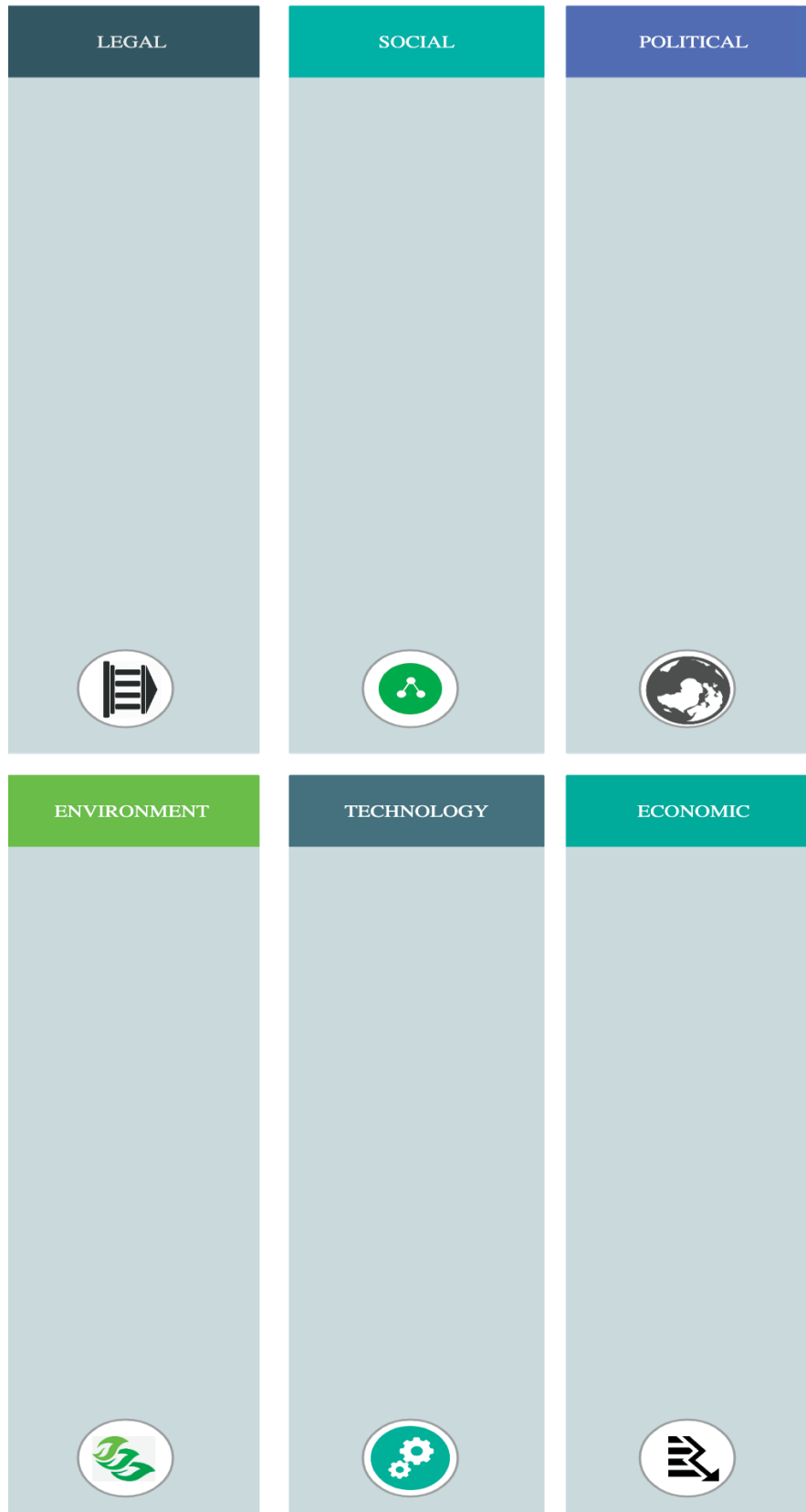




Designing Behavior Change Campaigns for  
Sea Turtle Conservation

# REFERENCE GUIDE

# Pestle Analysis Example





Sourced From: Reducing Plastic Pollution: Campaigns that Work

# Four Watch-Outs



**#1 Fear** Fear is most productive when there is something effective that a person can do to alleviate the threat. When the threat is existential or there is no immediate remedy, it just leads to anxiety and passivity.



**#2 Incentives** Incentives work – but the behaviour goes away when the incentive goes away. Worse, intrinsic motivation can be eroded through incentives.



**#3 Humour** People enjoy funny or clever campaigns and they can be more memorable. However, they do not necessarily translate into the desired behaviour change, and sometimes they do the opposite.



