Street**

May 9 · 🌐

Oh hey, looks like #RyanGosling likes those who keep streets clean 😊

#BetheStreet #antilitter #cleanstreets



Erielle McCloud, Nattie Vasquez, Ashley Soult and 17 others like this.



**Lizzy Duncan** Emma Finn #APES

👤 1 · May 10 at 8:14am

I don't fight often. But  
when I do, I fight litter.



**Be the Street**


Like This Page · July 23

What do you fight for? #BetheStreet

<http://imgur.com/Mh95muE>

Like · Comment · Share

 108 people like this.

 1 share



Write a comment...

Press Enter to post.



**Be the Street**

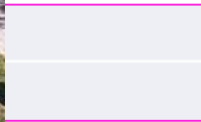
May 23, 2013 · 🌐

Are you down to be a Be the Street cleanup volunteer? These students from the Mare Island Technology Academy are!



Like · Comment · Share

👍 21



## Facebook post from High School



# Post Survey Results

## **Exposed** vs. Unexposed:

- 2x more likely to disapprove of littering
- 1.5x more likely to voice disapproval
- 3x more likely to pick up litter

# Case Studies: Palos Verdes (part 2)



# Fish Contamination Education Collaborative



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[Health](#)

[California Fishing](#)

[Resources](#)

[Blog](#)

User Navigation

FCEC













[All About Fish](#)

[Angler Gallery](#)

[Events](#)

[Questions & Anglers](#)



## Money Jig Nails 40 lb Yellow 4th of July at Catalina's East End

**Name:** Bard Schnair

**Location:** Avalon Catalina

**Fish:** Yellowtail

**Weight:**

**Caught on:**

**Comments:**



1 2 3 4 5





[All About Fish](#)

[Angler Gallery](#)

[Events](#)

[Questions & Anglers](#)



## Larry Shows off His Nice Butt

**Name:** Larry Brown

**Location:** Cedros Island, Baja California

**Fish:** California Halibut

**Weight:** 38 pounds

**Caught on:** Live sardine, Avet MX and Phenix Rod

**Comments:** Delicious



1 2 3 4 5





[All About Fish](#)   [Angler Gallery](#)   [Events](#)   [Questions & Anglers](#)



## Thriller Yellowtail on Iron

**Name:** Andy Pulido  
**Location:** Guadalupe Island, when open  
**Fish:** Yellowtail  
**Weight:** 30# class  
**Caught on:** HT Jig



1 2 3 4 5



The community of Los Anglers is dedicated to promoting fun and responsible fishing in Southern California.

### Fin Finder



True, there are a lot of fish in the sea, but here are few local fish that you can get to know a little better before you take them to dinner. Know which catches are keepers, and which to send back.

### Gear & Bait Shops



Is your tackle box hot, or naut? Los Anglers wants to help you keep the fish biting. Here are some shops to get you started...

[Read more](#)

### Places To Fish - Belmont Pier



Extending off the coast of Long Beach more than a quarter mile into the San Pedro – Long Beach breakwaters is the long standing Belmont Pier.

[Read more](#)



[All About Fish](#)

[Angler Gallery](#)

[Events](#)

[Questions & Anglers](#)

### Search by Tags

- 14 Mile Bank Anacapa Island Baja
- Bandon Barracuda Benitos Island
- Catalina Cedros Island
- Clarion Island Goleta Beach
- Guadalupe Island
- Halibut Humboldt County
- Huntington Beach Kelp
- BASS King Salmon Lingcod
- Mackerel Mexico Newport
- Beach Newport Harbor
- Queenfish Sand Bass Sardine Seal
- Beach Venice Wahoo
- White Seabass Yellowfin
- Tuna **Yellowtail**

### Angler Gallery



### Big Checker Board

Show Off Your Catch!



**Name:** John Whitely  
**Location:** Cedros Island  
**Fish:** Calico ( Kelp) Bass - Released  
**Weight:** 5 # estimate  
**Caught on:** HT Surface Iron

### Upcoming Events

**Volunteer Stewardship  
at White Point Nature  
Preserve**

Wed, Oct 24, 2012 from 10:00am  
- 12:00pm @ White Point Nature  
Center

Help the Palos Verdes Peninsula  
La...

Halloween Family

# Big Checker Board

## Upcoming Events

Volunteer Stewardship  
at White Point Nature  
Preserve

Wed, Oct 24, 2012 from 10:00am  
- 12:00pm @ White Point Nature  
Center

Help the Palos Verdes Peninsula  
La...

