



**Chesapeake
Bay Trust**

Empowering people. Restoring nature.

Behavior Change

**Outreach and Restoration
Grant Program**

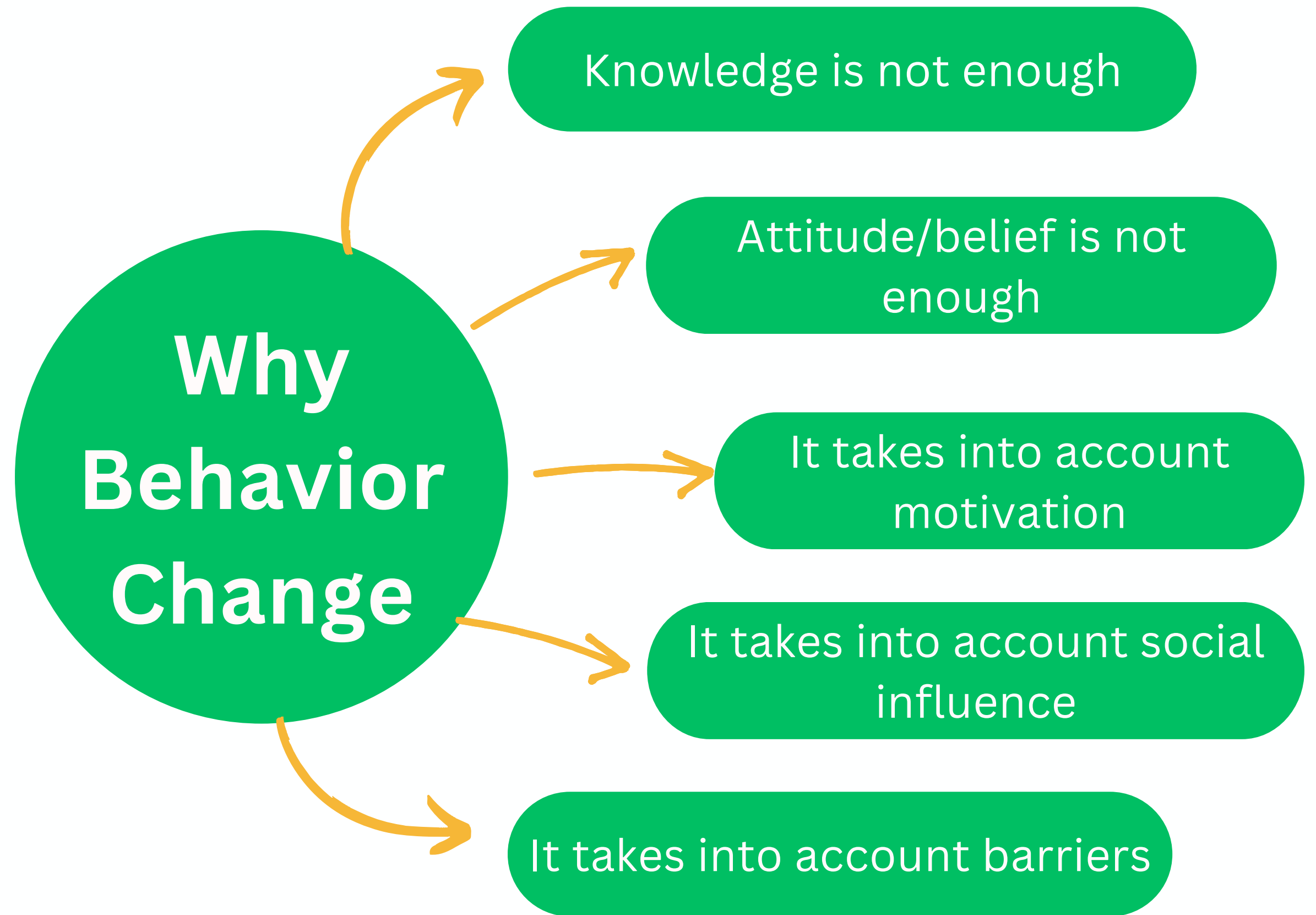
Presented By:
Danielle
Hamilton

Agenda

1. Why Behavior Change
2. The Steps of the Social Marketing Plan
3. Examples and Resources

Track Two: Behavior Change

A behavior change project should use the principals of Community-Based Social Marketing to research, design, and test a behavior change plan.



