Oceanic Society

ASSOCIATION OF ZOOS & AQUARIUMS

SAFE SAVING ANIMALS FROM EXTINCTION

SWOT THE STATE OF THE WORLD'S SEA TURTLES

Disney CONSERVATION

Behavior Change Campaigns for Sea Turtle Conservation

Disney Conservation: Rachel Smith and Kelley Anderson

Oceanic Society/SWOT: Roderic Mast, Brian Hutchinson, Ashleigh Bandimere, and Lindsay Mosher

TEAM BEACH

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Team BEACH Introductions

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Goals for the workshop

Learn about the process of designing a behavior change strategy or campaign for conservation.

Develop a behavior change strategy and provide suggestions for the submitted case studies.

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Conservation is about PEOPLE

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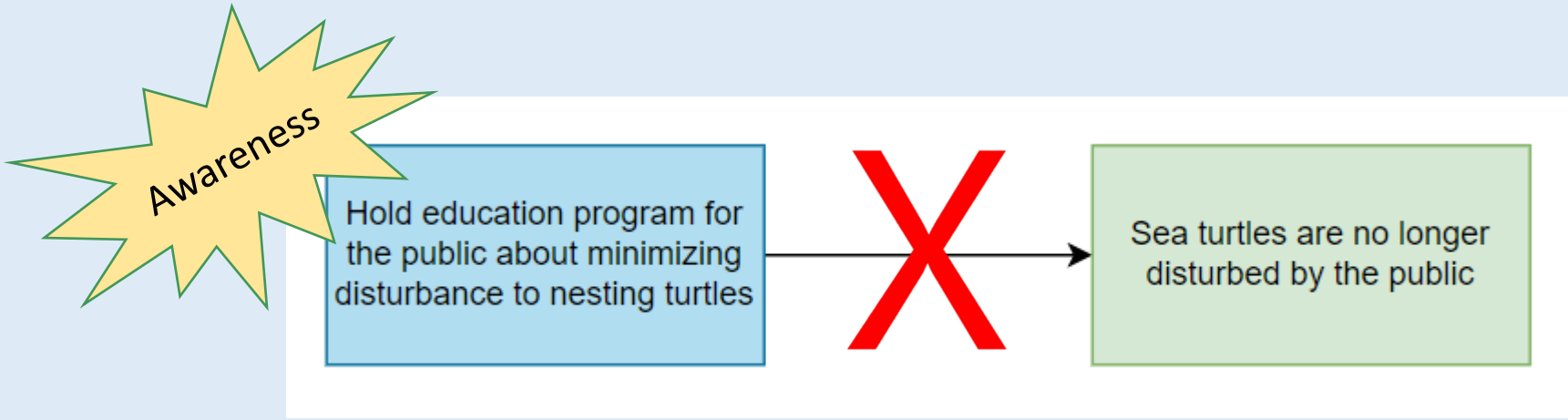
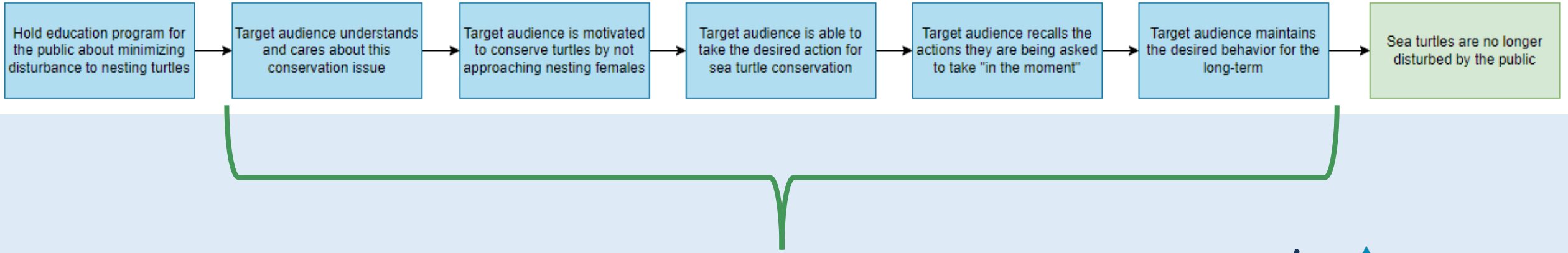
When human behavior isn't addressed…





