

What is Community Based Social Marketing?

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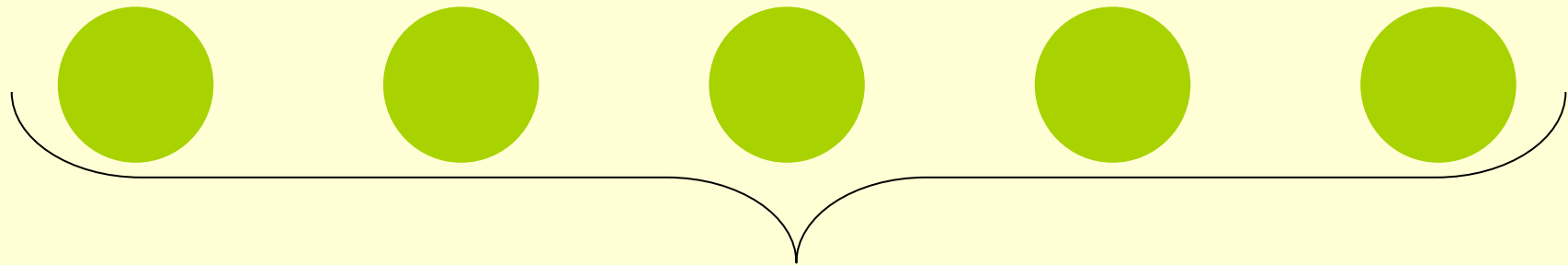
- Applies marketing techniques to create values
- Investigate and identify barriers that prevent people from changing

“Thinking is easy, acting difficult, and to put one’s thoughts into action is the most difficult thing in the world.” ~ Goethe

A methodology for creating behaviour change – BEYOND INFORMATION EXCHANGE



Context: Challenges for conservation organizations in SW Ontario

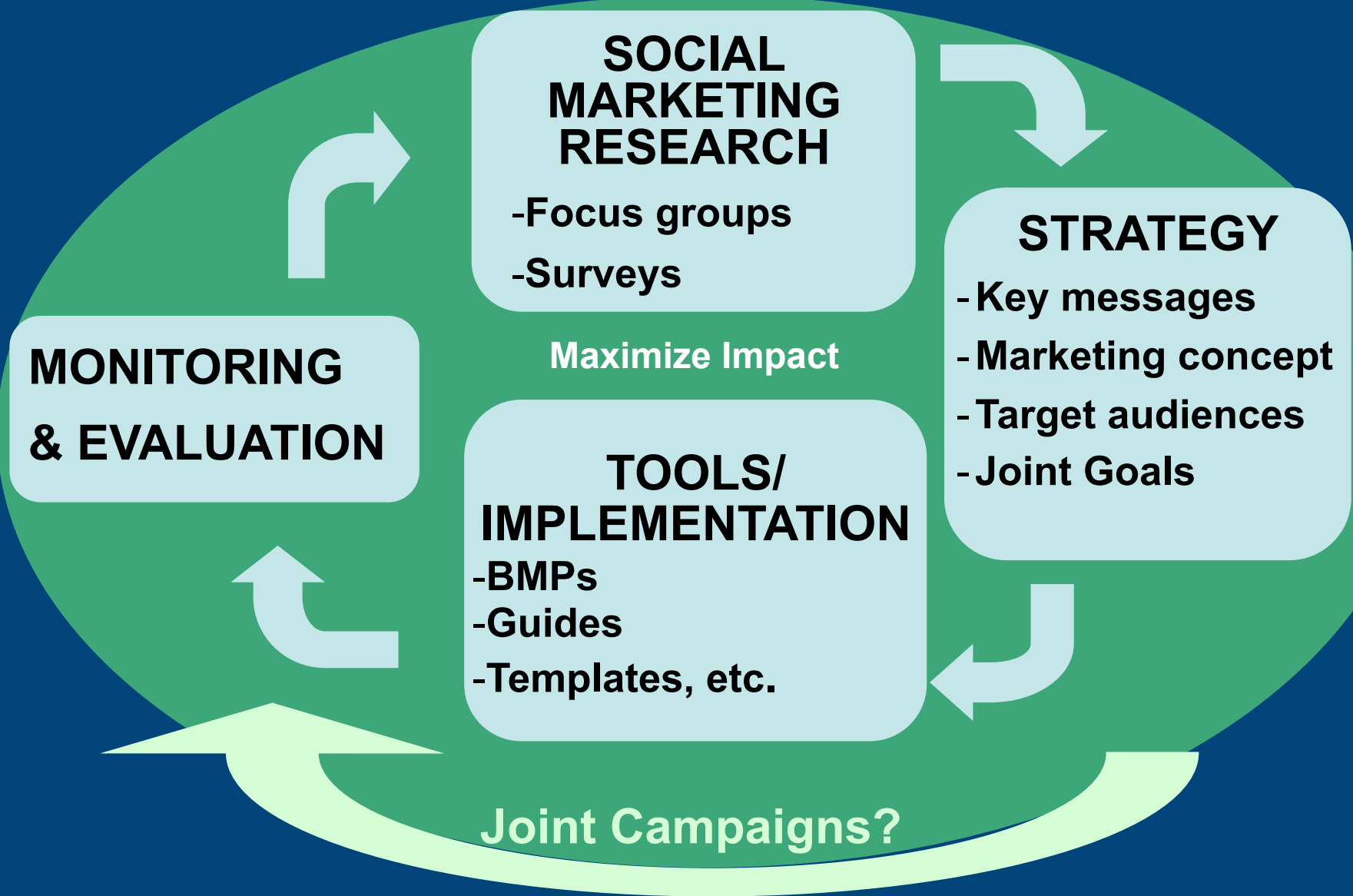


Isolated, low budget programs

- Potentially conflicting messages
- Not always carried out by communication experts
- Questionable *effectiveness*



