

1 Selecting the Behavior.

Developing an effective behavior change program begins with selecting the right behavior to target. If you have not already selected the behavior you wish to target we will work with you to ensure that the behavior selected maximizes the environmental outcomes you are trying to achieve. If you have selected the behavior, we will review your choice to ensure that the behavior chosen is a good candidate for an effective behavioral change program.

2 Barriers and Benefits.

Once the behavior has been selected we will gather information on what is known about the barriers and benefits to the behavior. This data will be collected from existing surveys from both within and outside your organization, as well as from the academic literature and technical reports.

3 Case Studies.

Following gathering information on the barriers and benefits, we will review relevant case studies from programs worldwide that successfully targeted the selected behavior (or similar behaviors where no previous efforts exist). These case studies will be documented in detail along with estimated reach, per capita costs, and examples of outreach materials.

4 Implementable Solution.

The barrier and benefit and case study research will inform the development of a pilot program that can be implemented by your organization. In cases where sufficient data is available on the barriers and benefits, a CBSM pilot program will be developed that includes key messages, communication materials, evaluation techniques, and a guide for implementation in pilot and control areas. Where sufficient research evidence does not exist to clearly identify the barriers and benefits to your selected behavior (such as where the populations are unique, or the behavior is relatively new), a detailed research strategy will be recommended that will provide the foundation for the development of a future pilot program.



Contact Information



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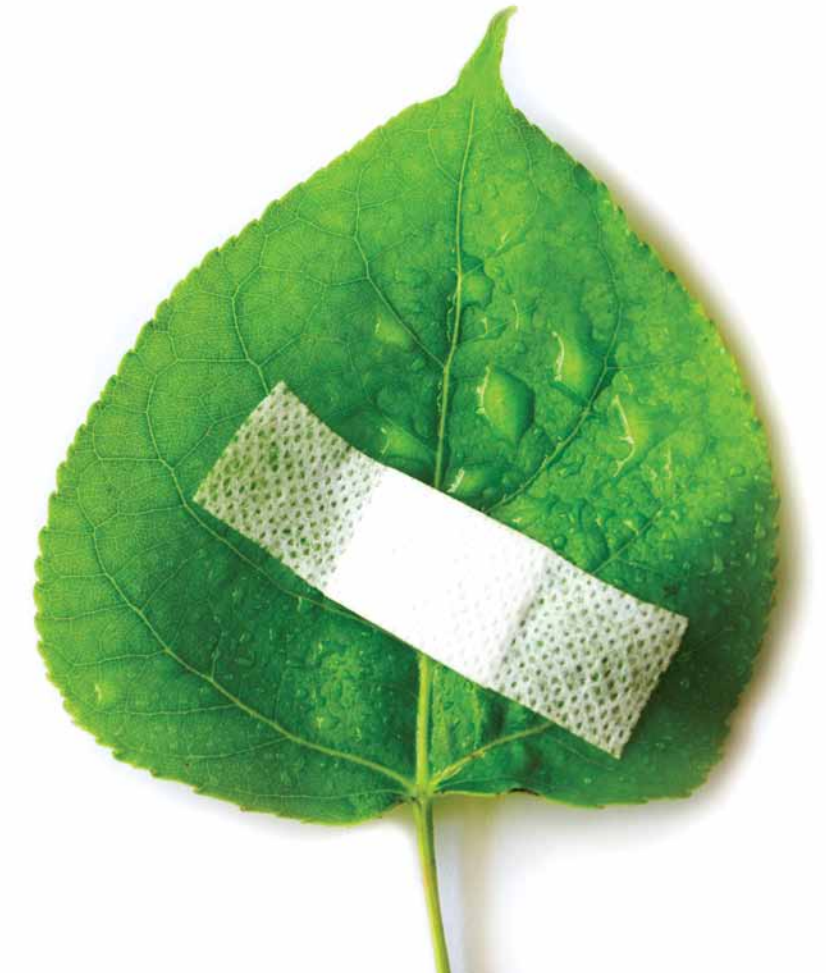
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Turnkey CBSM Strategies

Build Effective Behavior Change Programs through the Community-Based Social Marketing Approach



Environmental program planners are faced with the difficult challenge of motivating diverse audiences to adopt behaviors that support sustainability.

Much is known about why individuals do and do not engage in sustainable behaviors. Indeed, there are numerous examples of behavior change programs worldwide that have successfully removed barriers to behavior change and motivated individuals to take action. Unfortunately, program planners rarely have the time or resources to take on the difficult task of understanding a behavior to the extent required for the development of a successful behavior change strategy.

Action Research and Creative Soapbox have partnered to deliver cost-effective assistance to those developing Community-Based Social Marketing (CBSM) programs. Leveraging a depth of experience and knowledge in the successful research, design, implementation, and evaluation of behavior change strategies, Action Research and Creative Soapbox will develop a turnkey CBSM strategy for your organization that is ready for implementation.

In addition to developing this turnkey solution for use by your organization, with your permission we will submit the report to the Journal of Fostering Sustainable Behavior, which is edited by Dr. Doug McKenzie-Mohr. The editorial team of this journal consists of several of the world's leading environmental psychologists and social marketers. As a consequence, your CBSM strategy will be submitted to a rigorous review, further ensuring that you receive the best possible advice on how to foster your behavioral change. If the report is accepted for publication, we will work with the journal editors to make whatever revisions are required before final publication. Publication of your report will provide international recognition for your organization and assist in building critical knowledge on how to foster sustainable behavior changes.



CBSM Strategy Paper Development

Your project will be assigned to a key staff member at Action Research who will serve as your advisor throughout the development process.

About Action Research

Action Research has the knowledge, research capacity, tools, and experience to provide program planners with solid foundations and strategic recommendations for Community-Based Social Marketing pilot programs. We have worked with both public and private agencies and offer a complete range of CBSM services from basic research and program design, to full-scale program implementation and evaluation. Our team brings together a breadth of knowledge and a deep understanding of both the behavioral and technical aspects of fostering sustainable behavior.

Action Research was founded by Dr. P. Wesley Schultz, an internationally recognized pioneer in behavior change, Community-Based Social Marketing, and conservation psychology. Action Research is an international leader in developing, implementing, and evaluating Community-Based Social Marketing programs.

Estimated Cost

The estimated cost to develop and publish a strategy paper can vary depending upon the complexity of the behavior and the availability of existing information. Based upon our previous successes working across a variety of agencies and behaviors, the cost normally starts around \$11,500 USD.



CBSM Communication Materials Development

The strategy paper developed by Action Research will provide clear guidance on how to implement a successful CBSM program. Nonetheless, many organizations lack the tools or resources to develop the necessary communication materials to make the strategy papers a true turnkey solution. Creative Soapbox will work closely with your organization and Action Research to develop the communication materials necessary to implement your program.

About Creative Soapbox

Creative Soapbox is a strategic web and design studio. We build captivating communication materials for organizations and companies that are committed to sustainability. Our goal is to create client partnerships that grow and strengthen their core values through consistent, compelling, and unique communication materials.

Creative Soapbox is a small, agile studio with full-service capabilities including: brand and identity design, print design, packaging design, social marketing/networking techniques, web design, and web application development. Over the past year, Creative Soapbox has been responsible for the redesign of the Fostering Sustainable Behavior website (cbsm.com) and associated digest which reaches over 6,000 environmental program planners daily.

Estimated Cost

The cost to design and develop the communication materials for each strategy paper can vary depending upon the type of media utilized (print, web design, etc.). A typical print campaign starts around \$1,500 USD per communication piece, while an interactive approach begins at \$3,000 USD.