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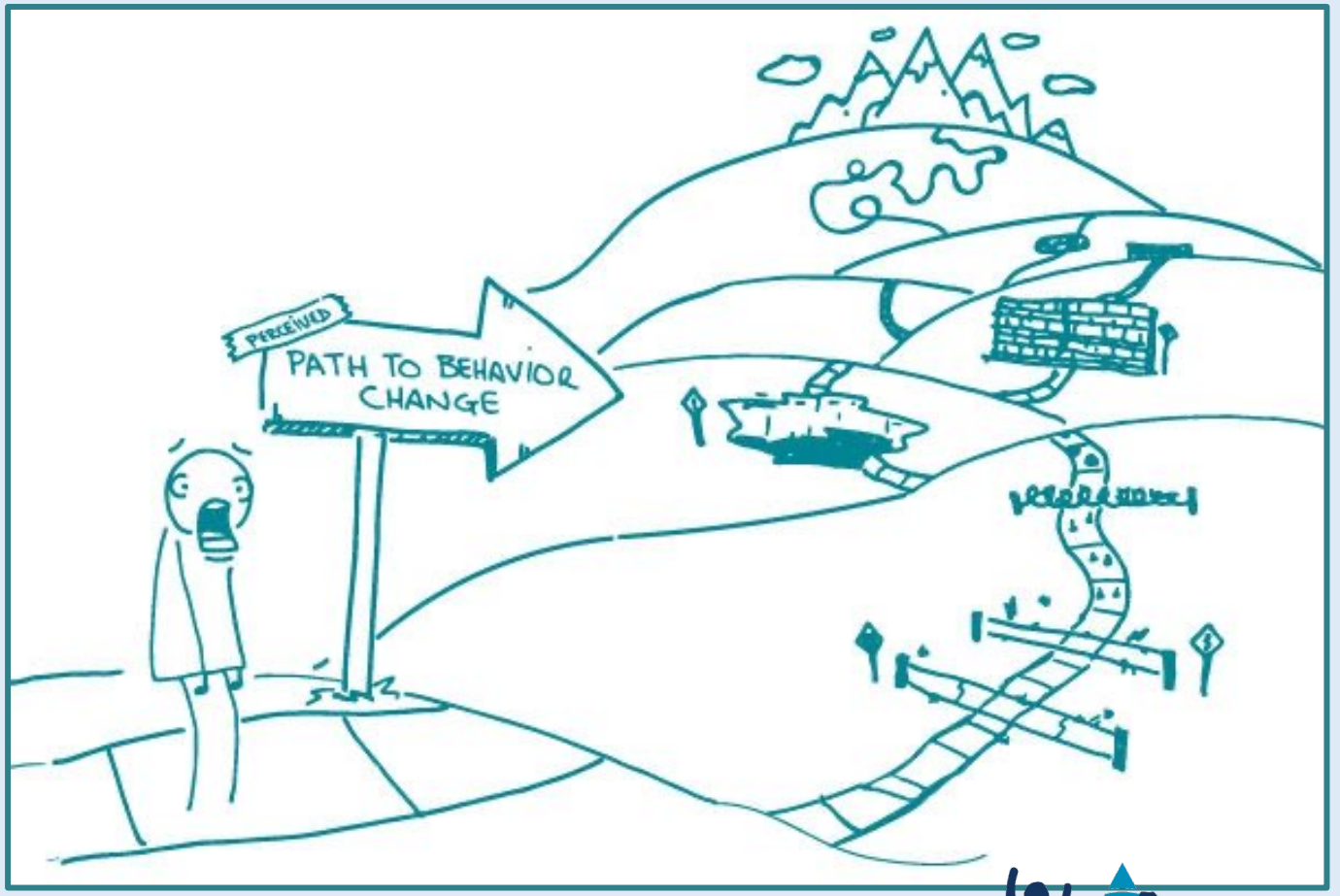
Behavior Change Theory



