

Massasauga Recovery Team. 2006. Third International Symposium and Workshop on Conservation of the Eastern Massasauga, *Sistrurus catenatus*: Population Viability and Outreach. 2005 October 12-14, Toronto Zoo, Ontario, Canada.

www.brocku.ca/massasauga

Hélène Gaulin

Tools of Behaviour Change

Outreach Training Workshop

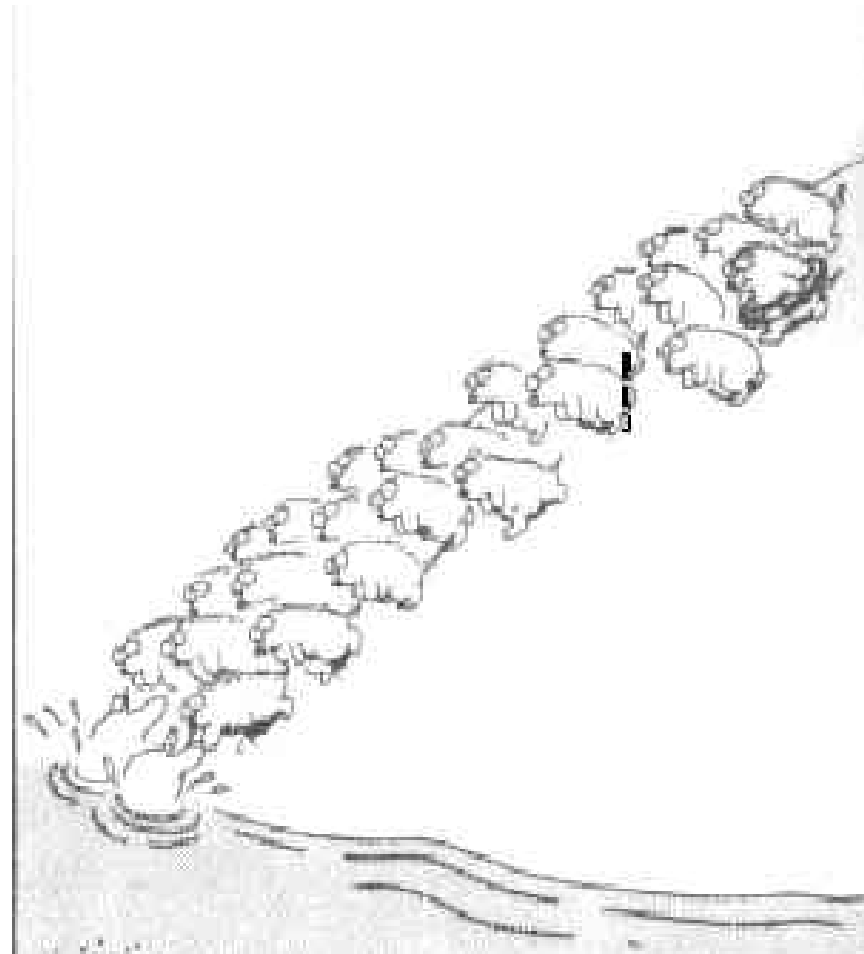
Eastern Massasauga
Conference



Tools of behaviour change



Salon



Commitments



Shoreline Ambassador

_____ *print name*

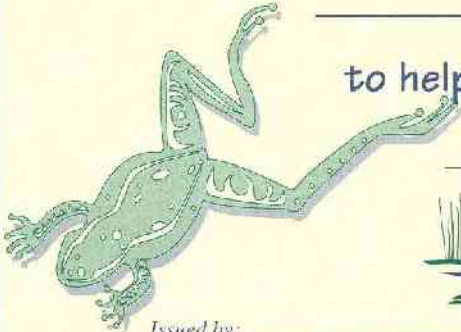
I will... **SAMPLE** _____

to help protect or restore the shoreline.

_____ *signature* _____ *date*

Issued by: _____

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lbyw cat #0002 NAT - 07/99

Commitments



- Asking voters if they will vote increase their likelihood of voting by 41%.
- Ending a blood-drive telephone call with the query: « We'll count on seeing you then, OK? » increased the likelihood of showing up from 62% to 81%.

Because:

Consistency is a strong character trait. We like to be viewed as honest and having integrity.

Commitments



Let's share!

Any examples of commitments
you used for the massasauga?

Commitments



- Emphasize written over verbal commitments
- Ask for public commitments
- Seek group's commitments
- Actively involve the person
- Consider cost-effective ways to obtain commitments
- Use existing points of contact to obtain commitments
- Help people to view themselves as environmentally concerned
- Don't use coercion; commitments must be freely volunteered
- Use commitments with other tools: prompts, norms, incentives

Prompts



**TURN YOUR
ENGINE OFF**



For Our Health

Prompts



79% of pedestrians were found to cut across a lawn.

- A first sign « *Do not cut across the grass* » decreased lawn-walking by 46%.
- A second added sign « *Cutting across the grass will save 10 seconds* » reduced lawn-walking to 8%.

Prompts



Purpose of prompt:

- is not to change attitudes or increase motivation
- is simply to remind us to engage in an action that we are already predisposed to do.