Halloween Family

Name: John Whitely

Location: Cedros Island

Fish: Calico ( Kelp) Bass - Released

Weight: 5 # estimate

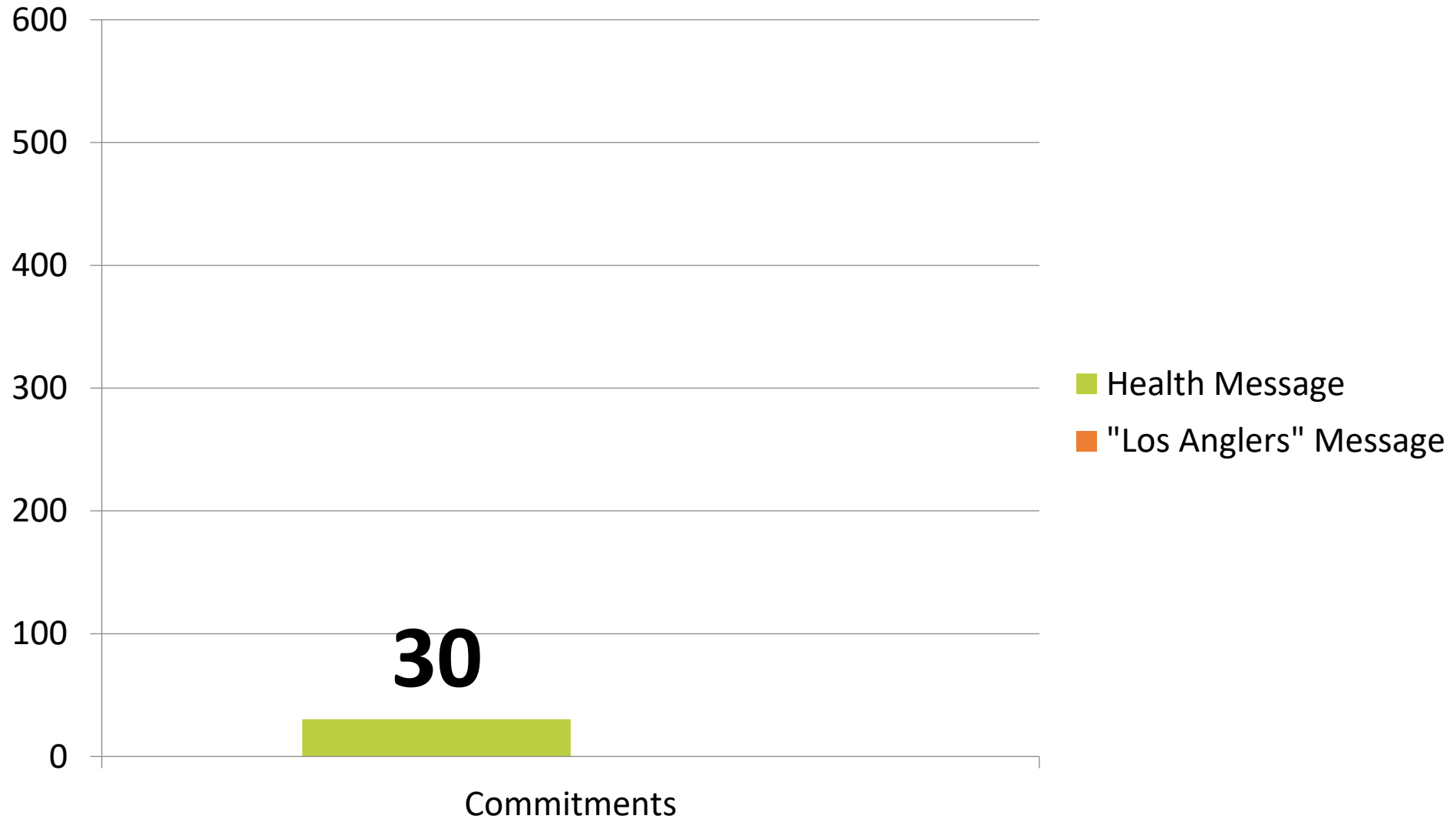
Caught on: HT Surface Iron



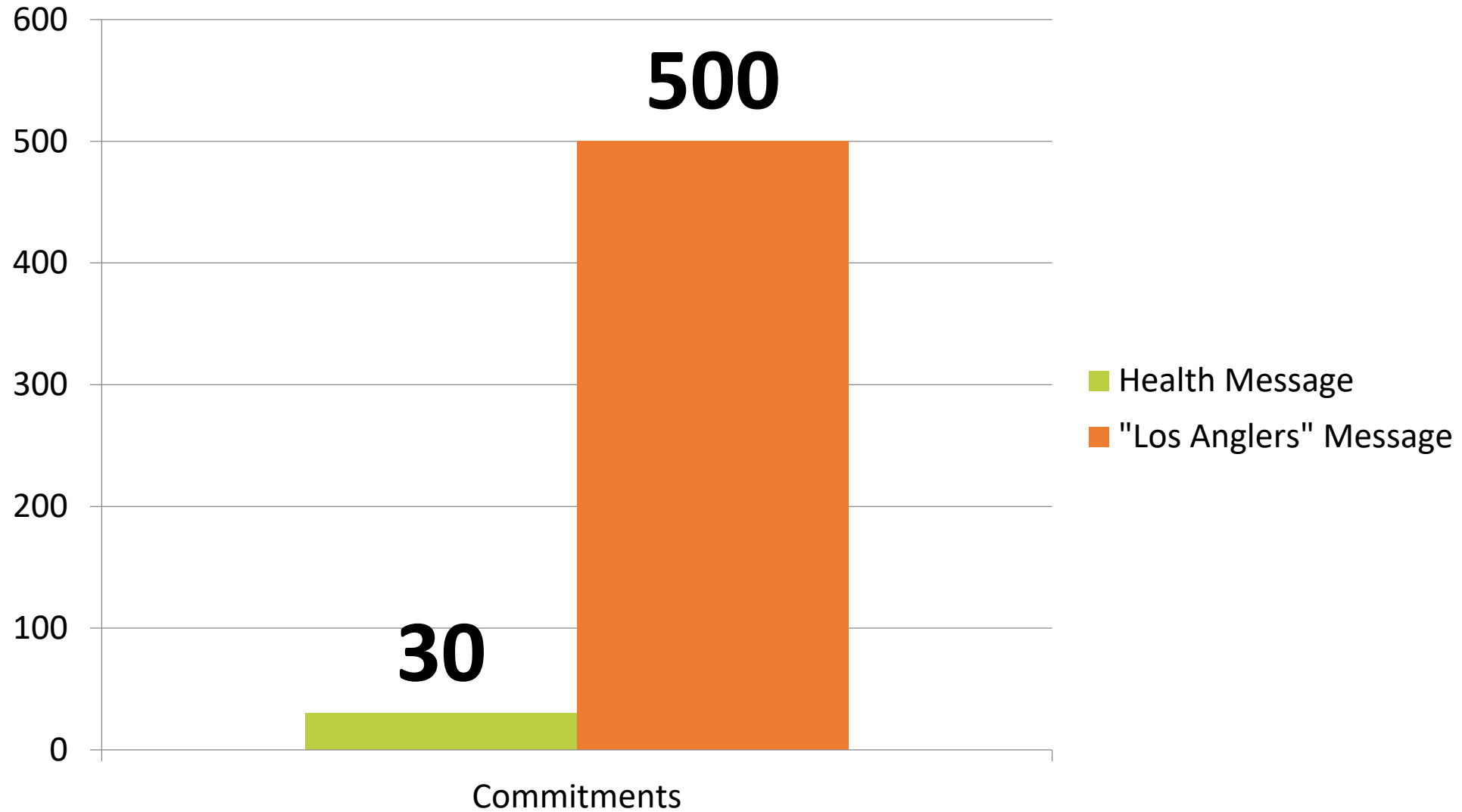




# Commitments



# Commitments



# What is your audience's narrative?

- ❑ Barriers
- ❑ Motivators
- ❑ Aspirations/self-image
- ❑ And who should narrate



# WILT CHAMBERLAIN

MARCH 2, 1962

## 100 POINT GAME

CANAL 5

**WILT CHAMBERLAIN**

5:31 **8 Points**





**PHILDELPHIA (169)**

	FG.	FT.	F.	Pts.
Arizin	7	2-2	0	16
Meschery	7	2-2	4	16
Chamberlain	36	28-32	2	100
Rodgers	1	9-12	5	11
Attles	8	1-1	4	17
Lareso	4	1-1	5	9
Conlin	0	0-0	1	0
Ruklick	0	0-2	2	0
Luckenbill	0	0-0	2	0
<b>Totals</b>	<b>63</b>	<b>43-52</b>	<b>25</b>	<b>169</b>
New York	26	42	38	41—147
Philadelphia	42	37	46	44—169
Attendance	—1124.			

“I felt *like a sissy* when I shot underhanded.”

# Template for Creating a Campaign

# Step 1: Defining Your Audience

Barriers				
Motivators				

# Defining Your Audience

	<b>What do they see? (rational)</b>			
Barriers				
Motivators				

# Defining Your Audience

	<b>What do they see? (rational)</b>	<b>What do they feel? (emotional)</b>		
Barriers				
Motivators				

# Defining Your Audience

	What do they see? (rational)	What do they feel? (emotional)	Social Norms (pressures)	
Barriers				
Motivators				

# Defining Your Audience

	<b>What do they see? (rational)</b>	<b>What do they feel? (emotional)</b>	<b>Social Norms (pressures)</b>	<b>The Messenger</b>
Barriers				
Motivators				

## Step 2: Creating the Narrative

Prompt	Description
Target Audience (General)	

# Creating the Narrative

Prompt	Description
Target Audience (General)	
Name of Individual (in that group)	

# Creating the Narrative

Prompt	Description
Target Audience (General)	
Name of Individual (in that group)	
Behavior (action taken)	

# Creating the Narrative

Prompt	Description
Target Audience (General)	
Name of Individual (in that group)	
Behavior (action taken)	
What's The Payoff (Aspiration or motivation)	



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Recicle con