Outreach Strategy Methodology



Who is Involved?

- **Working Group**
 - Communication experts work directly us to develop strategy
- **Advisory Group**
 - Members provide input and review draft documents
- **Outreach Network**
 - Members offer input through surveys and test our tools



What Makes CBSM Successful?

1. Define Stewardship Goal
2. Choose a Behaviour integral to that goal
2. Select a strategic target audience that will have the most impact.
3. Identify Barriers to that Behaviour
4. Identify Benefits “What’s in it for Me?”
5. Develop, Test & Evaluate Strategy
6. Link to Place & People in your materials

“People overestimate their likelihood to adopt a behaviour by 50-400 %”



Awareness

- Rare Species
 - What do you think of when you hear the term “rare species”



Animals”
15%
Plants
14%
Trees/
Shrubs
(8%)



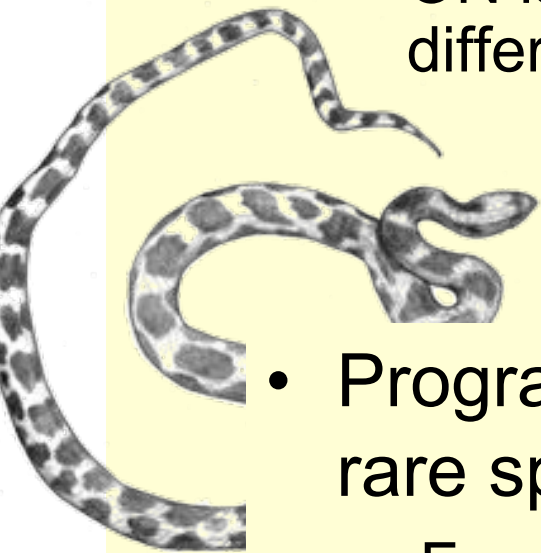
Awareness

- Species in SW ON

- Agree/disagree “SW ON is home to many different species”

- Over 2/3 highly agreed

- Fewer (61%) completely agreed with “*many species in SW ON are at risk*”



- Programs to protect rare species

- Familiarity with programs/organizations

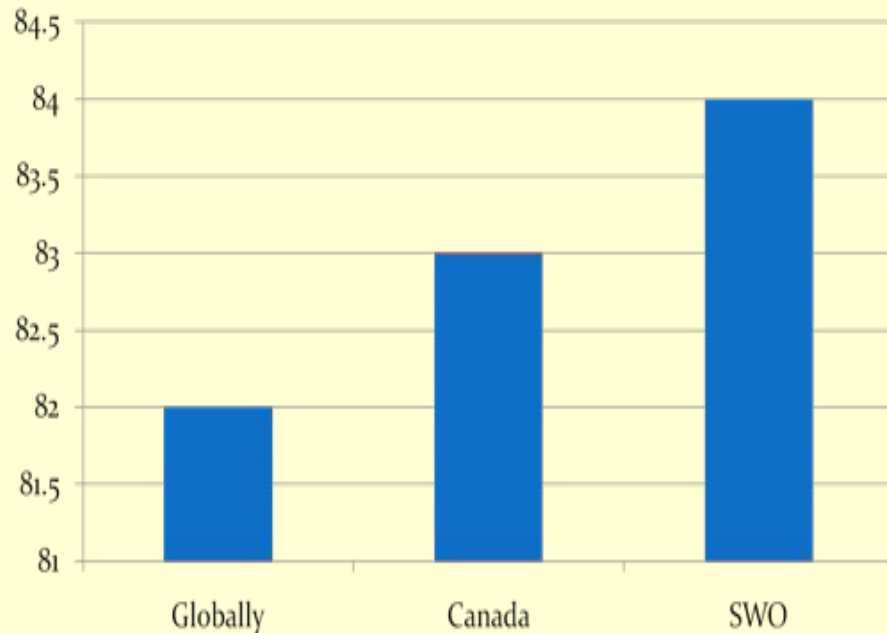
- 47% aware

- Over half (53%) unaware



Awareness

- Importance of protection



- 98% report that protection is important
- By categories
 - Plants/Trees – **87%**
 - Animals – **85%**
 - Birds – **85%**
 - Fish/Aquatic life – **85%**
 - Reptiles/Amphibians – **72%**
 - Insects – **58%**



Awareness

Why might species become at risk?

