Community-Based Social Marketing: Lessons Learned

Scientific, Technical Assessment and Reporting Team

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What is Community-Based Social Marketing?

- Selecting Behaviors
- Identifying Barriers and Benefits
- Developing Strategies
- Pilot Testing
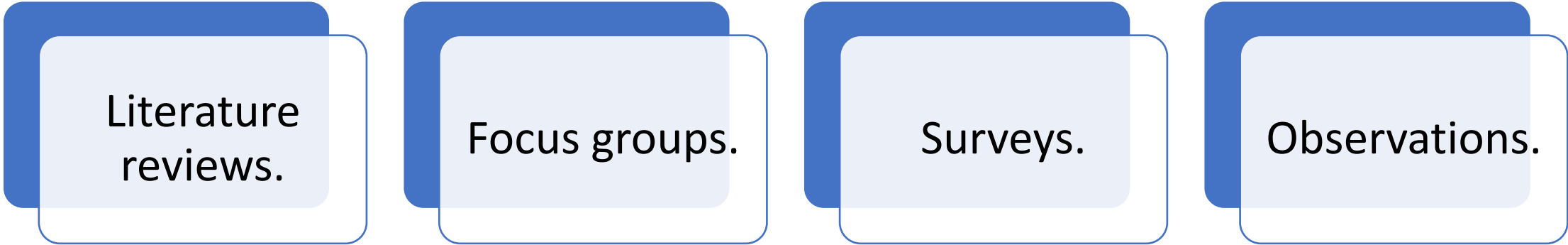- Broad-scale Implementation and Evaluation

Selecting Behaviors

Decide which behavior you want to target.

No behavior should be divisible.

Each behavior should be end-state.

Look at the behavior's impact, probability, penetration and applicability.

Identifying Barriers and Benefits

Literature reviews.

Focus groups.

Surveys.

Observations.

Developing Strategies

- Cognitive dissonance.
- Commitments.
- Communication.
- Competitions.
- Contests.

- Convenience.
- Goal setting.
- Incentives.
- Prompts.
- Social diffusion.
- Social norms.

Pilot Testing

Broad Scale Implementation and Testing

All webinars found at:
https://www.chesapeakebay.net/who/group/communications_workgroup (Scroll to "Other Links")

Submerged Aquatic Vegetation Outreach

Social Marketing to Improve Shoreline Management

Selecting Behaviors

Table 4: Ranked Behaviors for Further Research

Behavior	Impact[7]	Penetration	Probability	Applicability	Weight[8]
Install buffer (upland/riparian) vegetation	7.39	-	2.72	1	20.12
Living Shoreline - wetland vegetation	7.87	-	1.47	0.8	9.26
Living Shoreline with sills	8.20	-	0.77	0.8	5.06
Leave an unarmored shoreline alone	3.47	-	1	0.8	2.78
Living Shoreline with jetties/groins	7.80	-	0.4	0.8	2.50

Identified 11 preliminary behaviors.

- Meeting with experts on steering committee.

- Initial literature review.

Target audience was residential shoreline property owners along the Chesapeake Bay.
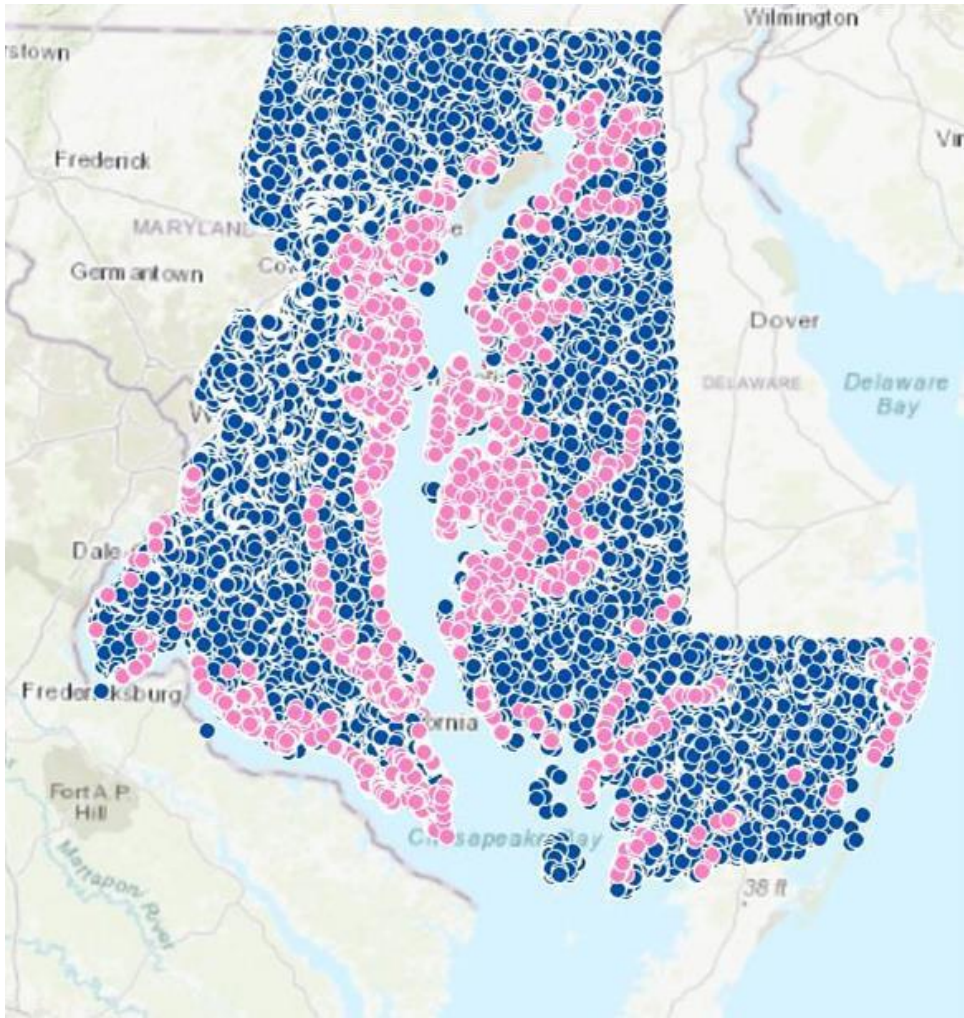
Identifying Barriers and Benefits