# PaintCare



PaintCare es una organización establecida por la Asociación Americana de Revestimiento (ACA, por sus siglas en inglés) para implementar programas de administración de pinturas por mandato de los estados, de parte de los fabricantes de pintura en cada estado que adopta una ley de la administración de pintura.

[Encuentre un Centro de Entrega](#)

	General Audience	Latino Audience
Barriers	Inconvenience	Rules, Cost, Awareness
Motivators	Environmental Concerns/ Doing the Right Thing	Family/children and community norms

# Case Study: Paint Recycling

Prompt	Description
Target Audience	
Name of Individual (from group)	
Behavior (desired action)	
Will Become (Aspiration or confirmation)	

# Case Study: Paint Recycling

Prompt	Description
Target Audience	Latino More recent immigrants (Spanish speaking) Do-it-yourselfers
Name of Individual (from group)	
Behavior (desired action)	
Will Become (Aspiration or confirmation)	

# Case Study: Paint Recycling

Prompt	Description
Target Audience	Latino More recent immigrants (Spanish speaking) Do-it-yourselfers
Name of Individual (from group)	Federico Gonzalez (father)
Behavior (desired action)	
Will Become (Aspiration or confirmation)	

# Case Study: Paint Recycling

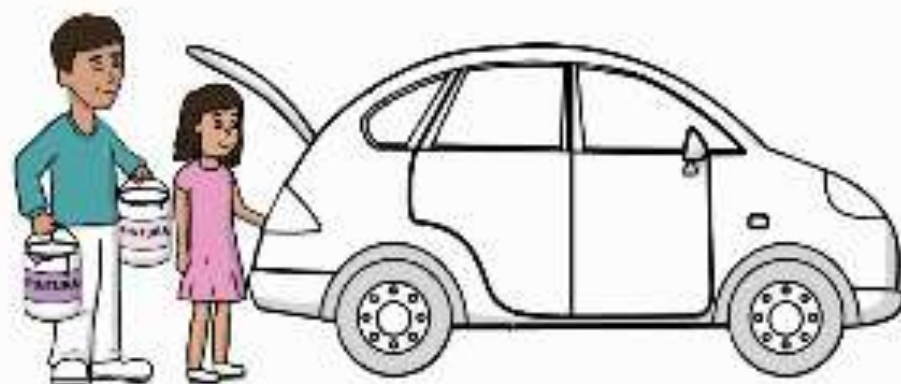
Prompt	Description
Target Audience	Latino More recent immigrants (Spanish speaking) Do-it-yourselfers
Name of Individual (from group)	Federico Gonzalez (father)
Behavior (desired action)	Recycle his leftover paint
Will Become (Aspiration or confirmation)	

# Case Study: Paint Recycling

Prompt	Description
Target Audience	Latino More recent immigrants (Spanish speaking) Do-it-yourselfers
Name of Individual (from group)	Federico Gonzalez (father)
Behavior (desired action)	Recycle his leftover paint
Will Become (Aspiration or confirmation)	A Good Father

# Frederico the Family Man





Tienda Aliada





“ Ella mira la torre de latas de pintura en el garaje y le pregunta a su papá, “¿Por qué no la reciclas?” ”

Scene10







# Bonus: Crafting a Story

A Template for Creating a Narrative Map

# Narrative Map



**Core Message**

Why is this  
important?

