

Designing Behavior Change Campaigns for Sea Turtle Conservation

Rachel Smith and Kelley Anderson, PhD




Our speakers



Team BEACH
(Be A CHangemaker):
Designing Behavior
Change Campaigns
for Sea
Turtle Conservation



Rachel Smith 
Conservation Programs
Manager, Disney Conservation

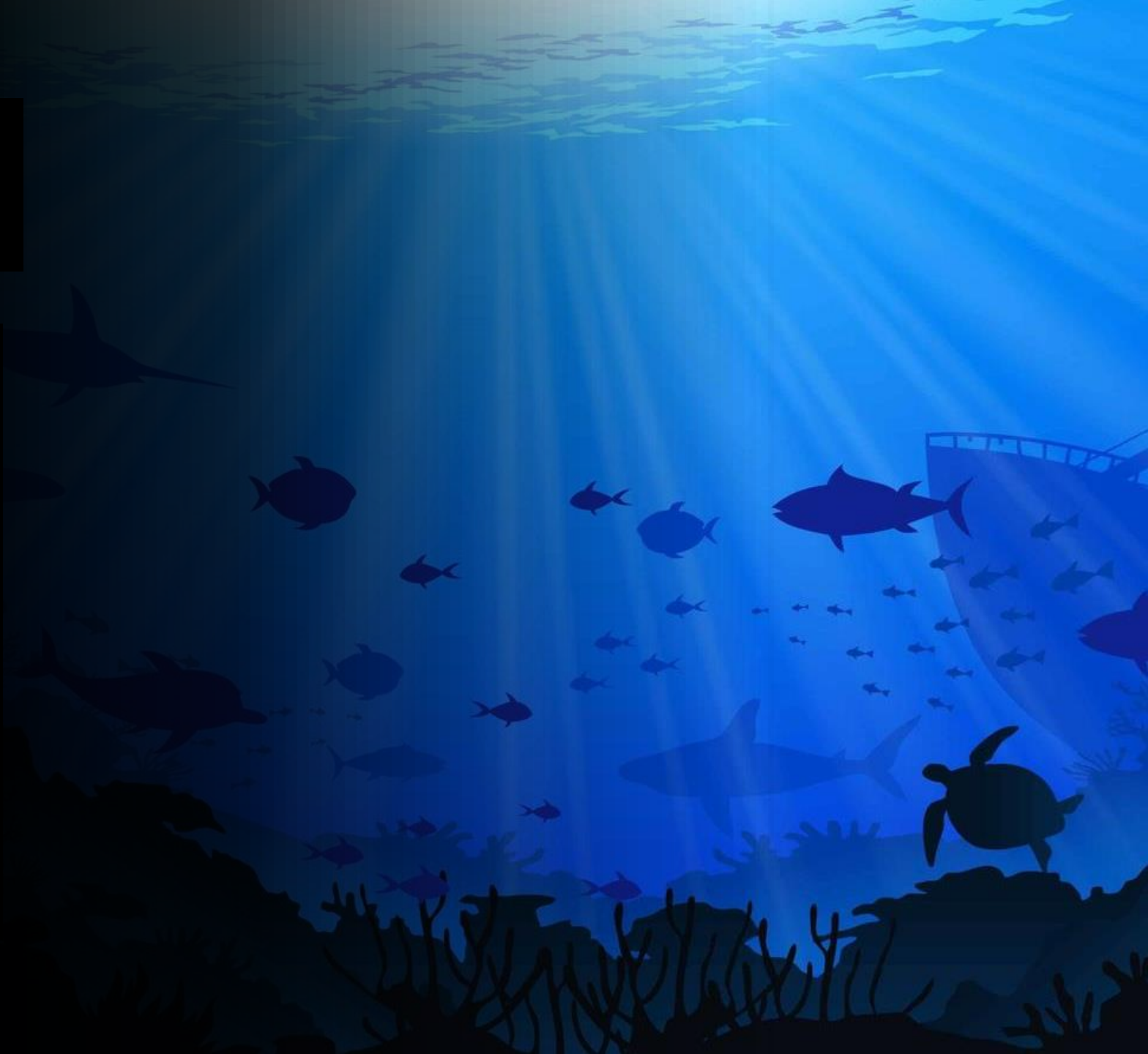
Kelley Anderson, PhD
Senior Research  Associate, Virginia Tech

