

CDPHE Presents

Fostering Sustainable Behavior Change for Increased Waste Diversion

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**Vacancy -
Hiring now!**



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Agenda

01

What is CBSM and Why Use it?

02

Diversity, Equity, Inclusion, and Belonging

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The Behavior Change Process

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Contact



Why don't people change their behavior?

1. They don't know about the activity or its benefits



2. They perceive significant barriers to participation

3. They perceive that they benefit most from continuing their present behavior



What is Community Based Social Marketing?

A systematic process that combines ideas from commercial marketing and the social sciences to promote voluntary behavior change by removing barriers and enhancing benefits for the desired behavior.



Marketing Type	Strategy Examples	Area of success
Traditional Marketing	Offline media newspapers, magazines, billboards, mail, TV, radio	Sell a product or service, share information, or bring awareness to an issue
Social Media Marketing	Interactive apps (i.e. Instagram, TikTok, Facebook, LinkedIn)	Influence how people think or feel about an issue, bring awareness to an issue, and share information
Social Marketing	Person-to-person contact, social influence, commitments from community members	Change or maintain how a person behaves

Why utilize social marketing?



Information-based campaigns alone do not have a strong impact on community behavior.



There are many barriers to waste diversion that are community and sector specific.

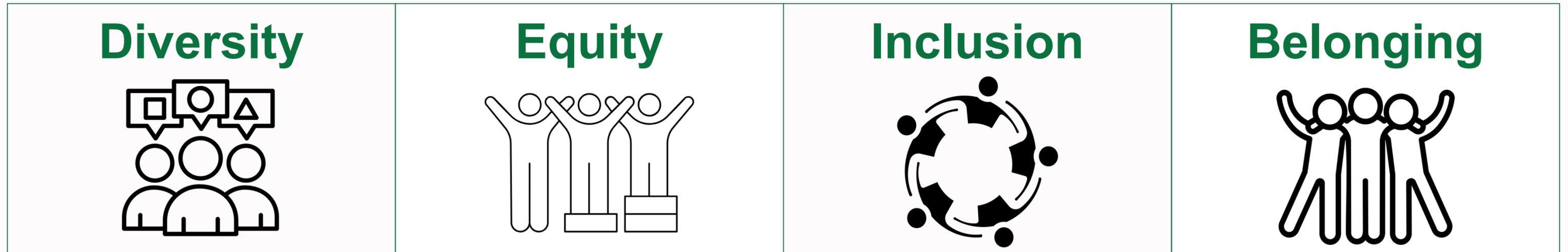


Policy alone cannot change the system of consumption and waste without behavior change.

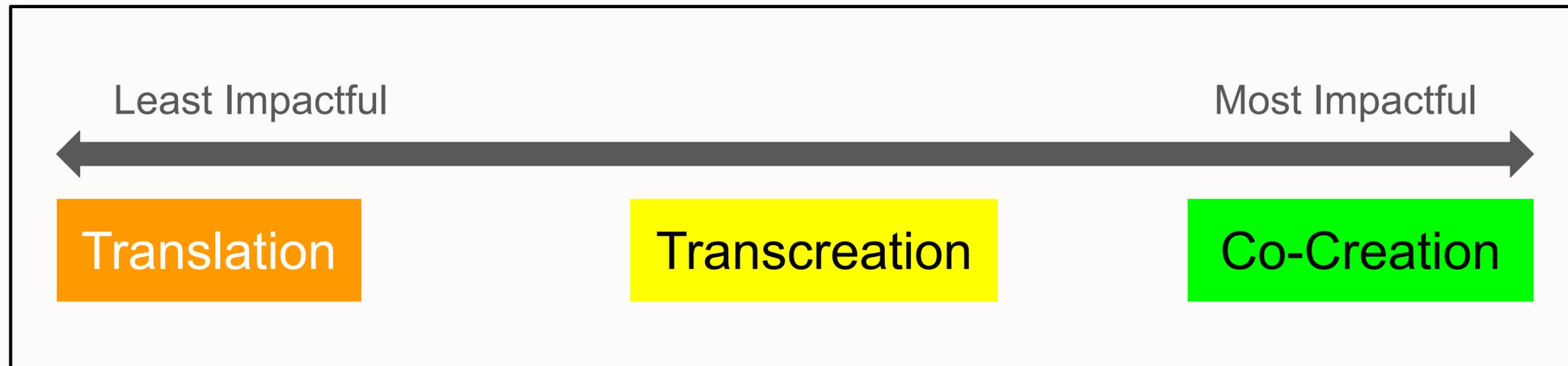


Changing public behavior can be faster than changing policies over time.

Every Program Must Consider:



Example of DEIB Spectrum:



The Behavior Change Process

Select Behavior and
Target Audience

End state
High impact
High probability
Low penetration

Identify
Barriers and
Benefits

Never make
assumptions!

Do research:
Surveys
Observations
Similar studies

Develop
Strategies

Choose strategies to
increase benefits and
minimize barriers.

