

Cultivating Change: Using Social Marketing to Encourage Environmental Behaviors



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Social Marketing for Behavior Change

- We must find ways to reduce use of natural resources.
- Behavior change is a prerequisite for sustainability.
- Social marketing is a proven approach to encouraging behavior change.



Social Marketing



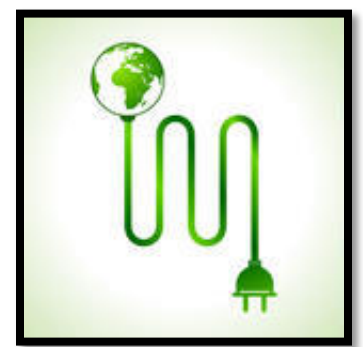
- Integrates concepts from traditional marketing into program planning, implementation, and evaluation to increase the acceptability of a practice or idea and influence voluntary behavior change that benefits individuals and the communities in which they live (Andreasen, 2006; Kotler & Roberto, 1989; Lefebvre, 2013)
- Uses a set of tools: Commitment, diffusion, incentives, goal-setting, prompts, removal of barriers, appeals to social norms

Cultivating Change Certificate Program



- For Extension and natural resources outreach professionals who work with adults, but social marketing can work with many audiences of all ages and in diverse learning settings.
- Online delivery: social marketing basics, audience research, social marketing program development, and evaluation
- 8 modules consist of video lectures, case study examples, knowledge comprehension activities, and asynchronous discussions with peers in an online forum
- Pilot test: students ($n = 12$) in UF Practicum in Sustainability and the Built Environment
- Production underway: Anticipated: June 2014

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- To discuss or join the mailing list:
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