Prompts



Let's share!

Any examples of prompts
you used for the massasauga?

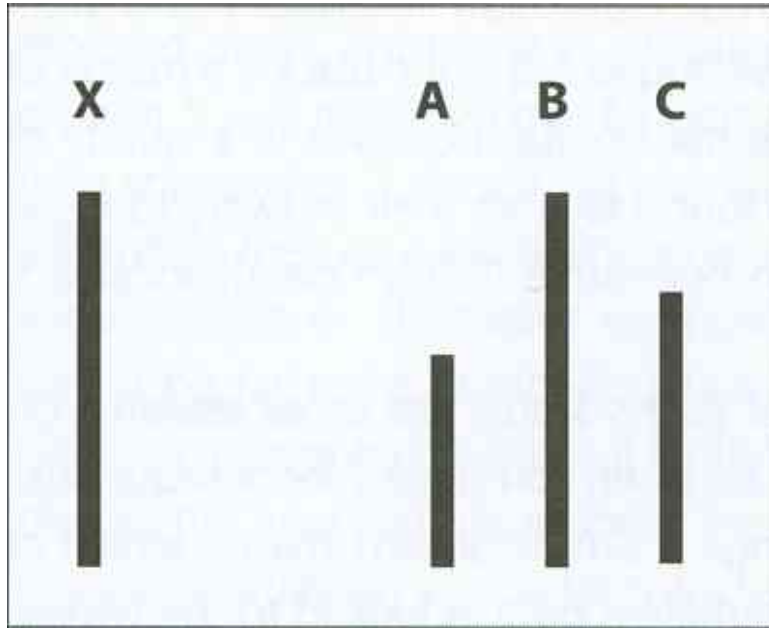
Prompts



To be effective, prompts should be:

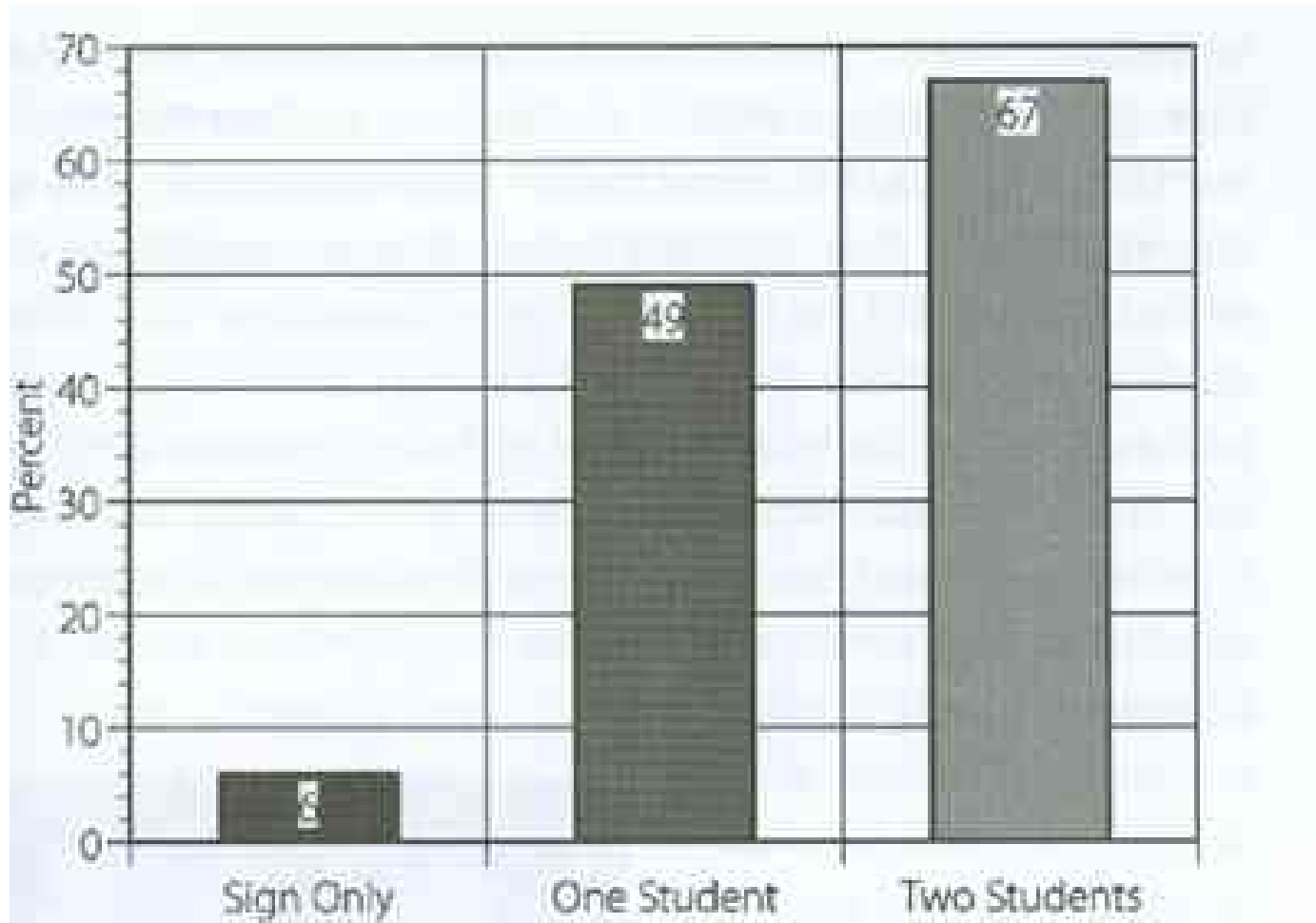
- Noticeable
- Self-explanatory
- Close in space and time to the targeted behaviour
- Worded positively (*'do this'* instead of *'don't do this'*)
- Used in conjunction with commitments and norms

