

New Directions in Conservation Psychology:

**Creating a Conservation Movement**

Tuesday, March 20, 2018

**Question & Answer Follow Up**

Thank you to everyone who was able to join us on 3/20 for this webinar, especially those who asked such great follow up questions. We were not able to get to all of the questions during the webinar so our presenter, Brooke Tully, took the time to type up some additional responses.

**Q: Do you have any tips for how to engage those early adopters? Especially in low socioeconomic areas.**

A: There's a variety of ways to engage early adopters, and the method you choose should depend on the context of the community and the change you're seeking to make. I always feel the best first step is to get to know those early adopters - hold in-depth interviews to find out more about them, especially learning about their own social circles (which represents their immediate sphere of influence). Engagement tactics can include having early adopters speak at events, arming them with messages and materials to share with others (both online and offline), featuring them and the change they've made in interviews, and even getting quotes that you can share. The main goal is to have them tell others about the how and why of change so people hear it from a peer.

**Q: How to distinguish my movement from common green ""propaganda"" and to make a genuine message?**

A: For starters, don't worry about those places faking the funk when it comes to being green. Consumers and donors will realize their truth sooner or later. Focus on your movement and what makes it authentic, real, and compelling for the audience. Your brand and your message should be true to the goal and the unique perspective or method you're bringing to it, and if you're asking people to do something, then be sure it's clear, specific, and personally beneficial for them. From there, you can add in the 5 methods for growing a movement!

**Q: Are there any tactics or methods to create conservation movements that are particularly useful in informal education settings, such as zoos and aquariums?**

A: I absolutely feel that these settings have loads of opportunity to create movements (and would love to discuss this in more detail if you're up for it). Many of these same methods can be used within zoo and aquarium exhibits - show what people are doing (or are trying to do more of) that helps protect species and habitats, make it social and safe to do, and capture them in the moments when they're most excited about the creatures they're seeing. I would say a lot can be done without the doom and gloom messages by focusing on each individual's ability to make an impact as part of a larger movement.

**Q: my idea will require philanthropy and funding in order to provide services and get the right people to the right locations around the globe**

A: Having more context on type of movement you're thinking of here would help me answer this more accurately. But from what I've seen, it can take a good amount of effort to get a movement through the early majority stage. Sometimes innovators and early adopters can happen by luck, and many things fade out after that, but it takes effort, time, and persistence to grow a movement from there. If you've got dedicated volunteers, then you can make it happen. Otherwise, starting a more formal organization with people committing time and effort to growing it would be beneficial at the early stage and to maintain it all the way through.

**Q: Great presentation Brooke! (I woke up before 6 am here in Hawaii to catch it!) I’m wondering if you can recommend any training programs, courses, workshops, authors, conferences etc that cover these themes (in addition to AUNE’s CPI!).**

A: Thanks for waking up early to hear the presentation! I do recommend checking out the SMANA.org website and listserv for social marketing conferences that are held by a variety of groups. These conferences focus on social and behavior change for the environment along with a slew of other topics: health, education, etc. University of South Florida has a program on social marketing, and a conference coming up. I'll put a plug here for a short-course I'm co-teaching in July at the Toronto NACCB conference on improving conservation outcomes with social science.

**Q: Also are you the manager of SCB’s Conservation Marketing group social media?**

A: I'm on the steering committee of the Conservation Marketing working group but not in charge of the social media. Our communications committee, chaired by Emma McKinley does that great work! There is also a ConsMark conference happening in October 2018 that will touch on some of these topics as well.

**Q: Do you have any examples of movements that have started with youth? With the anti gun violence youth movement taking place right now, I’m wondering if you have any examples related to sustainability or conservation?**

A: This is a great question and, truthfully, I don't have any on hand. But you've inspired me to do some research on this. I do believe that empowered and activated youth can do a lot to spark and grow movements, and I am inspired by what I'm seeing across the world today with young people taking a stand and affecting change. My slide on organic produce sales shows that Millennials are one of the main contributors to growth as they are putting more dollars behind business and organizations that align with their personal values, and are demanding greater transparency and activism by businesses they support. This leads me to believe that youth are a powerful force that can help move our conservation and sustainability goals forward.