# Narrative Map

```
graph TD; A[Background  
What is the context?]; B[Core Message  
Why is this important?]; A --- B;
```

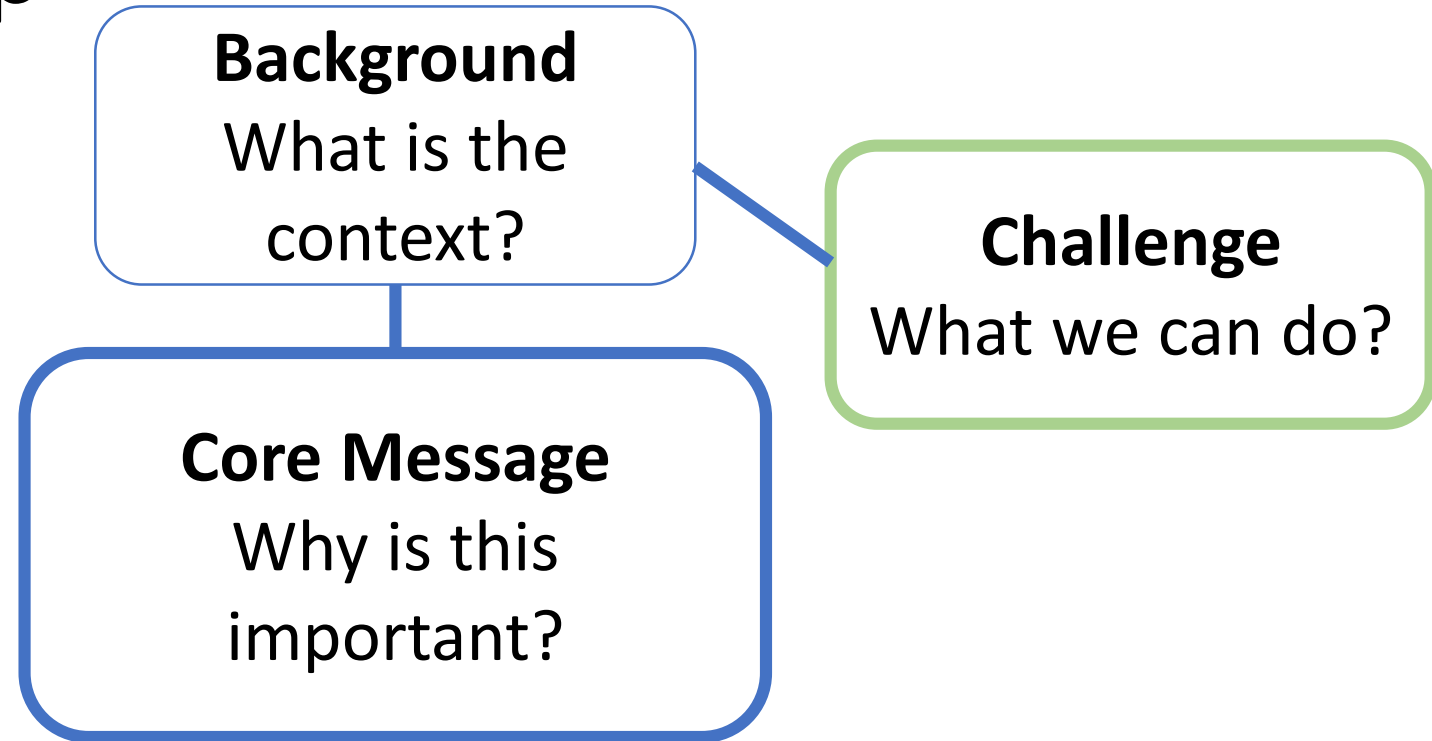
**Background**

What is the  
context?