*Note: If there are not
many tangible benefits
to your targeted
behavior, you may need
to create them.*

Pilot Test
Strategies

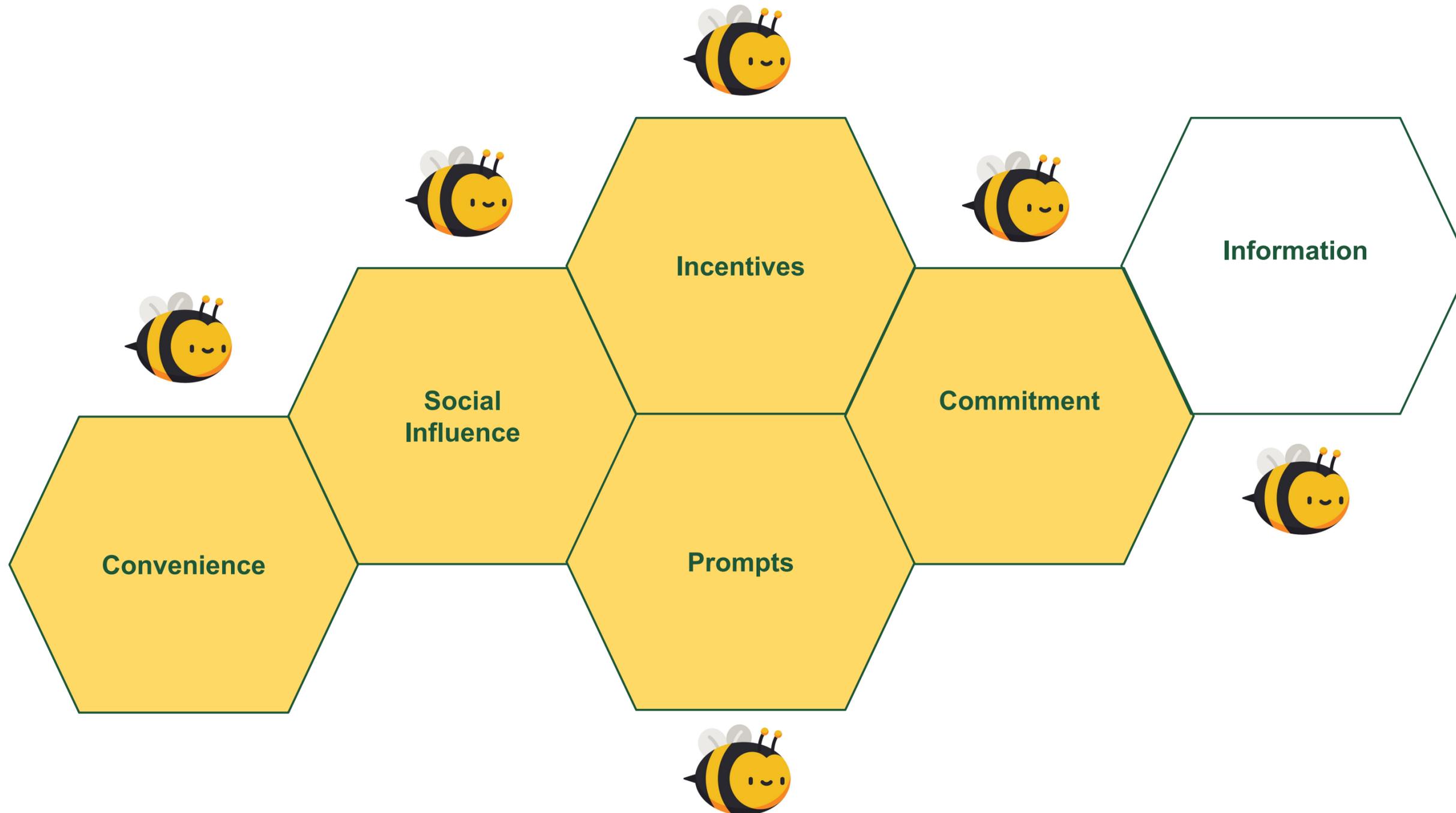
Test and refine!

Implement
and Evaluate

Collect data and
monitor effectiveness
over time. Make
adjustments as
needed.

Share your results!

Developing Strategies



When to Use Strategies

Examples of barriers and associated strategies:

	Convenience	Social Influence	Incentives	Prompts	Commitment	Information
Lack of Motivation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Forget to Act	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of Social Pressure	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of Knowledge	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Interactive Workshop

Let's look at an example behavior and discuss potential strategies.

Case Studies

- Case Study #1: Increasing participation at a public drop off site
- Case Study #2: Decreasing contamination in curbside recycling

Directions:

1. **10 minutes** to discuss strategies
2. Focus on solutions that will **reduce the identified barriers and enhance or create new benefits**
3. Use the **strategies provided** to find solutions
4. Choose **one person to report** back to the larger group

When to Use Strategies

10:00

Examples of barriers and associated strategies:

	Convenience	Social Influence	Incentives	Prompts	Commitment	Information
Lack of Motivation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Forget to Act	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of Social Pressure	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of Knowledge	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>



Time to Report Back!

What strategies can we use to create effective behavior change in these communities?

Resources

- Community Based Social Marketing webpage - cbsm.com
- “Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing” by Doug McKenzie-Mohr, Ph.D.
- [The Recycling Partnership’s Center for Sustainable Behavior & Impact](#)
- [The Recycling Partnership’s Audience Segmentation Report](#) identifying the 5 types of recyclers, their barriers and benefits.

Thank You!



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Please take our post workshop survey!



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