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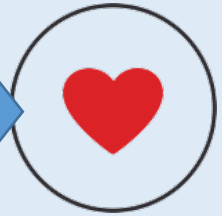
Introduction to Behavior Change Theory

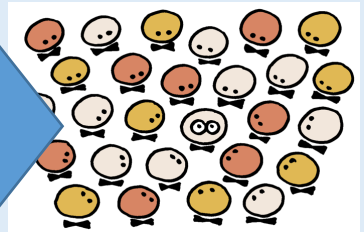
Attitudes

Values



Beliefs

Social Norms



Personal Norms

Self-efficacy

Perceived Control

Actual Control

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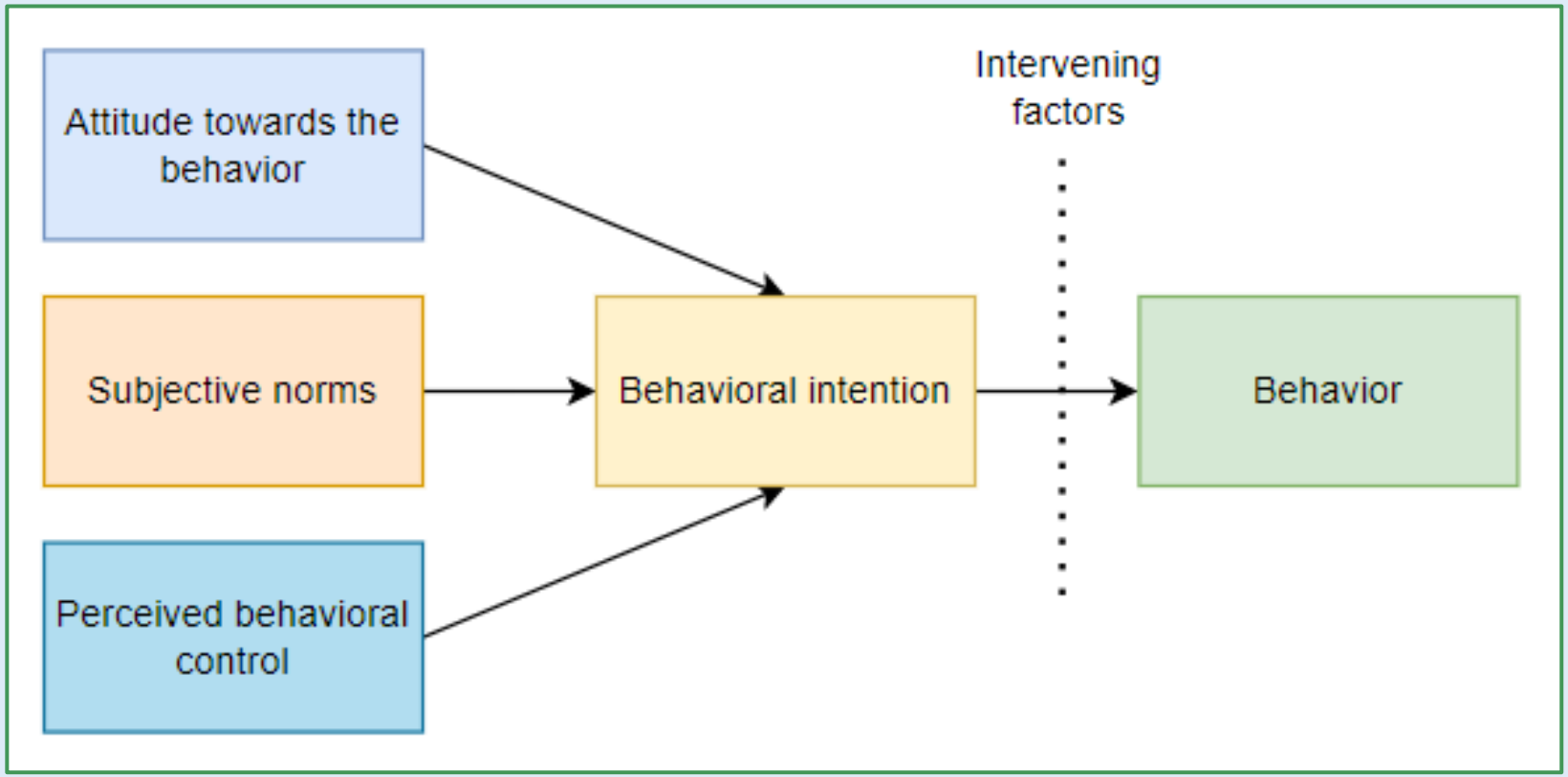
Theory of Planned Behavior