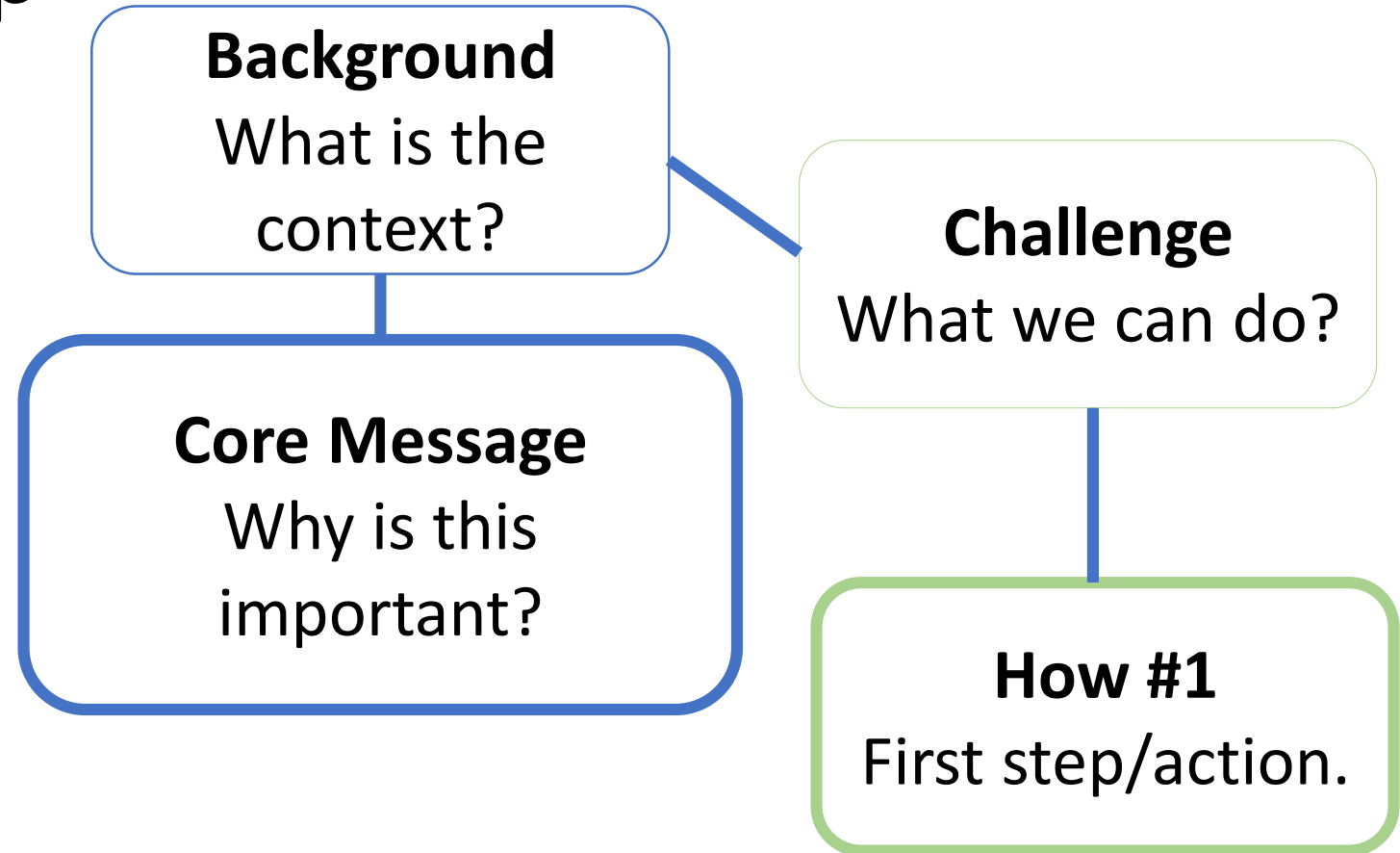
**Core Message**

Why is this  
important?