Which Option?



Research

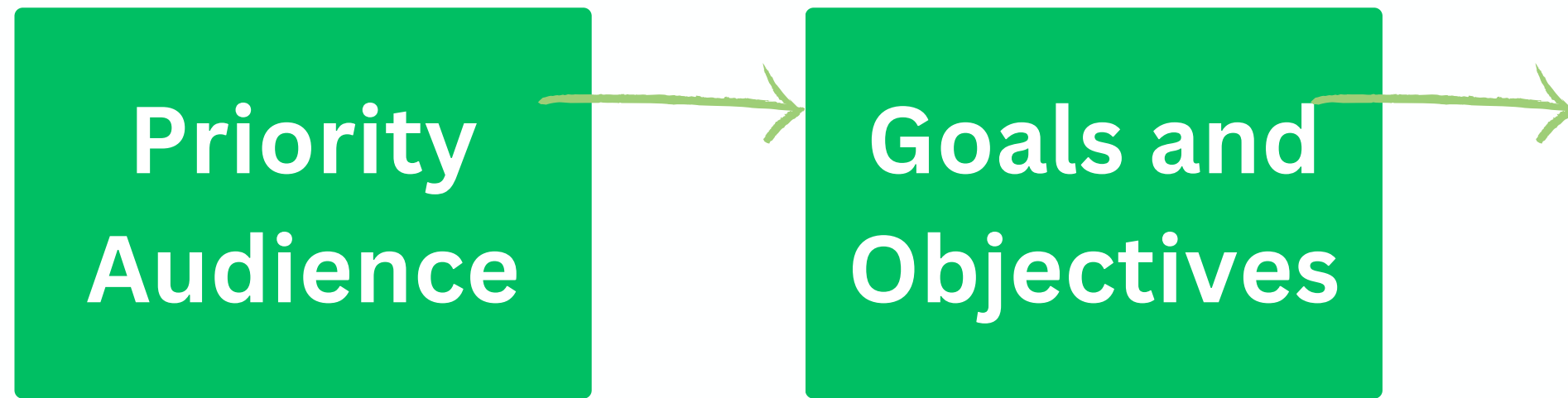


Planning



Implementation

The Steps of a Social Marketing Plan



Choosing a Behavior

**Non-Divisible,
End State
Behavior**

**Impact,
Probability,
and
Penetration**

**Baseline
Measurement**

The Steps of a Social Marketing Plan



Barriers and Benefits

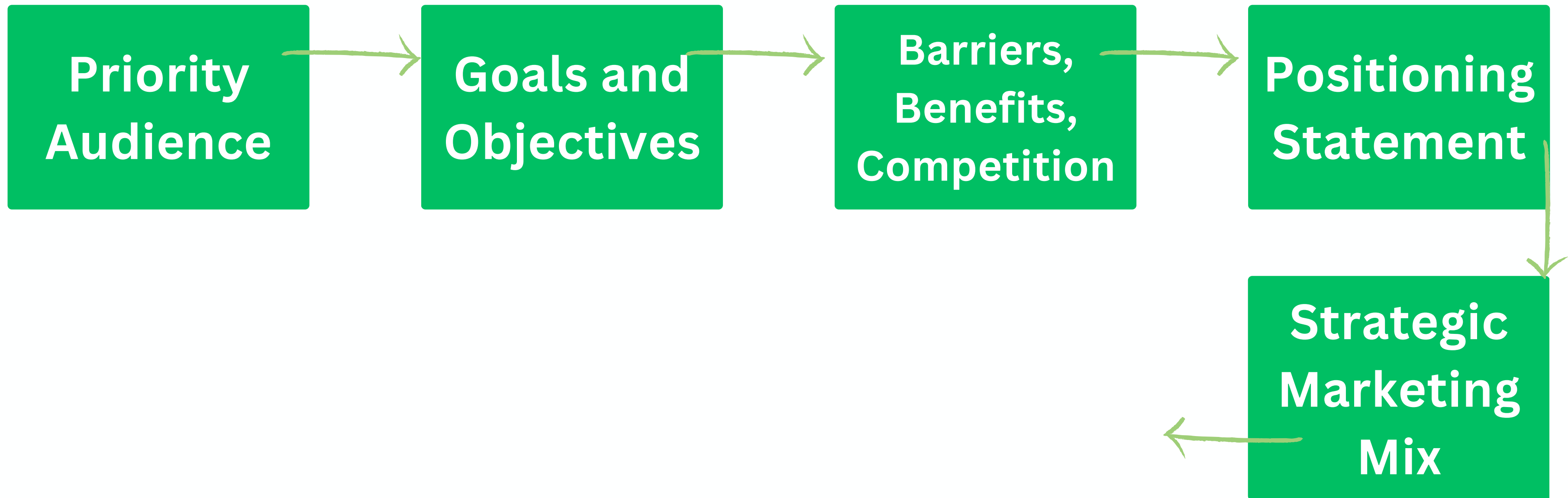
**Lit
Review**

Observations

**Focus
Group**

Survey

The Steps of a Social Marketing Plan



Developing Strategies

Commitment

**Social
Norms**

**Social
Diffusion**

Prompts

Developing Strategies

Communication