Is it worth it?

Do others think I *should* do it?

Do I think I *can* do it?



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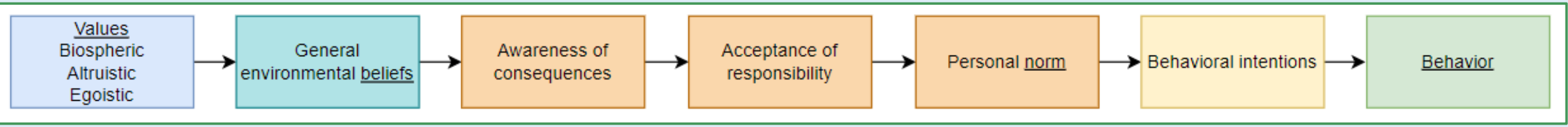
Value-Belief-Norm Theory



Moral Foundations

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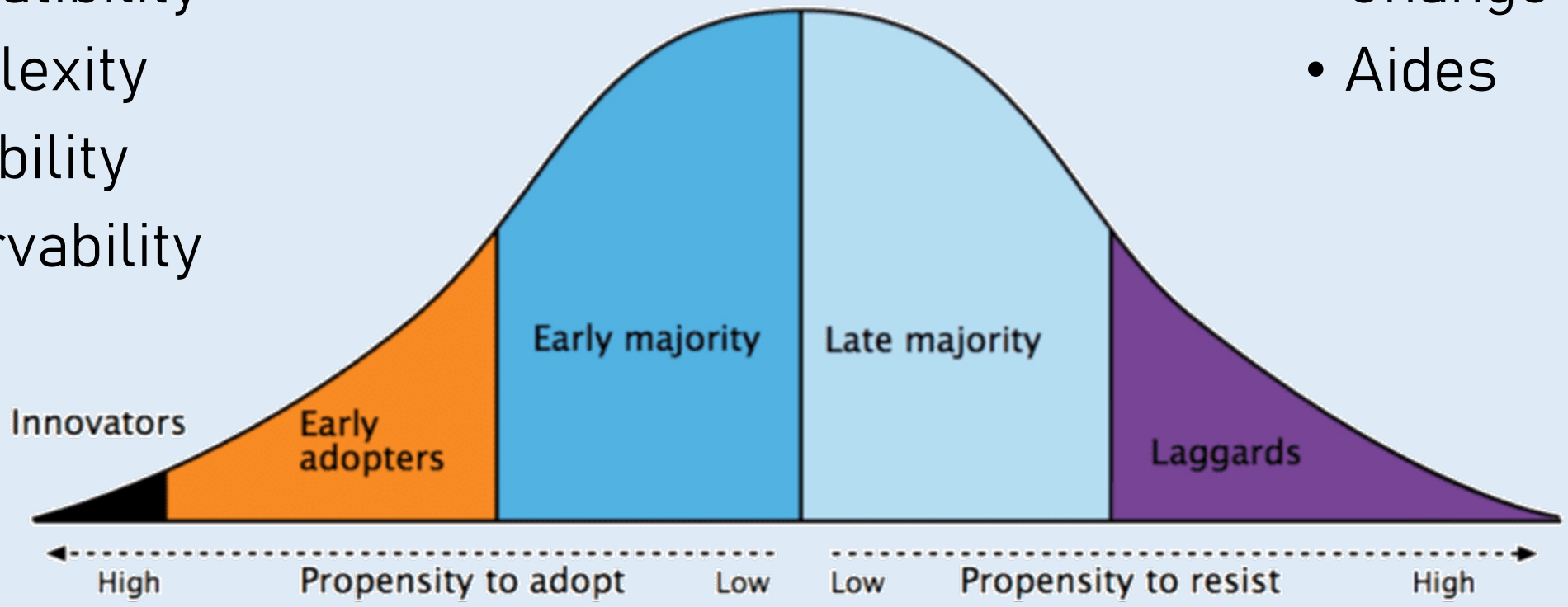
Diffusion of Innovation Theory