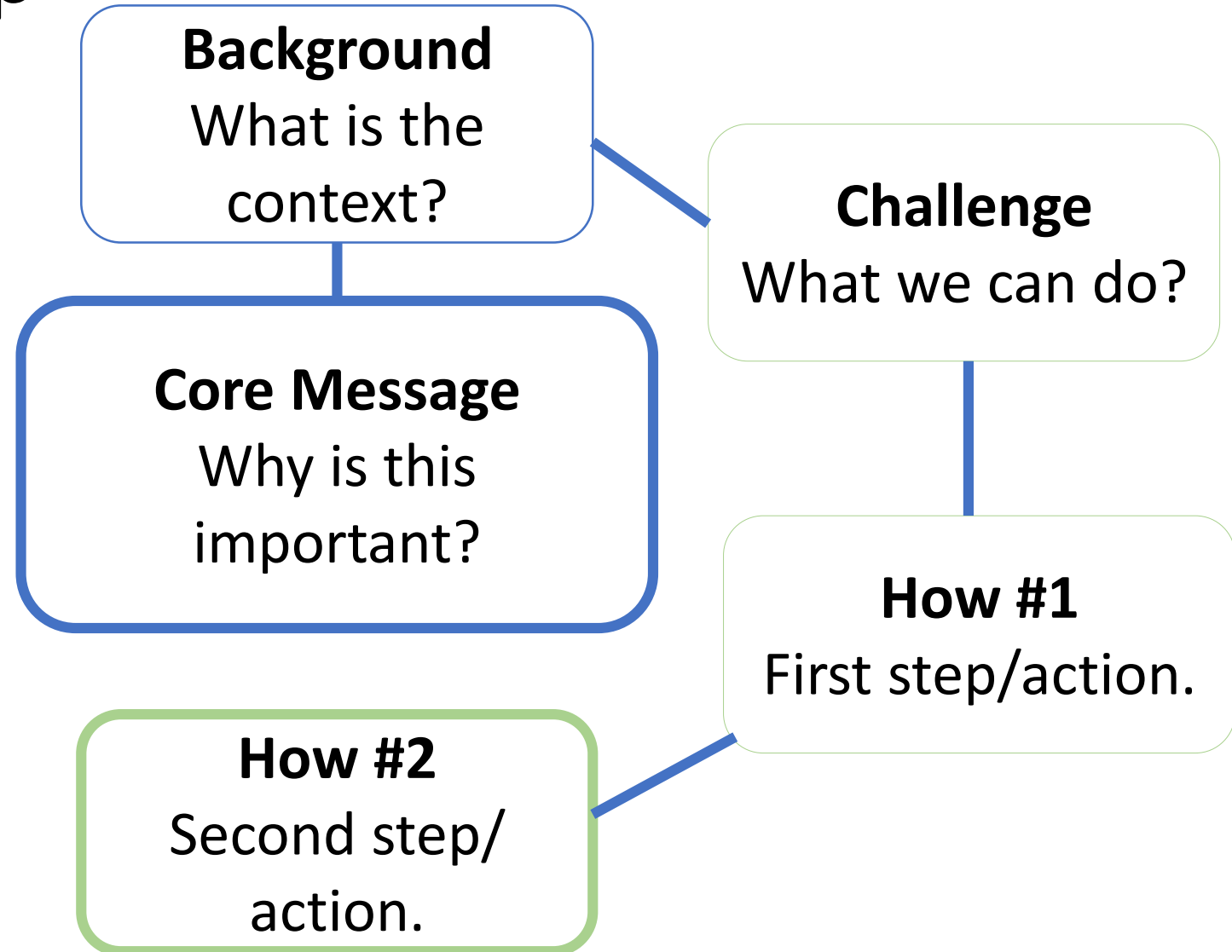
# Narrative Map



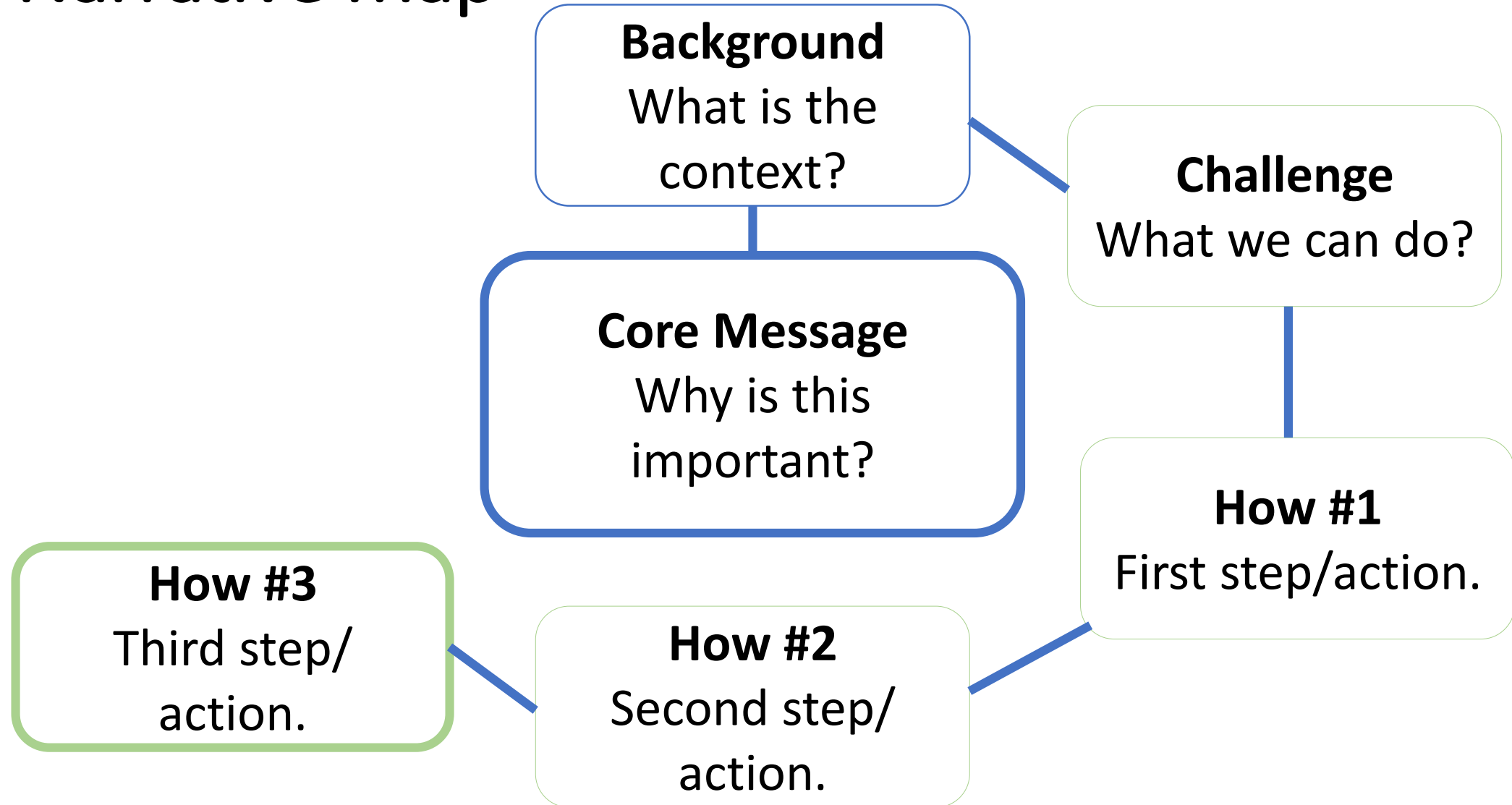
# Narrative Map



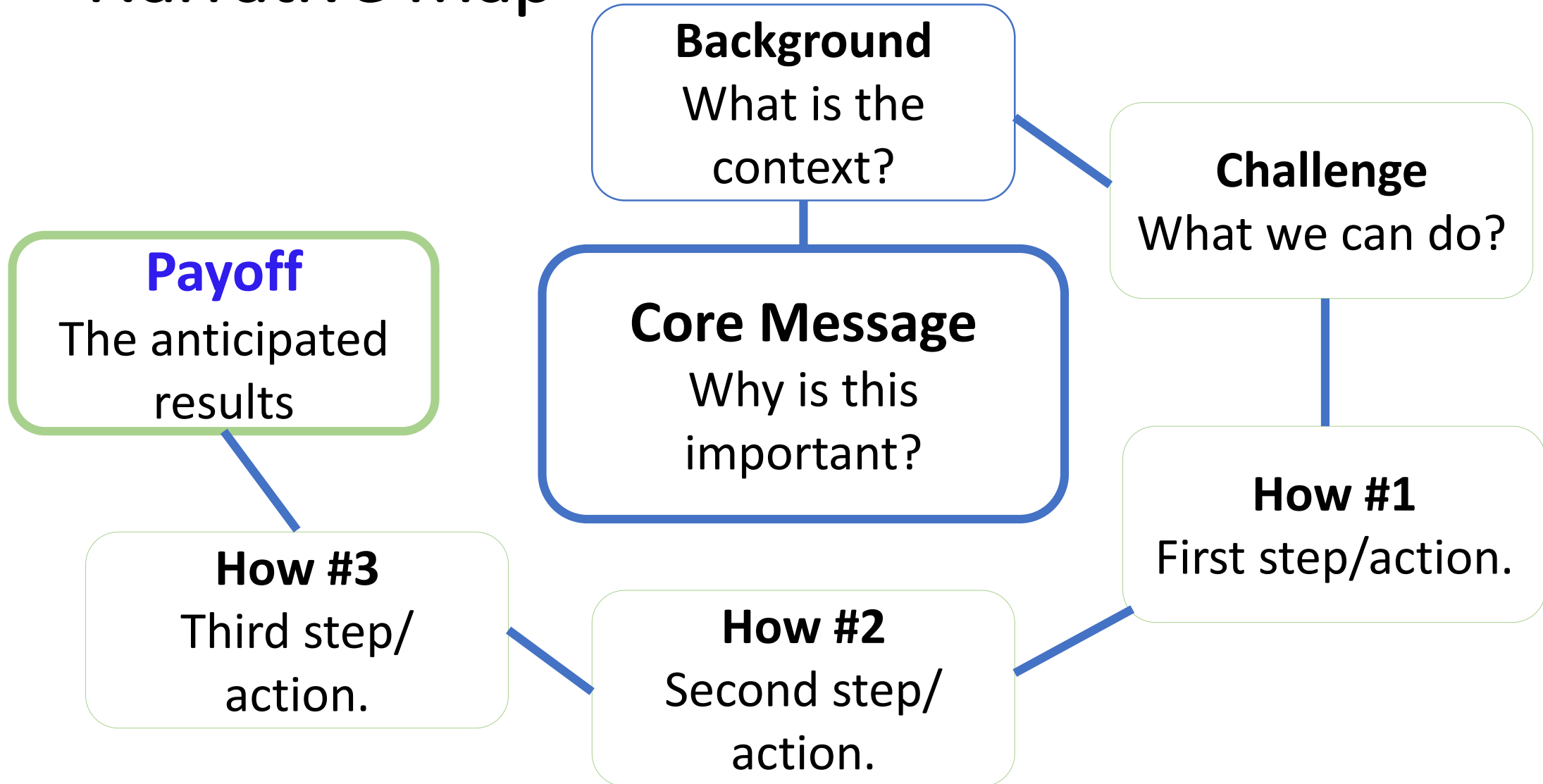
# Narrative Map



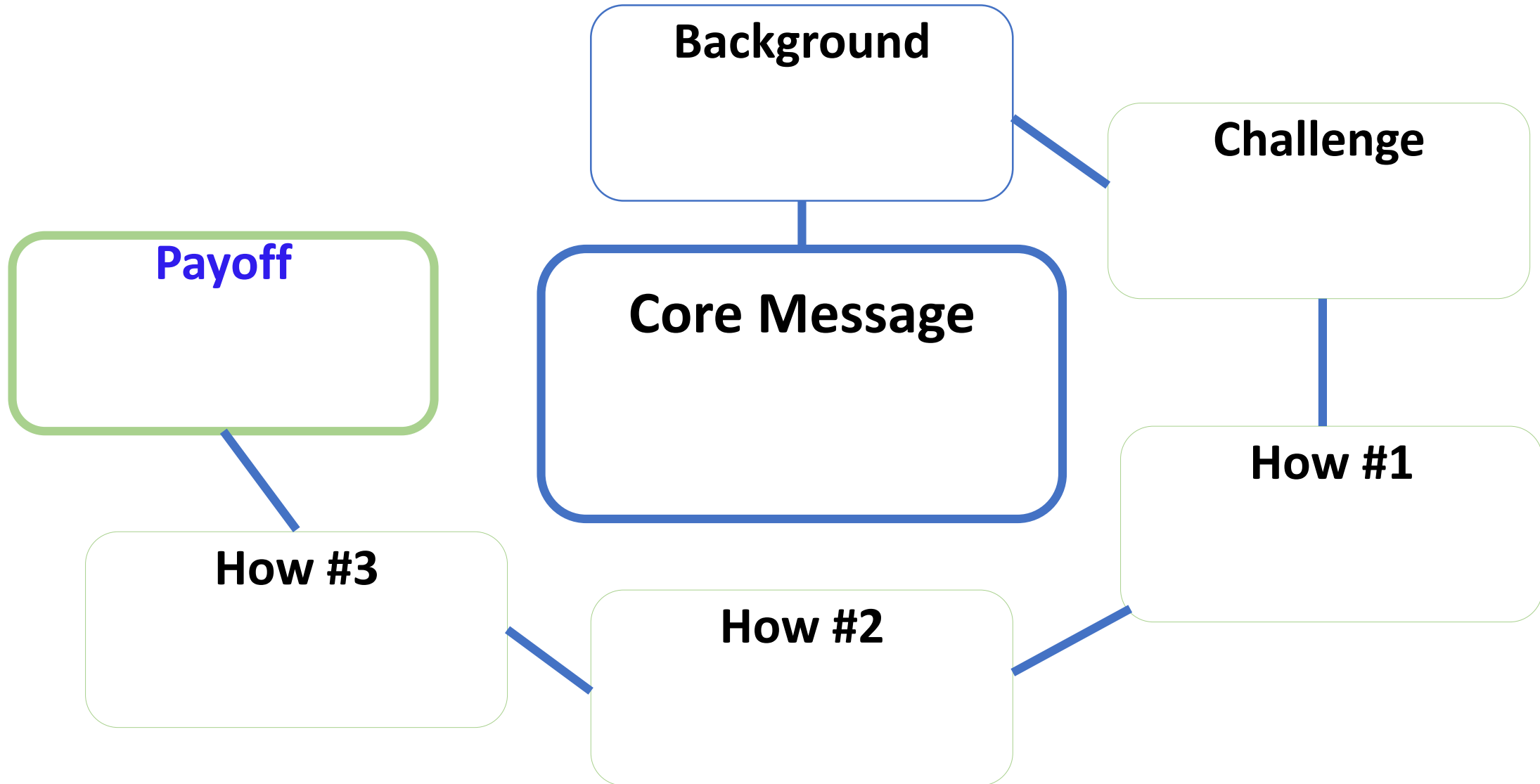
# Narrative Map



# Narrative Map



# Template: Drafting a Grant Proposal



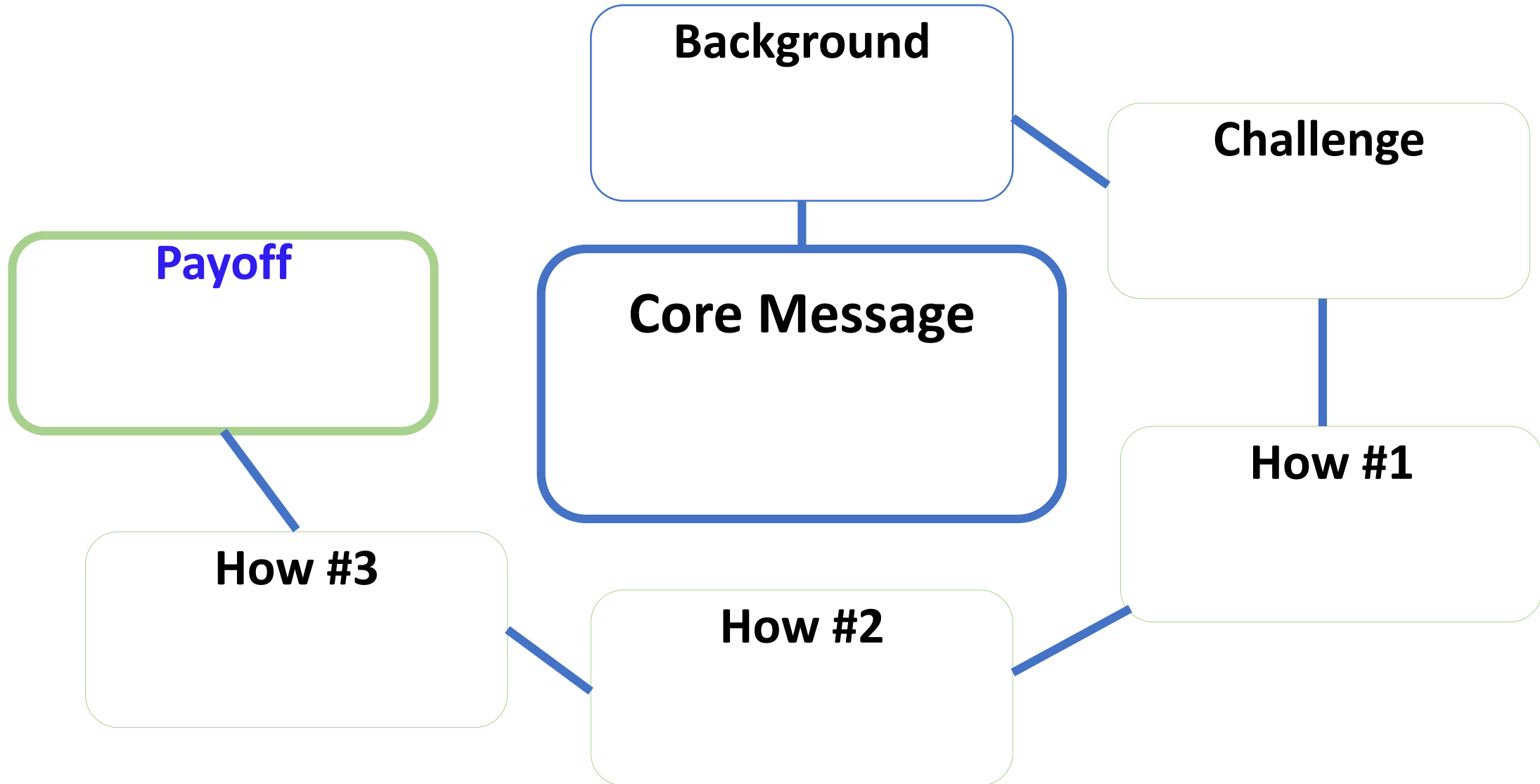


A man in a black jacket and jeans stands on a stone path in a garden, gesturing towards a large white oval with a teal border containing the text "Kevin's Story!". The background shows a well-maintained garden with trees, a black fence, and a stone path leading to a small table.

# *Kevin's Story!*



# Template: Drafting a Grant Proposal



# Leadership



Derek Sivers:

## How to start a movement

TED2010 · 3:09 · Filmed Feb 2010  
Subtitles available in 62 languages

[View interactive transcript](#)

The image shows a video player interface. On the right side, there is a large play button icon (a white triangle inside a white circle) overlaid on a photograph of Derek Sivers. He is a bald man wearing a dark, vertically striped button-down shirt, looking upwards and to the left. The background behind him is a blurred stage setting with blue and green lighting.



Stephen Groner, P.E.

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(510) 224-5086

sgaMarketing.com





# Creating Change



