

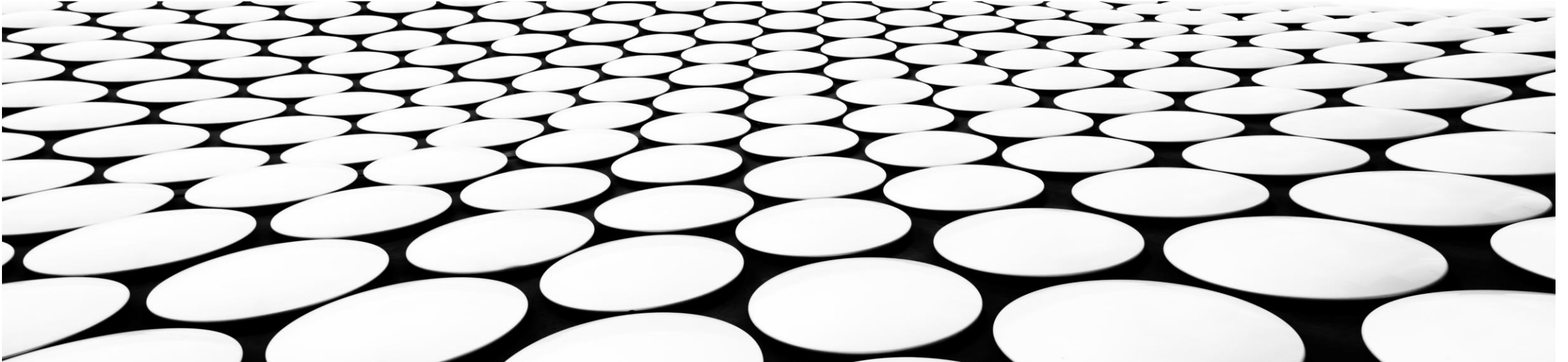
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# COMMUNICATION FOR ACTION FOR WATER RESOURCE PROTECTION AND RESTORATION

SOUTHEAST REGIONAL WORKSHOP FOR WATERSHED ORGANIZATIONS

JULY 1, 2020

TALI MACARTHUR, POWR



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# **PRESENTATION CONTENT BASED ON TRAINING MATERIALS CREATED AND SHARED BY:**

**BROOKE TULLY**

**VISIT [BROOKETULLY.COM](https://brooketully.com) FOR WEBINARS, ARTICLES,  
BLOG POSTS AND MORE**

**“USING BEHAVIORAL INSIGHTS AND COMMUNICATION STRATEGIES TO PROTECT THE PLANET”**

# TODAY'S JOURNEY

- What do you want people to do?
- Who do you want to do it?
- Why they may not do it.
- Create the right message.
- Select the best images



## WHAT DO YOU WANT PEOPLE TO DO?

- Focus on what you want them to *DO*, not what you want them to *stop* doing.
- Move beyond “awareness” to “what they should *DO*.”
- Be specific. Make it an ACTION.
- Ask one thing at a time. And don’t make it a HUGE change.

Example: Choose at least one native plant for your garden this year.

## WHO NEED TO TAKE THIS ACTION?



Trust me, it's NEVER “everyone.” (Nor is it “the general public”)



People who garden...People who garden within  $\frac{1}{4}$  mile of your creek...

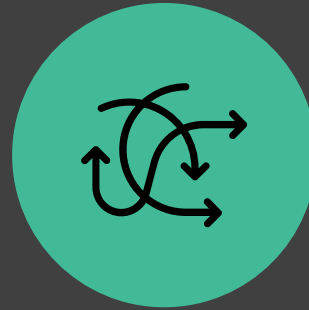
# WHY PEOPLE DON'T DO THINGS



IT'S EASIER AND SAFER  
NOT TO DO ANYTHING.



IT'S NOT EVEN  
POSSIBLE TO DO THE  
THING.



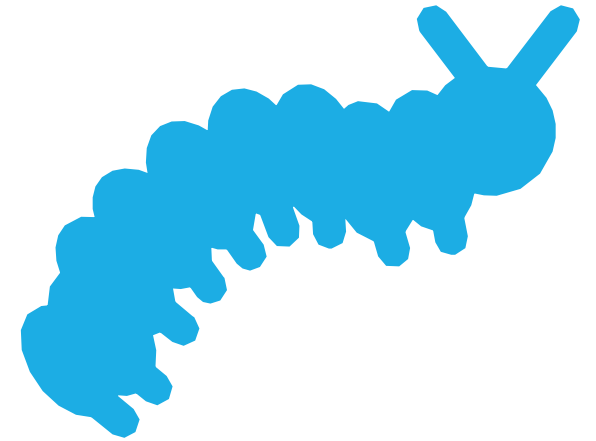
THEY TRIED TO DO IT,  
BUT IT GOT TOO  
DIFFICULT.



THEY DON'T "GET" WHY  
THEY SHOULD DO IT.

# WHY PEOPLE WILL DO THINGS

- Other people are doing it.
  - One out of three of your neighbors has planted at least one native plant.
- It's fun, easy, and has an impact.
  - Visit "Native Wonders Nursery" right downtown.
- I'm part of something bigger
  - Just one plant can provide food for endangered butterflies who are making a comeback in PA.
- It benefits me personally
  - Native plants require less effort!







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## USE IMAGES THAT MOTIVATE

- Show people doing the desired behavior; not what you want them to stop doing
- Show positive progress; not sadness or shock images
- Use simple images; don't clutter or confuse the message
- Empower your audience; don't shame them

Photo credit: of U.S. Fish and Wildlife



# When balloons fly, seabirds die.

Be part of the solution.  
[zoo.org.au/balloons](http://zoo.org.au/balloons)







**Promise  
blow bubbles  
not balloons at  
your outdoor  
events.**



Join the growing  
number of visitors who  
have promised our  
little Penguins that they will  
use bubbles not balloons  
at their outdoor events.  
You'll have a chance to  
win prizes!





**DON'T  
CONFUSE THE  
MESSAGE**



Don't bum  
people out!



Show them what's possible!



## IN CLOSING

- There are a lot of reasons why people may not take action or change behaviors, all of which are valid.
- Yet, there are amazing motivators we can add to our communications that will overcome many of those challenges.

