Community-Based Social Marketing

Greg Husak | Information Officer
Community-Based Social Marketing (CBSM) is NOT about “making impressions” or “generating awareness.”

CBSM is about

• building community norms
• around desirable behaviors.
• Traditional marketing techniques don’t cause **sustainable** behavior change.

• Desired changes must be **simple and indivisible**.

• **Barriers** must be overcome.

• **Benefits** must be clear.
5 Step CBSM Process

1. Select Behaviors
2. Identify Barriers and Benefits
3. Develop Strategies
4. Pilot Test
5. Implement and Evaluate
1. Select Behaviors:

- What action(s) would have the greatest impact?
2. Identify Barriers and Benefits:

- Don’t Guess
- Literature Review
- Observation
- Focus Groups and Surveys
Literature review

- News articles
- Trade publications/websites
- Agency reports
- Academic databases
Articles: 1492 Found

1. Examining Trends in Adolescent Environmental Attitudes, Beliefs, and Behaviors...


   Since the Environmental Movement began, adolescents’ views have been largely ignored in studies of public opinion. This article presents a descriptive analysis of trends in the environmental attitudes, beliefs, ...

   Category: Toxic: Attitudes

2. Attitude-Based Target Groups to Reduce the Ecological Impact of Daily Mobility...


   This study analyzes the usefulness of an attitude-based target group approach in predicting the ecological impact of mobility behavior, based on a survey of 1,591 inhabitants of three large German cities. Constructs...

   Category: Toxic: Attitudes, Norms

3. Factors Influencing the Decision to Drive or Walk Short Distances to Public...


   Examples of drivers and walkers are examined to understand factors influencing the decision to walk. The study sample was limited to those who lived within 1 km of the park-and-ride facility to avoid confounding such as ...

   Category: Toxic: Attitudes, convenience

Browse the Articles
Observation

• Direct
• Unobtrusive
• More than one person
Focus Groups and Surveys

- Require method, money and time
- If you lack these, do an *Intercept Survey*:
  - Ask “what makes this difficult?”
  - “What makes it rewarding?”
3. Develop Strategies

• Make them **local**
• Make them **personal**
• Make them **relatable**
4. Pilot Test

• How do we measure effectiveness?
• Is this working?
• If not, why not?
• What do we change?
5. Implement and Evaluate

- How do we measure effectiveness?
- Is this working?
- If not, why not?
- What do we change?
What we’re doing:

• Changing defeatist perceptions
• Building CBSM community in Minnesota
• Steps 1 and 2 with Ken and Azentive
Thank You!

Greg Husak

greg.husak@state.mn.us

651-259-5132
The Minnesota DNR prohibits discrimination in its programs and services based on race, color, creed, religion, national origin, sex, public assistance status, age, sexual orientation or disability. Persons with disabilities may request reasonable modifications to access or participate in DNR programs and services by contacting the DNR ADA Title II Coordinator at info.dnr@state.mn.us or 651-296-6157. Discrimination inquiries should be sent to Minnesota DNR, 500 Lafayette Road, St. Paul, MN 55155-4049; or Office of Civil Rights, U.S. Department of the Interior, 1849 C. Street NW, Washington, D.C. 20240.