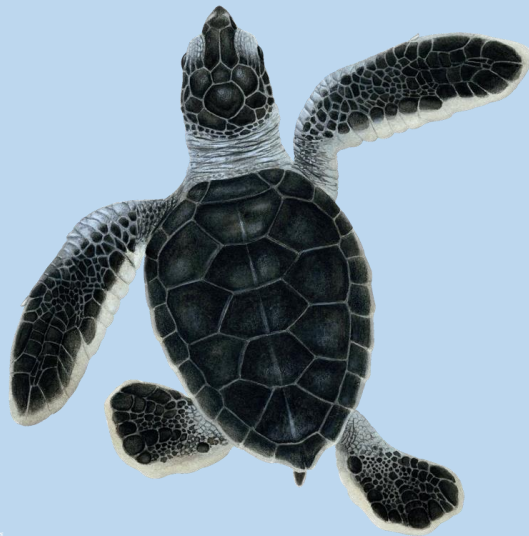
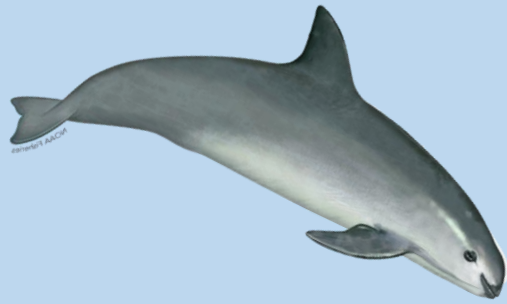
An aerial photograph of the ocean's surface, showing a dense pattern of small, dark blue waves. The water's color is a deep, dark blue, and the texture is highly detailed with many small ripples. Centered in the image is the text "All paths lead to human behavior..." in a clean, white, sans-serif font.

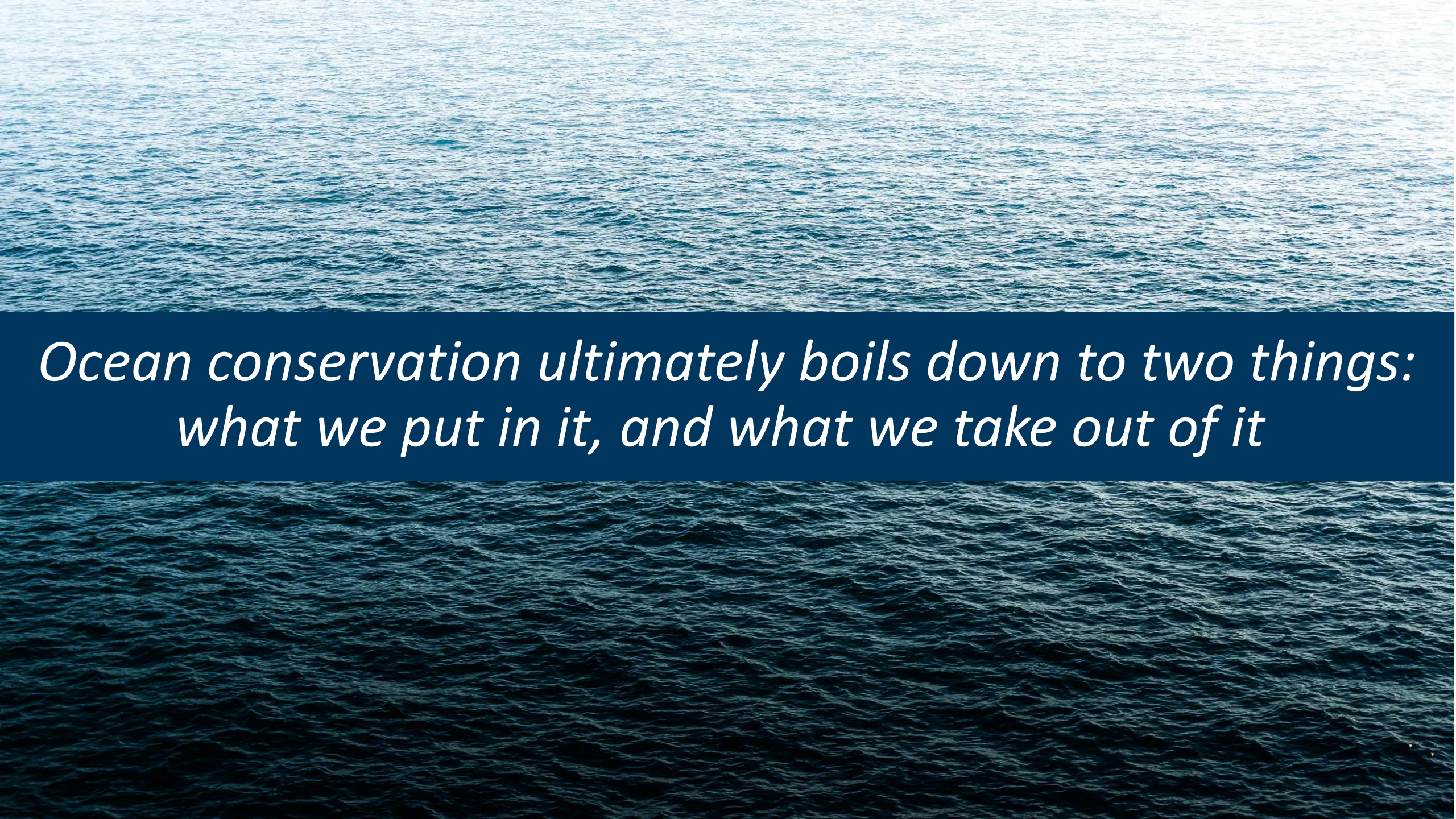
All paths lead to human behavior...