- Mail survey:
  - 1,600 shoreline properties in MD & VA.
  - Addresses randomly selected from an address list using state-level GIS data.
  - Used Tailored Design Method.
  - 468 returned as undeliverable, returned to sender or ineligible.
  - 349 completed surveys for a response rate of 30.8%

re 6: Ranked Barriers to Installing a Living Shoreline

Figure 7: Ranked Benefits to Installing a Living Shoreline
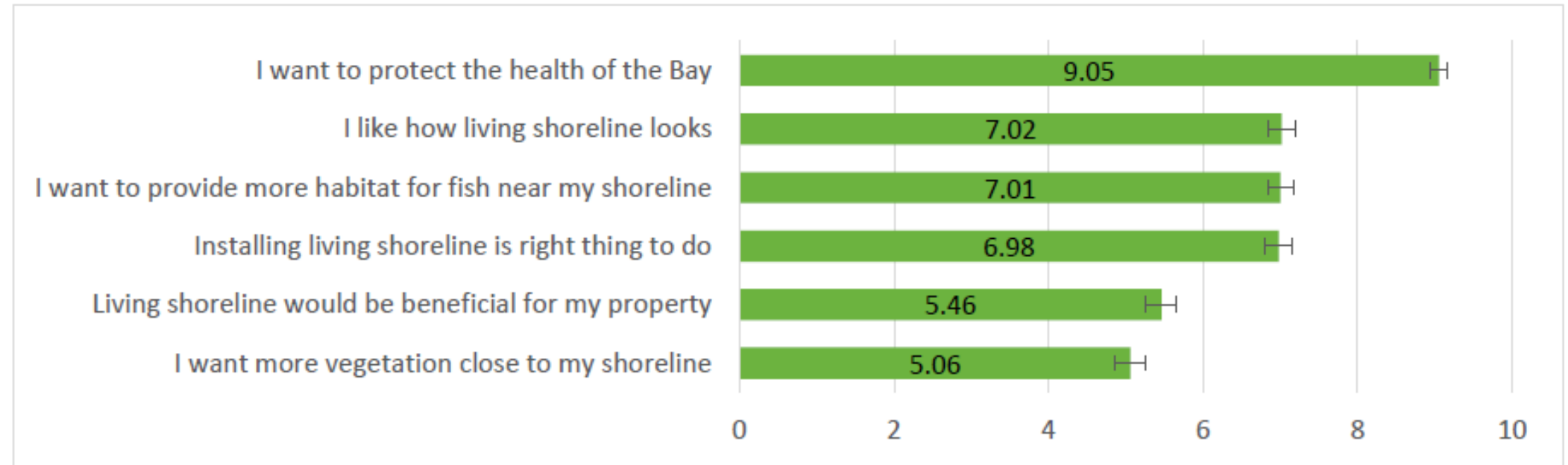
Developing Strategies

Gather existing data and information.

- Permitting process (MD, VA and DE).
- Trainings, outreach campaigns or programs.
- List of contractors that currently install living shorelines and are experienced with upland vegetation.
- Community gathering spaces in counties along the Bay.

Community ambassadors.

- Locating community ambassadors in neighborhoods along the Bay that are willing to talk to their neighbors about keeping their shorelines natural, planting upland vegetation and/or installing living shorelines.
- Develop tool kit for community ambassadors.
- Yard signage to be placed along shorelines.

Communications products for state agencies/NGOs/others to assist them in talking to communities.

Case studies.

Pilot Testing

This is where we are! Stay tuned.