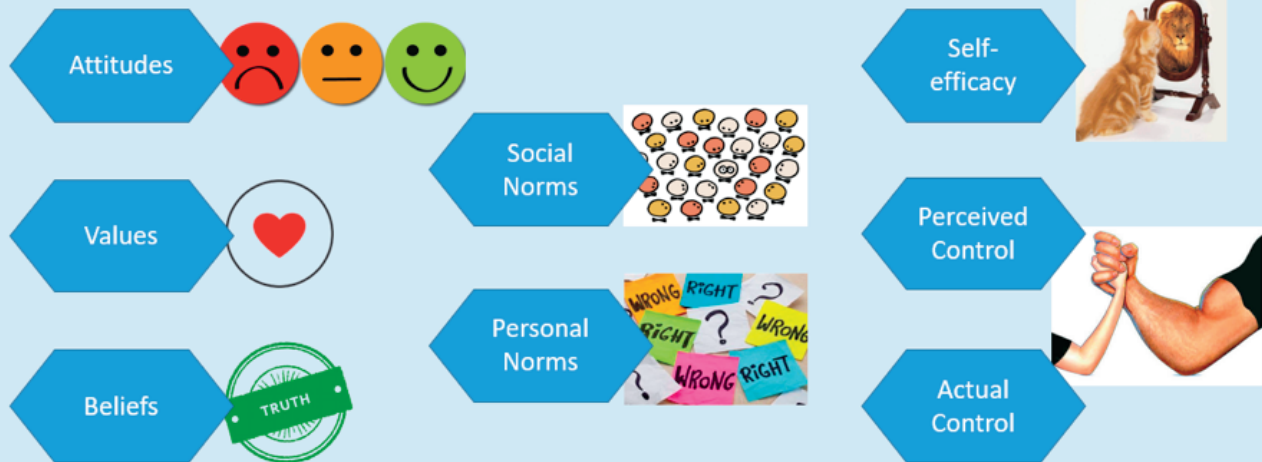
**#4 Altruism** While altruistic claims resonate with some, in general, people make behavioural choices that prioritize their present needs and wants over the good of the group, and even over meeting their own future needs.

Sourced From: Reducing Plastic Pollution: Campaigns that Work

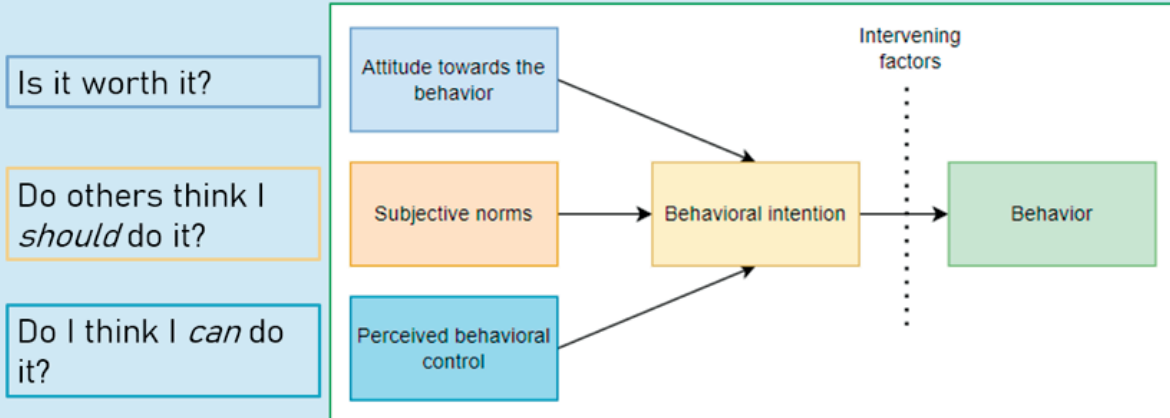


Sourced From: Reducing Plastic Pollution: Campaigns that Work

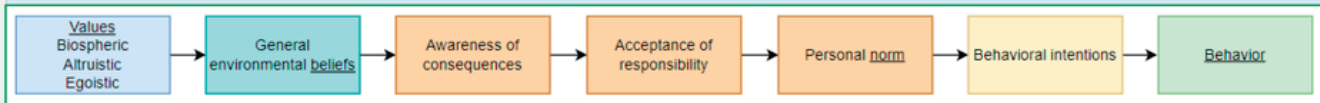
# Introduction to Behavior Change Theory



# Theory of Planned Behavior



# Value-Belief-Norm Theory



## Moral Foundations



CARE/  
HARM



FAIRNESS/  
CHEATING



LOYALTY/  
BETRAYAL



AUTHORITY/  
SUBVERSION



SANCTITY/  
DEGRADATION



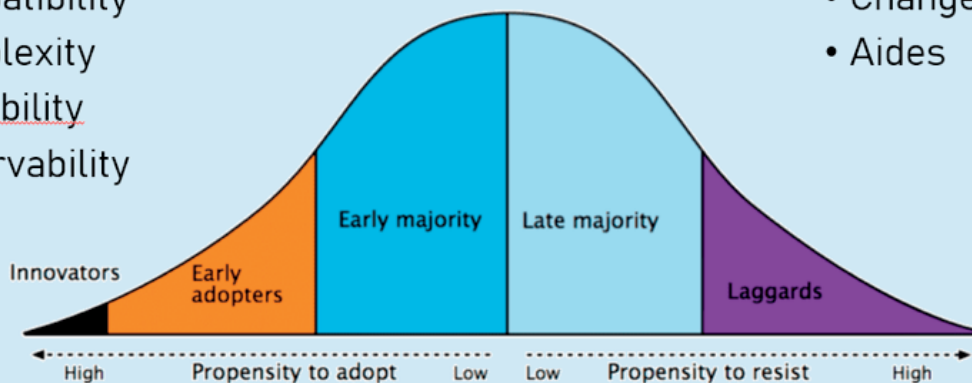
LIBERTY/  
OPPRESSION



# Diffusion of Innovation Theory

- Relative advantage
- Compatibility
- Complexity
- Trialability
- Observability

- Opinion leaders
- Change agents
- Aides



# Steps to create a behavior change strategy

What?

- Identify the threat or challenge
- Identify behaviors to help mitigate the threat

Who?

- Identify your target audience
- What do you know and not know about your target audience? What assumptions are you making?
- Stakeholder analysis- who do you need on your team to successfully change this behavior?

Why?

- Identify motivations for current behavior
- Identify barriers to adopting the desired behavior

How?

- Identify potential theories/frameworks to help guide your strategy
- Determine your key message and how you will frame it
- Determine mode of delivery to best reach your audience and key spokespeople

**Consult the Team BEACH network when thinking through future campaigns!**





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