Change is a journey

- **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
- **Established change**: No longer tempted
- **Relapse**: Returned to old behaviour learning opportunity

National Social Marketing Centre: [www.thensmc.com](http://www.thensmc.com)
Journey to: starting organics recycling

Pre-contemplation
Service didn’t exist anywhere

Contemplation
Generally interested, impatient; didn’t seem feasible

Preparation
Signed up, gathered supplies, excited!

Action
Few weeks to start new routine, it’s kind of hard

Maintenance
Participate through changes; address new barriers - smells, fruit flies, finding best bags

Relapse
Collect organics in bathroom off and on

Established change
Feels weird to throw food in trash; worth the effort

National Social Marketing Centre: www.thensmc.com
Select strategies to overcome 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.” “That sounds interesting.”</td>
<td>Lack of motivation – value action</td>
<td>Commitment</td>
</tr>
<tr>
<td>“That sounds hard.” “I’m not interested.”</td>
<td>Lack of motivation – don’t value</td>
<td>Social norms, modeling Incentives</td>
</tr>
<tr>
<td>“I always forget to do that.” “I can’t remember how to take action.”</td>
<td>Forget to act</td>
<td>Prompts</td>
</tr>
<tr>
<td>“How does that work?” “What happens when I take that action?”</td>
<td>Lack of information</td>
<td>Communication Social diffusion</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.” “I don’t have that service.”</td>
<td>External barriers</td>
<td>Make it easy to act: infrastructure, tools, supplies</td>
</tr>
</tbody>
</table>

Customize to your audience
Integrate into activities and outreach
Journey mapping project plan

- Topic:
- Action:
- SMART goal:
- Target audience:

Draw your journey map in the space below. Identify the steps your audience needs to take your action, and what they are thinking and feeling and what are their barriers and motivations at each step.
## Turning your journey map into a plan

<table>
<thead>
<tr>
<th>Step/phase</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience thinking, feeling, barriers, motivations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strategies to address barriers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Timeline</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>