McKenzie-Mohr 2013. Fostering Sustainable Behavior. *Sustain*

Community-based social marketing (CBSM) is a *method of finding answers* to questions about behavioral sustainability for planning and design purposes.

1. **Which behavior(s) do we want to target?**
    - We want to target feasible behaviors (and groups) that have a significant impact. Most bang for the buck.

2. **What are the barriers and benefits of the behavior to the targeted group(s)?**
    - Behavior is complex:
        - Environmental problems often involve more than one behavior, and these often differ from one type of problem domain to the next.
        - Behaviors often have multiple causes, and barriers.
    - We must understand the psychological mechanisms involved in the behavior (and situation), in order to design an effective solution.

3. **Design a solution strategy that can reduce significant barriers and highlight or capitalize on perceived benefits.**
    - The solution should flow naturally from the psychological diagnosis of the problem and address each major component.
    - There are a variety of techniques or approaches to do so; you may need to use multiple approaches simultaneously, in a complementary way (see pages 45-50 for examples).

4. **Pilot test the solution.**
    - How will you know if you succeeded?
    - Think about (1) goals, (2) indicators, and (3) strategy for revision.

5. **Revise the solution and implement it at a broader scale. Continue to monitor the situation and learn from experience.**

Selecting the Behaviors

- Decide if you will target "end-state" behaviors (e.g., "Install showerhead") or a sequence of precursors leading up to the end-state (e.g., "Purchase and install showerhead"), and plan accordingly. You may need to use easy precursors to achieve harder end states.

- To select behaviors, compare them on important dimensions; there are tradeoffs depending on your own goals and resources:
    - What is the impact of the behavior?
    - How many people are already doing (not doing) the behavior?
    - What is the probability that we can change the behavior?

Table 1 *Formula: Weight = Impact x (1 – Penetration) x Probability*

BEHAVIOR	IMPACT (KG/PER HOUSEHOLD/ YEAR)	PROBABILITY (0 TO 4)	PENETRATION (1 - VALUE)	WEIGHT
Purchase Green Power	8700	2.15	v.85	15,899
Install 3 High Efficiency Shower heads	650	2.5	.35	569
Wash Clothes in Cold Water	450	3.09	.63	876