- Relative advantage
- Compatibility
- Complexity
- Trialability
- Observability

- Opinion leaders
- Change agents
- Aides



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Steps to create a behavior change strategy

What?

- Identify the threat or challenge
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Who?

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Why?

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How?

- Identify potential theories/frameworks to help guide your strategy
- Determine your key message and how you will frame it
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Consult the Team BEACH network when thinking through future campaigns!

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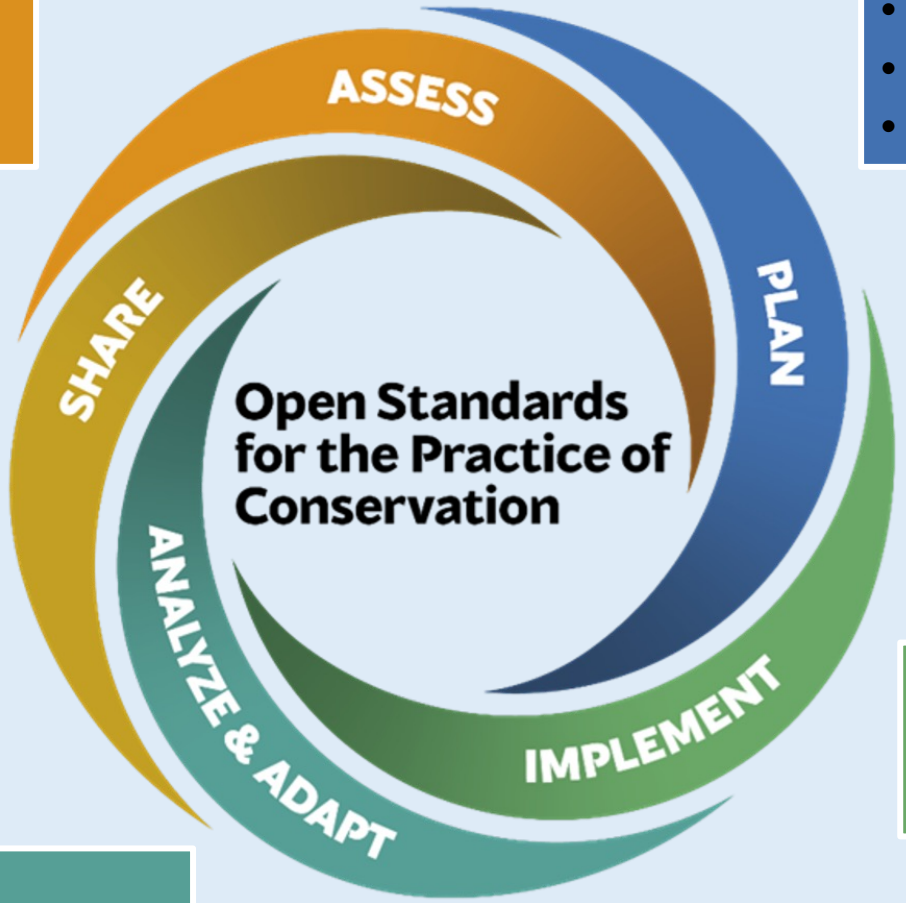
Evaluation & Adaptive Management