Behavior Change in Practice

- We have known about behavior change for a long time.
- Literature of other disciplines reveals long-standing utilization of behavior change principles.
- How can we use behavior change for good?
- How can behavior-centered design help us reach our conservation goals?





The image features a background of a vast ocean with gentle, rhythmic waves. The water transitions from a light, bright blue at the top to a deep, dark navy blue at the bottom. A solid dark blue horizontal band is centered across the image, containing white text in an italicized serif font.

*Ocean conservation ultimately boils down to two things:
what we put in it, and what we take out of it*



Our story

Vision: Conservationists across the globe engage audiences in measurable conservation action that positively impacts the health of sea turtles and oceans.

Mission: Build and empower a network of conservationists to facilitate resource sharing, convene partners, and promote global action for sea turtles.

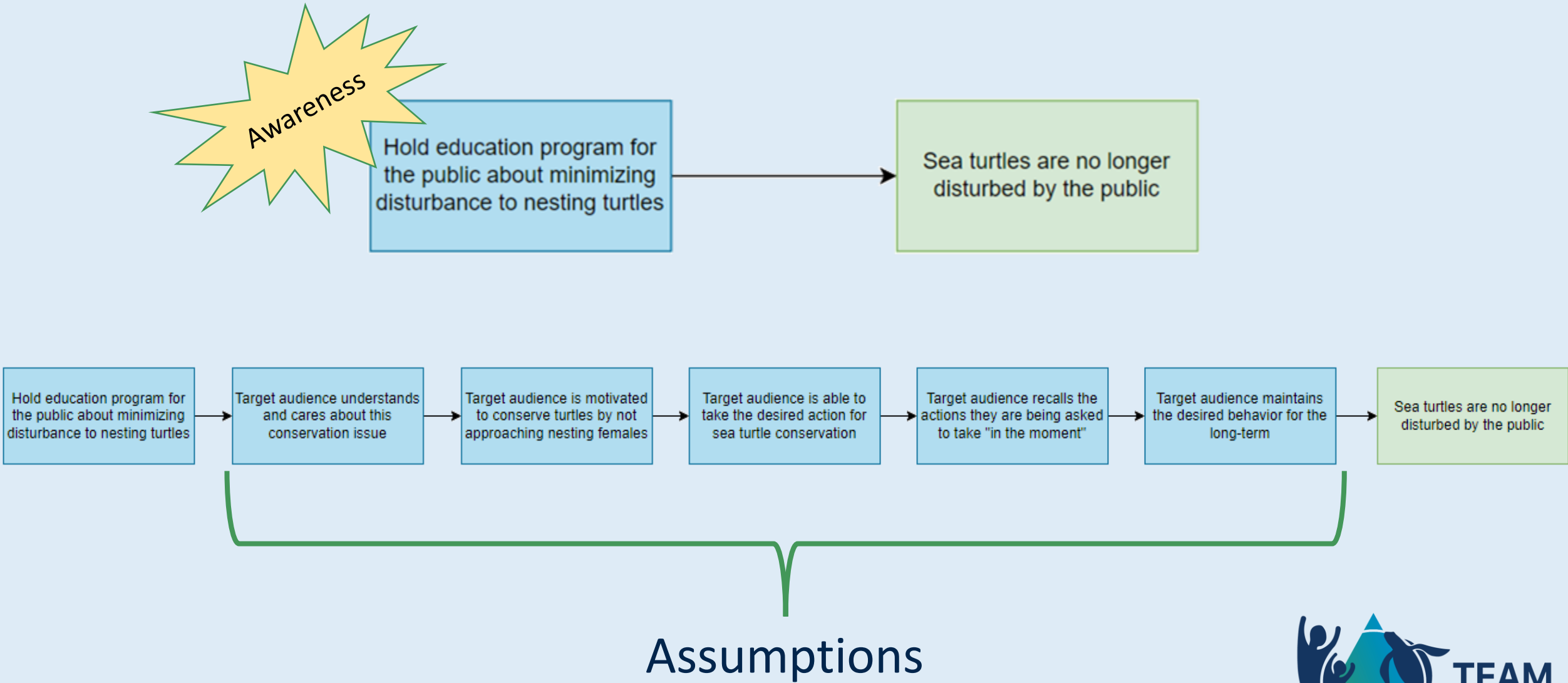
Our goals

Increase the use of **behavior-centered design** by sea turtle conservationists

Increase **measurable conservation action** through behavior change strategies

Positively impact the **health of sea turtles and oceans**

When human behavior isn't addressed...





