

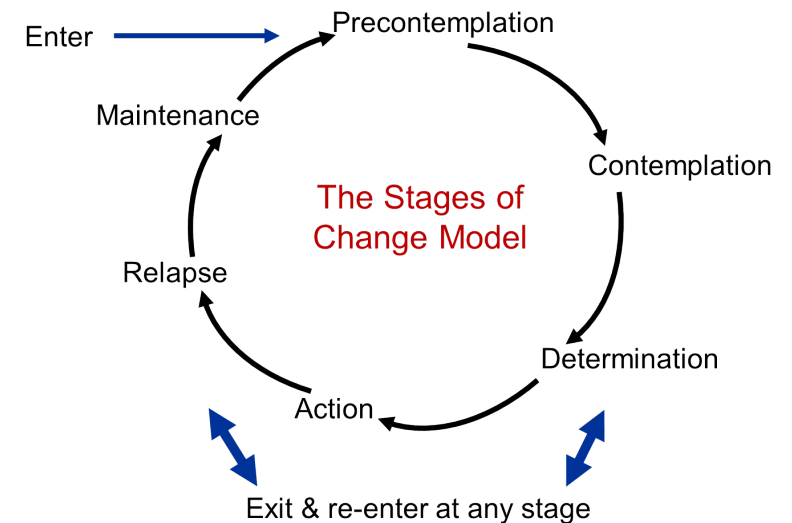
Motivating Behavior Change





Why make a change?

- › Information sharing does NOT inspire change
- › Think about a time you made a change
 - Why did you do it?
 - What were the benefits?
 - What were the barriers?
 - What specific steps did you take?
- › Example





Ways to Inspire Sustained Change

- › Goal-setting
- › Community-based Social Marketing



S.M.A.R.T

- › Psychological research indicates that goal-setting is an achievable and effective way to change behavior
- › Think of an example in your own life
 - What was the goal?
 - How did you measure it?
 - Were you successful?
 - Was your action relevant to your overarching goal?
 - Did you set a deadline?





Summary of Community-Based Social Marketing Approach

- › Barriers and benefits
 - Think about your audience
 - Go beyond demographics
- › Select impactful and achievable actions
- › Public and durable commitments
- › Social diffusion
- › Reminders
- › Make it easy



Tailor to Your Audience

What you may hear	Barrier	Strategy
"I've been meaning to do that." "That sounds interesting."	Lack of motivation – value action	Commitment
"That sounds hard." "I'm not interested."	Lack of motivation – don't value	Social norms, social diffusion Incentives and tools
"I always forget to do that." "I can't remember how to take action."	Forget to act	Prompts
"How does that work?" "What happens when I take that action?"	Lack of information	Communication Social diffusion
"I'm afraid I'm going to do it wrong."	Lack skills; anxiety	Let people try an activity Social diffusion
"I can't take that action." "I don't have that service."	External barriers	Make it easy to act: infrastructure, tools, supplies

Source: Hennepin County and Dr. Doug McKenzie-Mohr



Summary

- › How do we help to motivate others to make sustained behavior changes?
 - Avoid
 - › Information sharing
 - › Tailoring a program on YOUR assumed barriers
 - Do
 - › Set goals as a group, or help others set individual goals
 - Remember SMART
 - › Utilize CBSM
 - Consider audience barriers
 - Focus on actions that are high impact and achievable
 - Utilize commitments, social diffusion, and reminders



Giveback Hours Review

- › Ambassador Opportunities
 - Events
 - › Plate to Garden Event
 - › Food Waste Reduction Tabling
 - Schools
 - Work
 - Municipal Assistance
- › Benefits
- › Giveback: 40 hours



Activity

- › Brainstorm Ambassador Opportunities
 - What?
 - Where?
 - Why?
 - Who?
 - When?
- › Talk in groups



Questions?

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Congratulations Spring 2021 Recycling Ambassadors!

- › Seidi
- › Alissa
- › Krista
- › Cindy
- › Alexandra
- › Crystal
- › Julie
- › Lori
- › Natalya
- › Billy
- › Dawn
- › Kim J.
- › Jessica
- › Aeryle
- › Nancy L.
- › Mary
- › Shelly
- › Amy
- › Anngeleen
- › Nirmala
- › Shane
- › Sandy
- › Nancy N.
- › Julia
- › Jake
- › Frank
- › Kim V.
- › Karyn
- › Sara
- › Dana





Recycling Ambassador Kit



Anoka County Facilities

- ★ Household Hazardous Waste Facility (HHW)
3230 101st Ave NE, Blaine, MN
- ★ Rice Creek Compost Site
7701 Main Street, Lino Lakes, MN
- ★ Bunker Hills Compost Site
13285 Hanson Boulevard NW, Coon Rapids

Main: 763-324-3400



For hours and materials accepted go to: AnokaCounty.us/Recycle