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

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



Monitoring:
- Operational progress against timeline

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

Share
- Document and share learnings
- Promote adaptive culture

Implement
- Program, project, operations
- Monitoring and evaluation

Analyze & Adapt
- Analyze and interpret data
- Adapt plan accordingly

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Six Effective Strategies

#1 Customizing Recognize that different approaches will work for different people (e.g. introverts vs extroverts), and that major life transitions, such as moving home and becoming a parent, are opportunities to change habits.

#2 Using Good Norms Use social norms to shape behaviour. People imitate others, especially those with recognized status such as celebrities, and they respond to norm-based cues about what is acceptable and expected.

#3 Specifying Action Be specific about what to do. Especially when it comes to plastic, where people can feel disempowered, provide clear direction on what meaningful actions people can take.

#4 Catalyzing Commitments Challenge people to make a public or private commitment to do something specific. Once people make that commitment, they are more likely to follow through and even shift habits over time.

#5 Tapping Positive Emotions Tap into pride, hope and optimism. People who experience pride, hope and optimism as part of their pro-environmental behaviours tend to stick with them.

#6 Showing it Matters Show that the results – even for just one person's actions – matter. In the face of a global crisis, it is easy to believe that a bottle here or a candy wrapper there don't matter. Show people that they do.

Effective strategies for behavior change

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.

Watch-Outs!

Four Common Mistakes

#1 Stopping at Awareness Assuming that making people aware of the problem will lead to behaviour change. Awareness can be a first step on the path to action, but the journey is not inevitable.

#2 Using Guilt Using guilt to try to change behaviour. Appeals to guilt will create resistance in many people. For the rest, their guilt cup is already overflowing, reducing potential effectiveness.

#3 Reinforcing Bad Norms Showing the regrettable frequency of undesirable behaviours. Social norms are effective at shaping behaviour – so showing the prevalence of bad behaviour backfires.

#4 Allowing Distance Allowing the problem to feel distant or intangible, and relying more on statistics than images and stories. People are more moved to action by problems that are local, urgent and tangible. Physical, temporal or psychological distance all undermine our motivation to act.

Common mistakes

Examples of successful behavior change campaigns

These campaigns didn't stop at raising awareness!

They also prioritized identifying the motivation behind the undesirable behavior.