Norms



- 99% said: line B = line X
- after one participant started to say line C = line X, 75% altered their answers at least once

Norms



Norms



Perception that behaving a certain way is “the right thing to do”.

- Have a small number of people to start adopting a behaviour.
- When a certain number of people have adopted the behaviour, it will become socially unacceptable not to do it.

Example of Norm Setting



LAKE MIJOCAMA

POUR LA SAUVEGARDE DE VOTRE LAC,
N'UTILISEZ PAS DE PHOSPHATE !

FOR THE SAKE OF YOUR LAKE,
DON'T USE PHOSPHATE !

POURCENTAGE
DES VILLÉGIATEURS
SUR LE LAC,
QUI N'UTILISENT
PAS DE PHOSPHATE

Percentage	Visual Representation
100 %	100% blue bar with 10 fish icons
80 %	80% blue bar with 8 fish icons
60 %	60% blue bar with 6 fish icons
40 %	40% blue bar with 4 fish icons
20 %	20% blue bar with 2 fish icons

PERCENTAGE
OF COTTAGERS
ON THIS LAKE THAT
DON'T USE
PHOSPHATE

PHOSPHATE

Logo: Le Comité de Développement du Lac
Logo: ECOACTION 2000
Association for Quality Environment Canada

Norms



Let's share!
Any examples of norms
you used for the massasauga?

Norms



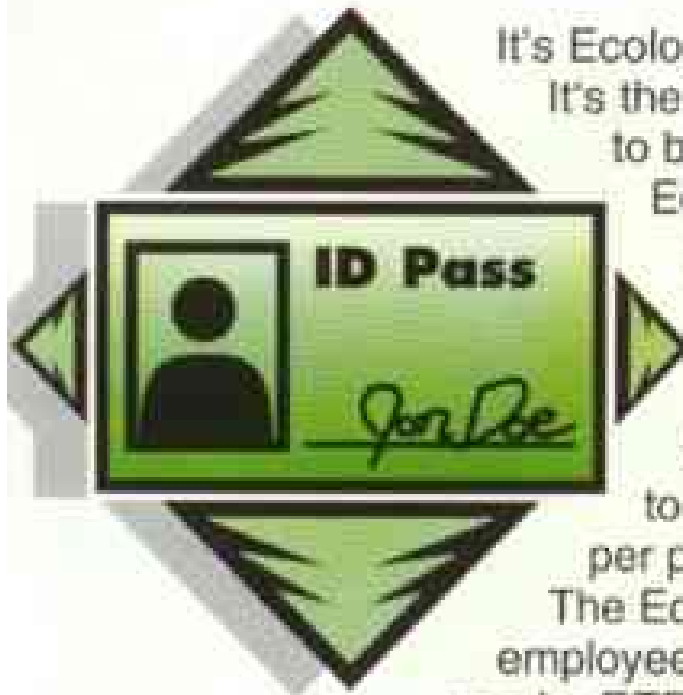
To be effective, norms should be:

- Noticeable
- Explicit
- Worded positively (*'do this'* instead of *'don't do this'*)
- Used in conjunction with commitments and incentives

Incentives



Eco Pass



It's Ecological. It's Economical.
It's the first program of its kind
to be offered to businesses. The
Eco Pass is an annual I.D. bus
pass that businesses provide
to all employees as the
ultimate alternative
transportation benefit.
And because it's offered
to all employees, the price
per pass is incredibly low.

The Eco Pass permits
employees to use any
regular RTD service
and also includes a
"Guaranteed Ride
Home" by taxi in
case of emergencies.



Incentives



Let's share!

Any examples of incentives
you used for the massasauga?

Incentives



- Are used to motivate individuals to perform a certain activity.
- Useful when:
 - motivation to engage in action is low
 - people are not doing the activity as effectively as they could

Incentives



Guidelines:

- Closely pair the incentive and the behaviour
- Use incentives to reward positive behaviour
- Make the incentive visible
- Be cautious about removing incentives
- Prepare for people's attempts to avoid the incentive
- Consider the size of the incentive (ethics)

Incentives



Guidelines (continued):

- Consider non-monetary forms of incentives
- Self-explanatory
- Close in space and time to the targeted behaviour
- Worded positively (*'do this'* instead of *'don't do this'*)
- Used in conjunction with commitments and norms