Behavior Change Theory is a Roadmap

Pathfinder: using the 10 Paths to your advantage



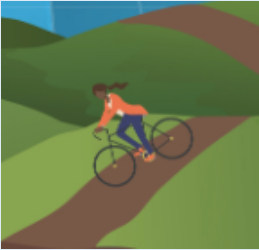
1. Cognitive Processing



2. Attitude



3. Values



4. Personal Norms



5. Social Norms



6. Perceived Behavioral Control



7. Behavioral Intention



8. Sense of Place

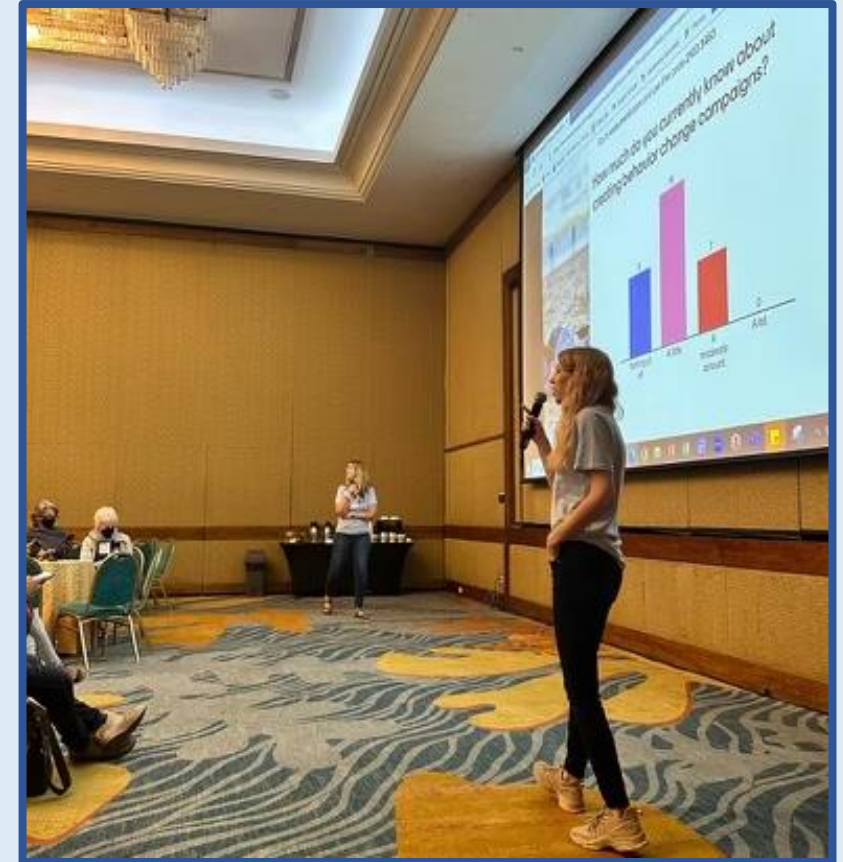


9. Emotions and Empathy



10. Connectors

International Sea Turtle Symposium Workshop



41st International
Sea Turtle Symposium



The 5 Case Studies



Reducing bycatch of French Guiana olive ridleys



Uptake of **Turtle Excluder Devices** in Sabah, Malaysia



Discouraging pet hatchlings in Maldives, Naifaru



Direct take of leatherbacks & olive ridleys in Ghana



Mitigating **light pollution** from short-term rentals in Florida

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 **pathways/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**