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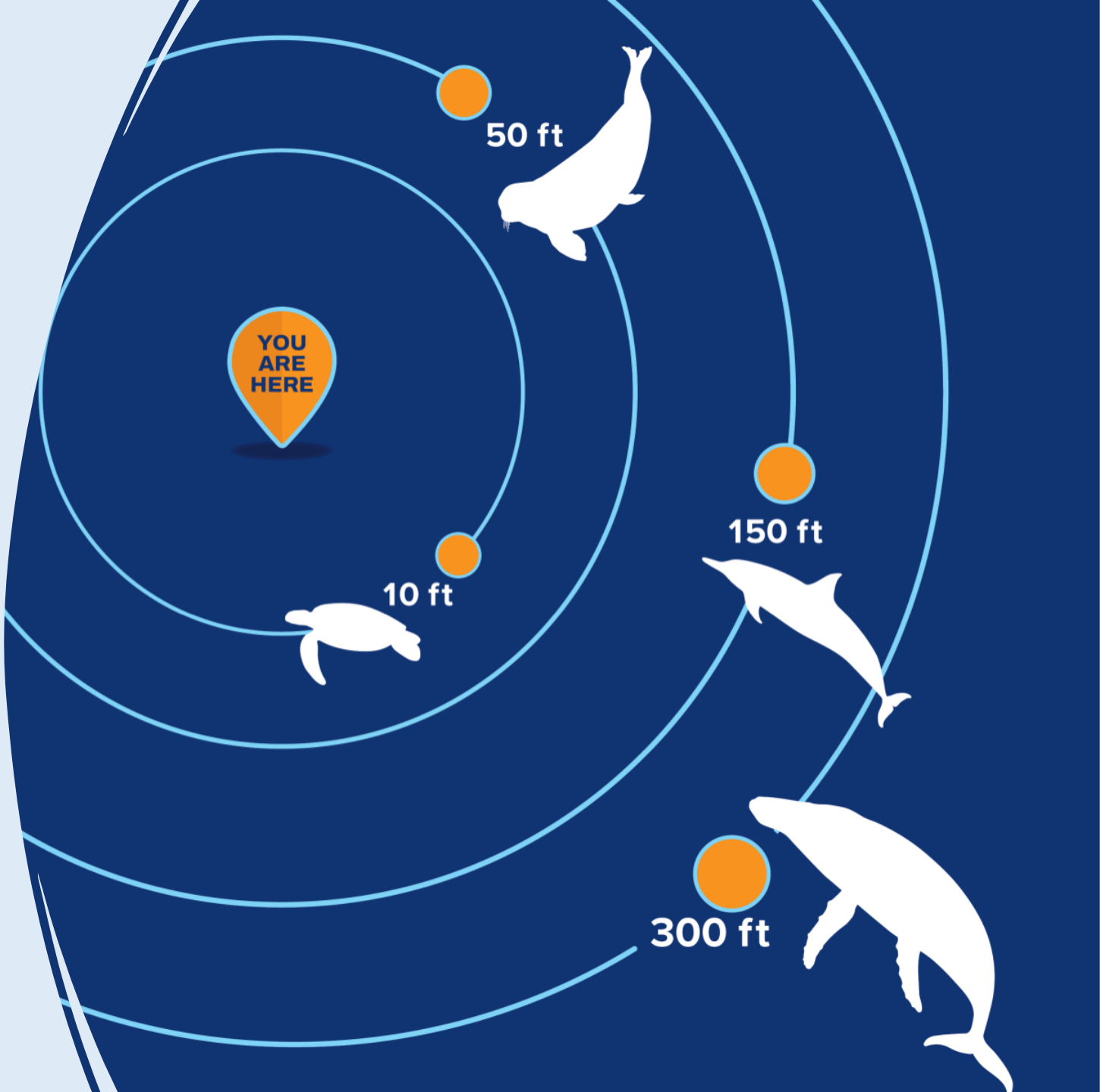
AMAZING FROM AFAR

- **Goal**: Encourage tourists in Hawaii to admire wildlife from a respectful distance
- Through sharing the “why” and removing efficacy barriers, the group is effectively removing this threat for Hawaiian wildlife
- “Join the pod of others like you who are Kind to Oceankind”



AMIGUAU

- **Goal**: Reduce the desire of children to have cotton-top tamarins as pets
- Early surveys indicated a desire to have dogs as pets; yet village dogs were not currently viewed as pets
- 5-week program: collaboration w/ Proyecto Titi and Disney animal keepers to teach dog training to kids & families in village
- Evaluation included surveys for behavioral intention, long-term follow ups, and impact evaluation

Elephants and Bees Project

SAVE THE ELEPHANTS

- **Goal**: Prevent killing of crop-raiding elephants by farmers without impacting livelihoods
- “A win-win addition to a toolbox of deterrent methods, beehive fences help create a social and economic boost to farmers through pollination services and the harvesting of ‘Elephant-Friendly Honey’”
- Started in Kenya but now expanded to 17 countries including Asia

Changing Tides Eco-Challenge

- **Goal**: Lower the eco-footprint of a scientific meeting

Southeast Regional Sea Turtle Network

Southeast Regional Sea Turtle Meeting's Changing Tides Challenge

Going Green for the Big Blue

PACK green!

Earn 1 point for **each reusable item you bring:**

- ☐ Water Bottle
- ☐ Straws
- ☐ Coffee Mug
- ☐ To-Go Containers
- ☐ Travel Cutlery
- ☐ Other: _____

TRAVEL green!

