



**Fostering Behaviour Change - Guided Discussion**

This session will provide participants with an opportunity to share innovative behaviour change programs and ideas that address air quality issues in Northern communities. Dialogue, ideas and feedback will be incorporated into the evaluation work for the Provincial Idle-Reduction Initiative. If you wear many hats in your community, we encourage you to consider these questions from the perspective of other issues beyond just air quality. Example issues are below.

solid waste management, liquid waste management, water quality, non-point source pollution, storm drain runoff, organics / composting, agricultural run-off, boat/marina pollution, hazardous waste such as asbestos awareness / removal, etc

Further thoughts and ideas can be sent directly to the evaluation consultants over the next week or so. We also encourage you to complete the online survey on idle-reduction programming. A link to the Idle-Free Evaluation online survey will be emailed to all Clean Air Forum participants in the near future.

**Staniforth and Associates**

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## Discussion Questions:

1. **What is working?** There are some good programs and initiatives happening across BC. What are some **best practices** in public education / behavior change programs that you are aware of?
2. **Sharing the good stuff:** What can you share/offer to other communities/groups regarding the materials, resources, case studies, apps and programs you have implemented or know of?
3. **Emerging Issues:** In this realm of public behavior change programs, what are some emerging and/or existing issues that are not being addressed or *adequately* addressed in your community?
4. **Program Needs:** What programs that you have heard about would you love to see implemented in your community?
5. **Resource Needs:** Beyond funding, what resources or support would you need to tackle the issues of concern in your community?

For example,

- capacity building/ training around behavior change strategies,
- capacity building around the use of social media tools,
- case study examples of issues and initiatives that are similar to the ones you'd like to address,
- barriers research completed for the behavior change you want to target,
- business case for taking a behavior change program approach to a particular issue,
- written resources / tool kits, a venue for individuals working in the area of behavior change to form partnerships and maximize the efficient use of resources (such as sharing branded materials, communication campaigns etc)

6. **Tools:** In your past experience, what are the most effective behavior change tools to impact the issues of concern – how did you use them?

For example,

- public awareness campaigns,
- training programs,
- education programs – schools,
- workplace programs/ group challenges,
- signage,
- case studies of success,

- Incentives to overcome barriers,
- feedback to public on their impact/progress,
- citizen science projects, etc

### **Community-Based Social Marketing Resources**

[www.cbsm.com](http://www.cbsm.com) (This site consists of resources for those working to foster sustainable behaviors, such as those involved in conservation, energy efficiency, transportation, waste reduction, and water efficiency. The site includes the complete contents of the book, **Fostering Sustainable Behavior**, as well as searchable databases of articles, case studies, and turnkey strategies. It also includes discussion forums for sharing information and asking questions of others.)

[www.toolsofchange.com](http://www.toolsofchange.com) (This site offers specific social marketing tools, case studies, and a planning guide for helping people take actions and adopt habits that promote health, safety and/or sustainability)

[www.airshare.info](http://www.airshare.info) (Airshare.info provides clean air partners, across the country, with a place to network and leverage ideas and information to purposefully and effectively meet the clean air goals of the 21st century. This site is administered by the Environmental Protection Agency (EPA) and the National Association of Clean Air Agencies (NACAA). This integrated website offers a state-of-the-art searchable database for easy accessibility to successful air quality improvement programs)

#### **Webinar: Introduction to Social Marketing and CBSM (March 22, 2013)**

A great way to start learning about or introduce your colleagues, managers, staff and partners to social marketing and CBSM. Introductory level. Friday March 22, 2013, 12:00 to 1:30 pm Eastern Time. For more information see [www.webinars.cullbridge.com](http://www.webinars.cullbridge.com)