The background of the image is a deep teal color with a subtle, repeating pattern of water ripples. The ripples are more pronounced at the top and bottom edges, creating a sense of depth and movement. The overall texture is soft and organic.

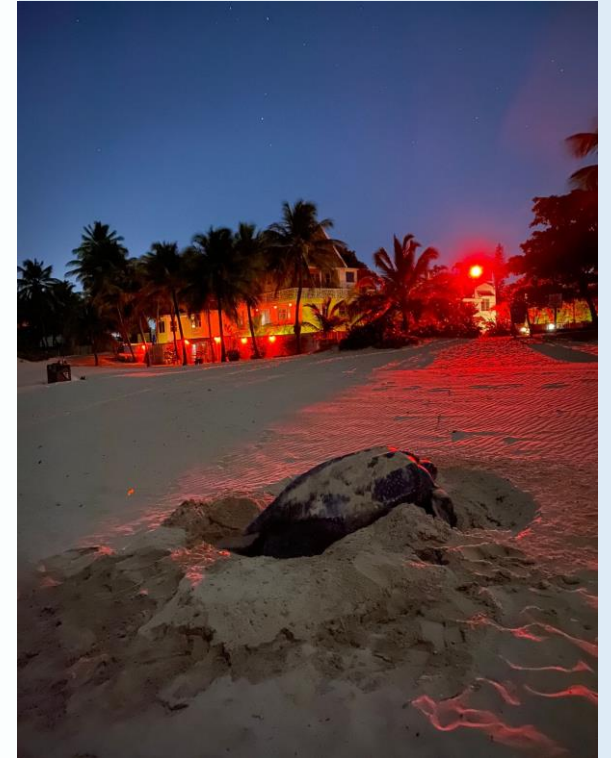
Now, it's your turn!

What?

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




please
TURN
the
LIGHTS
OFF



Who?

- Identify your **target audience**
- What do you know and not know about your target audience? What **assumptions** are you making?
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Tenants



**Property Owners
& Managers**



**Company
Leadership**

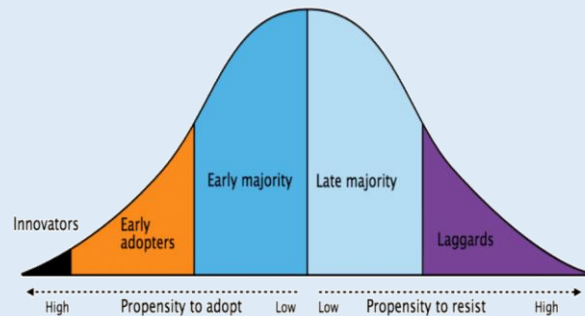
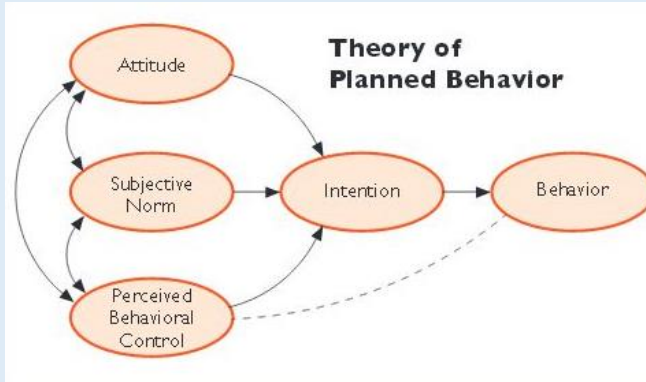
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Diffusion of Innovation