- ☐ **If driving**...carpool with at least one other person — ☐ # of Add. Passengers (1 point each)
- ☐ **If flying**...contribute $5 to the airline's carbon offset program. — ☐ # of $5 Donations (1 point each)

CONFERENCE green!

	2 or 3 Restaurants (1 point each)	4+ Restaurants (2 points each)
☐ **Dine at SERSTN-recommended restaurants** during your visit (consult SERSTN's Green Business Guide for Orange Beach)	☐	☐

- ☐ **Pack leftovers in a reusable to-go container you brought from home** when a sustainable to-go container isn't available — ☐ # of Meal Leftovers Packed (1 point each)
- ☐ **Educate a local resident about sea turtles** and how they can be a conservation hero — ☐ # of Conservation Messages Shared (1 point each)

	Day 1	Day 2	Day 3
☐ **Re-use your towel** when showering	☐	☐	☐
☐ **Limit shower time** to 5 minutes or less	☐	☐	☐
☐ **Turn up your thermostat** while out to >76°F	☐	☐	☐
☐ **Turn off all lights** before leaving your room for the day	☐	☐	☐
☐ To hydrate, **use a water bottle you brought from home**	☐	☐	☐
☐ To caffeinate, **use a coffee mug you brought from home**	☐	☐	☐
☐ **Unplug personal devices** in your room each morning before you leave	☐	☐	☐
	(1 point each)		

FINAL TALLY: _____

Learning Opportunities

Contractor Incentive Program

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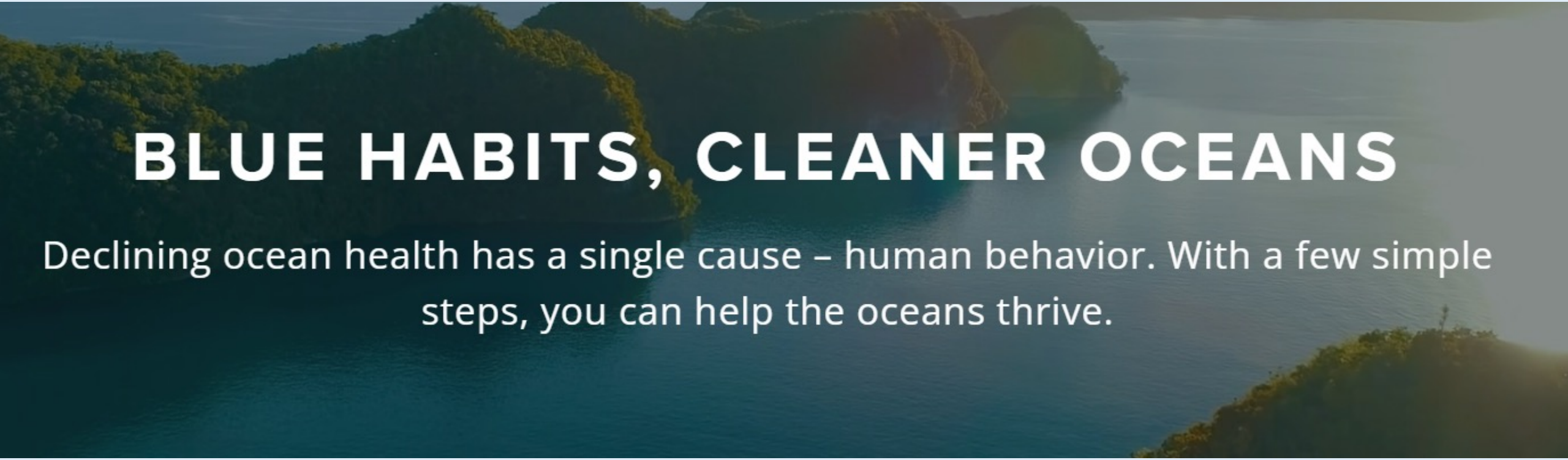
Learning Opportunities



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