- Loss of habitat (89%)
- Urban development (83%)
- Pollution (73%)
- Use of pesticides (66%)
- Decreased food or water (61%)
- Climate change (60%)
- Agricultural practices (54%)



Behaviours and Barriers

What can be done to help rare species?

- Fundraise (100%)
- Become educated about the issue (30%)
- Protect, enhance or restore habitat (29%)
- ★ • Leave them alone (12%)
 - Become involved with community projects/ groups (8%)
- ★ • Don't know (14%)
 - Other (33%): E.g: Be green, carpool, waste less



Behaviours and Barriers

Willingness to act ...

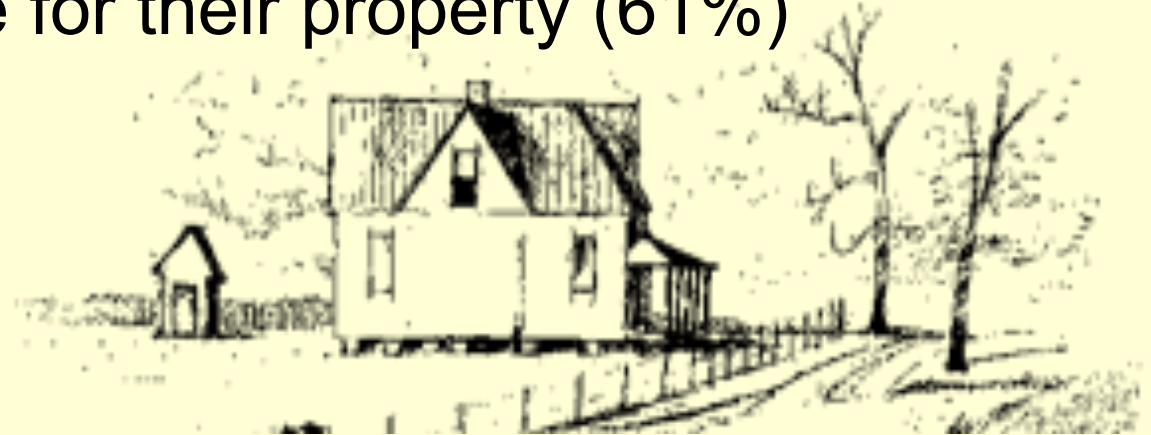
Activity	% Very willing to take part (8-10)
Volunteer	35
Protecting, enhancing or restoring habitat	42
Grow native and local plants	68
Donating money	23
Leaving them alone	81
Becoming better educated on subject or help educate others	62
Advocate (write letters, call politicians)	30



Landowners

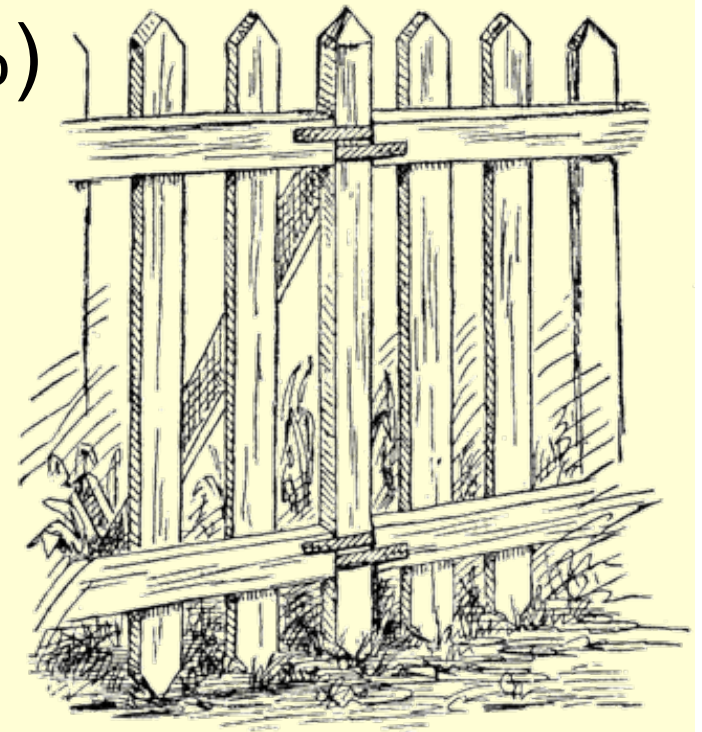
70% own or manage land in SW Ontario

- Minimizing use of chemicals (83%)
- Growing native local plants (80%)
- Protecting/enhancing habitat (71%)
- Removing invasive species (70%)
- Accessing advice for their property (61%)



Barriers to Helping Rare Species

- No time to volunteer (23%)
- Can't afford to donate (19%)
- Other (49%)
 - knowledge (39%)
 - health (25%)
 - age (13%)



Summary

- **Awareness:** There is a strong understanding of rare species and the feeling they should be protected.
- **Will to Take Action:** A strong willingness to help, with planting/habitat creation good behaviours to promote.
- **Barriers:** Biggest barriers to participation is people not knowing what to do (indicates need for pilot project).
- **Target Audience:** No strong delineation between where people live and what they are willing to do. Urban/rural non-farmer and farmer two possibilities.