Evaluation & Adaptive Management

Assess

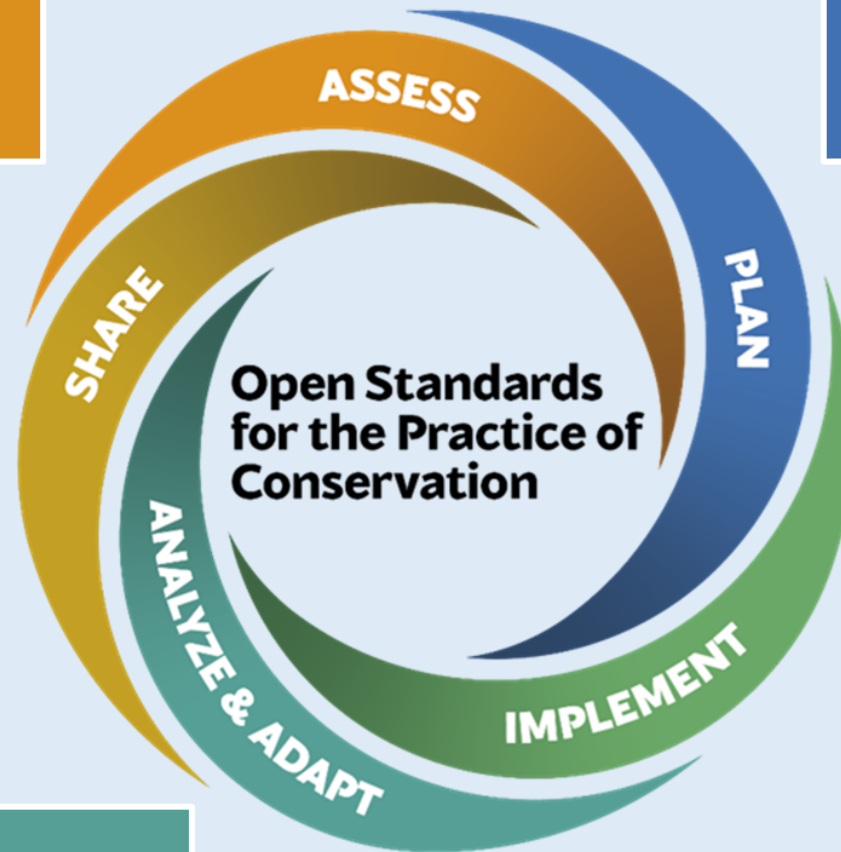
- Critical threats to be addressed
- Background information
- Purpose and scope of project

Share

- Document and share learnings
- Promote adaptive culture

Analyze & Adapt

- Analyze and interpret data
- Adapt plan accordingly



Plan

- Goals, objectives, and strategies
- Program, project, operations
- Monitoring and evaluation

Monitoring:

- Operational progress against timeline
- # of programs & people served

Evaluation:

- Outcomes measurement
- Survey, interviews, focus groups, observations

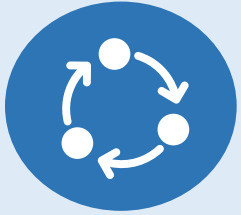
Implement

- Program, project, operations
- Monitoring and evaluation

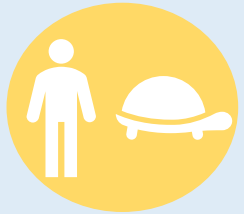
Eval 101



Designate funding for your evaluation



Design your evaluation alongside program development



Evaluate both human and conservation outcomes



Designing and implementing an evaluation is hard work



Consult an expert

On the Horizon for Team BEACH



**Focused
Partnerships and
Consulting**

**Webinar
Series**

**Online Open-
Access Course**

**Crowd-Sourced Resources
on Team BEACH Website**

**Practitioner/Social
Scientist Small
Grants Program**

**Upcoming
Workshops**

Behavior Change Initiatives in our Field

NEWS

The SAFE PACT: People Advancing Conservation Together

SAFE PACT TEAM



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← About

What We Do

We apply social science methods to study how people understand social issues—and how best to frame them. We help shape effective communications.



CENTER FOR
BEHAVIOR & THE
ENVIRONMENT



CENTER FOR
RESEARCH &
EVALUATION

Thank You!



Team BEACH
Website