**Q: How do you go about assessing barriers and benefits for each community?**

A: It's most ideal to use multiple types of research to determine barriers and benefits: quantitative surveys, qualitative interviews, and observational research. It's important to identify all the things that make a behavior difficult to do both psychologically and tangibly, even down to how a document or website may be designed (like a donate page). People may not always be able to articulate why they would do a behavior (the benefits) but they can tell what they value most and what's important to them, and then it's up to us as the program designers to align our "asks" with what's personally meaningful to them and to understand human behavior to know what will motivate action.

**Q: How do you see this framework applying to an effortful and broad behaviour like physical activity?**

A: Although physical activity is a personal decision and behavior, I do believe we are largely influenced by the social context around us. People who live in places where physical activity is more visible (meaning, you see more people out and about exercising) tend to exercise more. We even see this in our own relationships, we are more likely to exercise if our spouses and friends are doing it (and the reverse is true too). So, yes, I think making physical activity more social and more visible can work for those types of behaviors.

**Q: Sorry, I don't feel my question was answered: about when no one has yet adopted the behaviour...**

A: If there is a brand new behavior that no one has done yet, then you're more in the stage of starting a movement than growing one. To start a brand new movement, you would want to have the new behavior/norm either formally or informally "declared" by either a leader, a group of people, or an influencer and demonstrated through trainings or demos. If you're part of a group or organization that is starting this movement, you can also reference yourselves as the first ones to adopt if it's something you're doing. Happy to chat about this more if you have a specific example you'd like to explore.

**Q: I really like your recipe for how to create a movement. The ingredients you provided can be a useful tip sheet for a variety of behavior change campaigns across a variety of sectors. I hear a lot about "backsliding' in movements and I think you spoke to that in re-usable bag example, but do you have specific examples of what to do to re-engage a community around a movement?**

A: As movements head into the late majority stage, then the sense of urgency can begin to wear off, which can result in backsliding or a slowdown in the movement. (Note: this can happen earlier in the movement too if the growth tactics aren't put into place.) When the cause has slowed down, then it's a good time to re-evaluate what is needed to keep the movement going. Is there a second, related behavior that should be introduced now to strengthen the norms? Are there great results happening that can encourage more people to join, as we are more likely to do things that we feel will really make an impact? Is it time to change the message as we shift to goal to get an even wider audience involved? Does the influencer or messenger need to change to reinvigorate the effort?

**Q: Do you have specific recs to handle the Intention-Action Gap, such as prompts, or are they (recs) determined case by case?**

A: It does depend on a lot on what may be causing the gap and the context in which the desired behavior should occur. Prompts are really good for reminders - in the reusable bag example, prompts could go a long ways in helping people to remember their bags before they even enter the store. Flu shot reminders at drug stores are also great examples of prompts to overcome the gap (no appointment needed!) But in other cases, people may need to see more social proof before they'll act or require support in their self-efficacy of the behavior. Also happy to discuss if you want to explore tactics for a specific case.

**Q: Talk about government action in forming a norm, for instance a bottle bill that provides financial incentives for recycling**

A: New regulations and laws certainly play a role in forming and establishing a new norm, but putting it on paper only goes so far in securing adoption of that norm (that's why we're still advertising about using seat belts!) More formal actions like you mention of passing financial incentives or even penalties can contribute to the reasons for adopting a behavior - typically benefits of getting some money or benefit of not losing money through a fine. BUT, those incentives are often developed with a very rational person in mind and doesn't factor in all the social elements around us that truly motivates our behavior. I would say the gov't actions can contribute, but I don't see it being the puzzle piece that creates a tipping point.

**Q: I’d really like to know what font the presenter used in her larger text boxes in her PowerPoint? Really great slides!**

A: Believe it or not, it's all Gill Sans. Except for the "thank you" on the last page - that's a font called Permanent Marker.