Engaging your audience and motivating action

Alisa Reckinger, Hennepin County Environment and Energy
Agenda

• Getting to know your audience
  • Audience segmentation
  • Developing a persona

• Selecting behaviors and developing strategies
  • Journey mapping activity
Getting to know your audience
(Some) ways to learn about your audience

- Focus groups
- Interviews
- Surveys
- Observation
- Audience segmentation
- Personas
- Journey mapping
- Co-design
- Case study research
Audience segmentation

• Process of dividing your audience into subgroups based on criteria such as:
  • Demographics
  • Psychographics
  • Current interaction with your programs and communication channels
  • Current attitudes toward your focus topic and behaviors

• Tailor programs and messages to be relevant to each segment
Going beyond demographics

Demographics
• Age
• Race
• Gender
• Income

Psychographics
• Culture
• Interests
• Attitudes
• Lifestyle
• Values
Quiz

Male

Born 1948

British

2nd marriage

Affluent

Well-know family
Quiz
Male
Born 1948
British
2nd marriage
Affluent
Well-known family
Prince Charles
Heir to the throne and skeptic of modern architecture

Ozzy Osbourne
Rock star and bat decapitator
Example of audience segments

• By role:
  • Youth participant
  • Parents/family
  • Program leads
  • Facility staff
  • Leadership

• By attitude:
  • Environmental choir
  • Mainstream environmental helpers
  • Mainstream resistant

• By engagement:
  • Volunteer
  • Show up at programs
  • Follow communication channels

Research conducted for Linden Hills Power and Light about organics recycling
# Teen peer crowds

**Five primary peer crowds in the U.S.**

<table>
<thead>
<tr>
<th>Crowd</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mainstream</td>
<td>Motivated by something other than social group</td>
</tr>
<tr>
<td>Preppy</td>
<td>Care about social group and attention</td>
</tr>
<tr>
<td>Hip Hop</td>
<td>Overcoming struggle and achieving cultural success</td>
</tr>
<tr>
<td>Country</td>
<td>Patriotic, traditional, influenced by parents</td>
</tr>
<tr>
<td>Alternative</td>
<td>Counter-culture, creative, expressive</td>
</tr>
</tbody>
</table>

Research conducted by Rescue Agency: [https://rescueagency.com/research/](https://rescueagency.com/research/)
Yale’s 6 Americas of Climate Change

Research conducted by Yale Program on Climate Change Communication
http://climatecommunication.yale.edu/topic/audiences/
Brainstorm your audience segments
Developing personas, AKA: “But Steve wouldn’t care”
“But Steve wouldn’t care” activity

Choose one segment and develop a persona

Write or draw things to describe them, including both demographic and psychographic information:

- Give them a name
- Who are they? What are they interested in?
- The basics: age, family, education, job, etc.
- What do they value?
- Who do they spend time with?
- What are their most trusted sources of information?
- Who do they respect most?
Selecting behaviors and developing strategies
Motivating behavior change

• Need to determine:

  • What action do we want people to take?
  • What stands in the way of them taking that action?
  • What would motivate them to take that action?
  • What strategies should we use to address barriers and motivate action?
Selecting behaviors

• Specific: Organics recycling vs...

Starting curbside service  Using a drop-off  Diverting more to organics recycling  Collecting organics recycling in more rooms  Hosting green gatherings
Selecting behaviors

- Direct
Selecting behaviors

- Impactful: for the environment and your audience
Setting SMART behavior goals

- **Specific**
- **Measurable**
- **Achievable**
- **Realistic**
- **Time-bound**

**Examples:**

- The neighborhood fair on July 1 will divert 80% of waste to organics recycling.
- 20 households in my apartment building will start using green homemade cleaners by December 31.
- 8 households in my neighborhood will replace grass with pollinator gardens by August 15.
Identifying barriers and benefits

• What stands in the way?
• What would motivate them?
• Remember
  • Barriers and motivations will change with time and experience
  • Perception is reality
  • Don’t assume – ask!
• Use strategies that address barriers
Select strategies that address barriers

<table>
<thead>
<tr>
<th>What you may hear</th>
<th>Barrier</th>
<th>Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>“I’ve been meaning to do that.”</td>
<td>Lack of motivation – value action</td>
<td>Commitment</td>
</tr>
<tr>
<td>“That sounds interesting.”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>“That sounds hard.”</td>
<td>Lack of motivation – don’t value</td>
<td>Social norms, modeling Incentives</td>
</tr>
<tr>
<td>“I’m not interested.”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>“I always forget to do that.”</td>
<td>Forget to act</td>
<td>Prompts</td>
</tr>
<tr>
<td>“I can’t remember how to take action.”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>“How does that work?”</td>
<td>Lack of information</td>
<td>Communication Social diffusion</td>
</tr>
<tr>
<td>“What happens when I take that action?”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>“I’m afraid I’m going to do it wrong.”</td>
<td>Lack skills; anxiety</td>
<td>Let people try an activity Social diffusion</td>
</tr>
<tr>
<td>“I can’t take that action.”</td>
<td>External barriers</td>
<td>Make it easy to act: infrastructure, tools, supplies</td>
</tr>
<tr>
<td>“I don’t have that service.”</td>
<td></td>
<td></td>
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</table>
Build commitment

“I’ve been meaning to do that”

• We want to be consistent

• Enhance motivation when the action is valued
Create a social movement

“That sounds hard.”
“I’m not interested.”

• We want to be socially accepted (more than we’ll ever admit)

• We make decision based on the actions and recommendations of others

• Enhance motivation when the action isn’t valued

Social norms: this is how we do things
Social diffusion: train leaders and early adopters; get commitments to talk to others
Social modeling: this is the desired behavior
Use prompts

“I always forget to do that”

• We operate on auto-pilot and forget to act

• Remind people of actions they intend to take

Hennepin County
Motivating action and engaging the public
Create effective communication

“How does that work?”
“I need to know more”

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

“I’m afraid I’m going to do it wrong.”

• We’re more likely to act if we feel competent

• Provide a safe space for people to try an activity and ask questions
Make it easy to act

“I can’t take that action.” “I don’t have that service.”

• We’re more likely to act if it’s convenient

Develop infrastructure
Promote best practices
Provide tools to take action
Be creative
Use opportunities and momentum

• Capitalize on trigger and major life events

• Celebrate successes
States of change

Pre-contemplation
Sees no problem. No intention to change

Contemplation
Ambivalent about will & ability to change

Preparation
Wants & feels able to change

Action
Making changes

Maintenance
Maintaining the change

Relapse
Returned to old behaviour learning opportunity

Established change
No longer tempted

National Social Marketing Centre: www.thensmc.com
Activity: create a journey map

1. Identify an action you are focusing on
   - Specific, direct, impactful

2. Set a SMART goal for that action
   - Specific, Measurable, Achievable, Realistic, Time-bound

3. Describe how your target audience relates to that action

4. Identify key steps people need to take to do that action

5. For each step, identify what your audience is thinking or feeling at that step. What are their barriers? What are their motivations?
Journey map -> plan

• For each step, consider:
  • What behavior change strategies would overcome the barriers?
  • How would you implement the behavior change strategies?
    • Develop and deliver messaging
    • Integrate strategies into existing activities
    • Plan new activities

• When are you going to do that? Create a timeline that integrates your behavior change strategies and project activities
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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