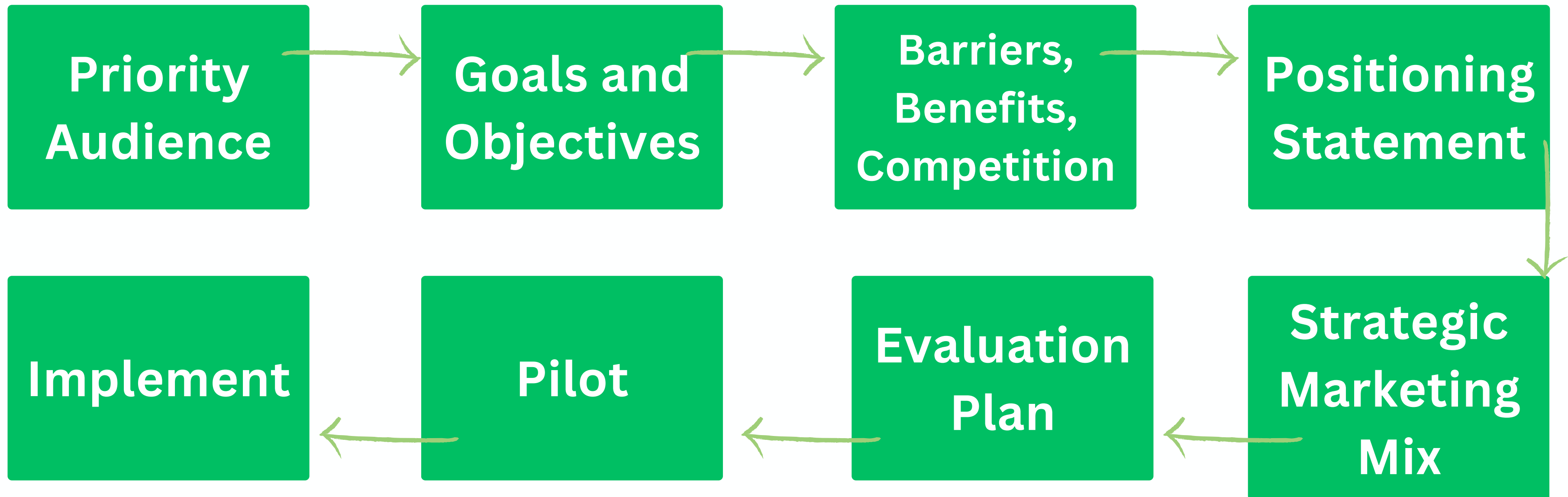
Incentives

Convenience

Strategies to Match Barriers

Barrier	Tool
Lack of Motivation	Commitment Norms Incentives
Forget to Act	Prompts
Lack of Social Pressure	Norms
Lack of Knowledge	Communication Social Diffusion
Structural Barriers	Convenience

The Steps of a Social Marketing Plan



Resources

01 Chesapeake Bay Trust Website

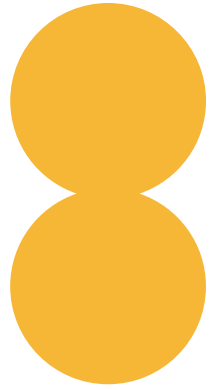


02 Chesapeake Behavior Change



03 Community Based Social Marketing





GOT QUESTIONS?

Reach out.



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