



Social Marketing & Active School Travel 101: *Insights from an expert*



2 April 2020





Agenda

- Housekeeping
- Introduction
- Presentation
- Q&A



Parent Engagement Working Group

- Nancy Wirtz, Canadian Cancer Society (Chair)
- Benita Van Miltenburg, City of Guelph
- Justin Jones, Share The Road
- Elyse McCann, EnviroCentre Ottawa
- Kelly Scott, City of Hamilton
- Reena Mistry, York Region DSB
- Aprile Spence, Region of Peel Public Health
- Wallace Beaton, GCC



Presenter

Jay Kassirer

President, Cullbridge Marketing & Communications





Cullbridge™ Marketing and Communications

**Social Marketing & Active
Transportation 101**

Who This Webinar is For

Less than three years conducting research, developing strategy, or evaluating impacts; about to; or managing those who do

This is an *INTRODUCTORY* webinar.

A indicates links to more advanced / detailed material

1.
**Basics, Method,
Exchange Theory**

2. Know Your Audience

3. Stages of Change

4. Tools of Change

5. Resources, Q&A

Social Marketing

- A way of looking at things: concepts and principles



-
- A methodical process and set of tools



Social Marketing

Globally endorsed definition of Social Marketing

International Social Marketing Association
Australian Association of Social Marketing
European Social Marketing Association

Social Marketing seeks to develop and integrate **marketing** concepts with other approaches to influence **behaviours** that benefit individuals and communities **for the greater social good.**

Social Marketing

Globally endorsed definition of Social Marketing

International Social Marketing Association
Australian Association of Social Marketing
European Social Marketing Association

Social Marketing practice is guided by ethical principles. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programmes that are effective, efficient, equitable and sustainable.

Theory- and Evidence-Based

- Exchange Theory
- Stages of Change / Transtheoretical Model
- Diffusion of Innovations
- Normative Social Behavior
- Reasoned Action and Planned Behavior
- Social Cognitive Theory
- Health Belief Model

A

www.cullbridge.com/AFF.pdf

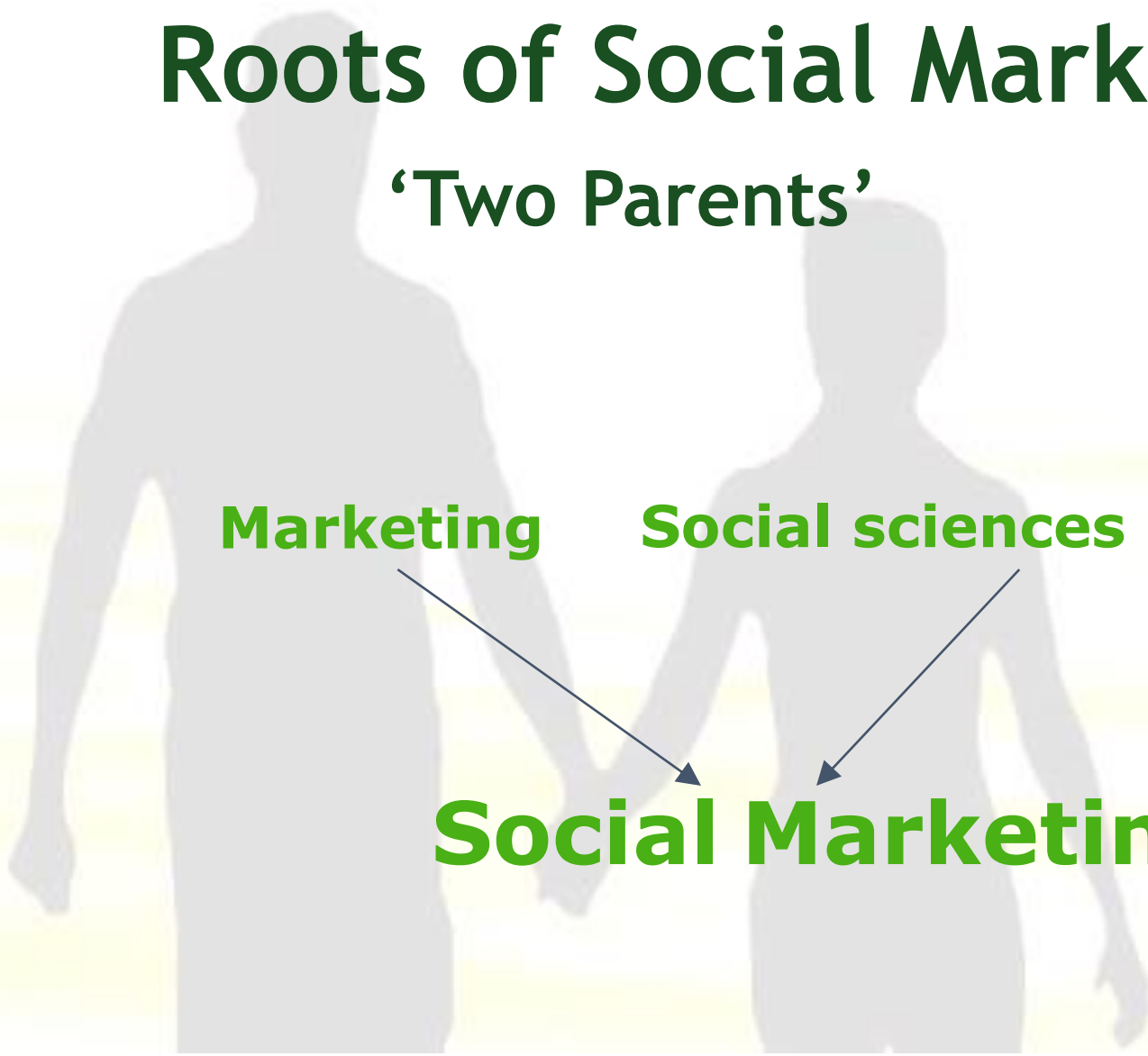
Roots of Social Marketing

'Two Parents'

Marketing

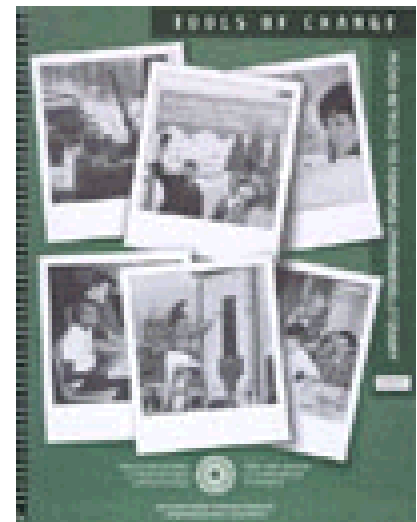
Social sciences and policy

Social Marketing



Community-Based Social Marketing

- Term coined by Doug McKenzie Mohr PhD
- Co-author of *Tools of Change* workbook



Community-Based Social Marketing

- Emphasizes *direct contact* among community members and the removal of *barriers to action*
- Uses a set of proven, synergistic *tools*

Social Marketing



A See also the two handouts:

- “Social Marketing Benchmark Criteria”
- “What Distinguishes Social Marketing?”

Poll

Which of the following is not a defining focus of social marketing?

- a) Social media, like Facebook, Twitter and Linked-In
- b) Voluntary behavior change
- c) Personal and societal welfare
- d) None of the above

Communication Channels

Mass Media

- List serves, e-newsletters
- Print
- Radio
- **Social media**
- TV, videos
- Websites

Face to Face

- Events
- Home visits
- Meetings
- Workshops and lessons


Mail

- Email
- Post

Phone

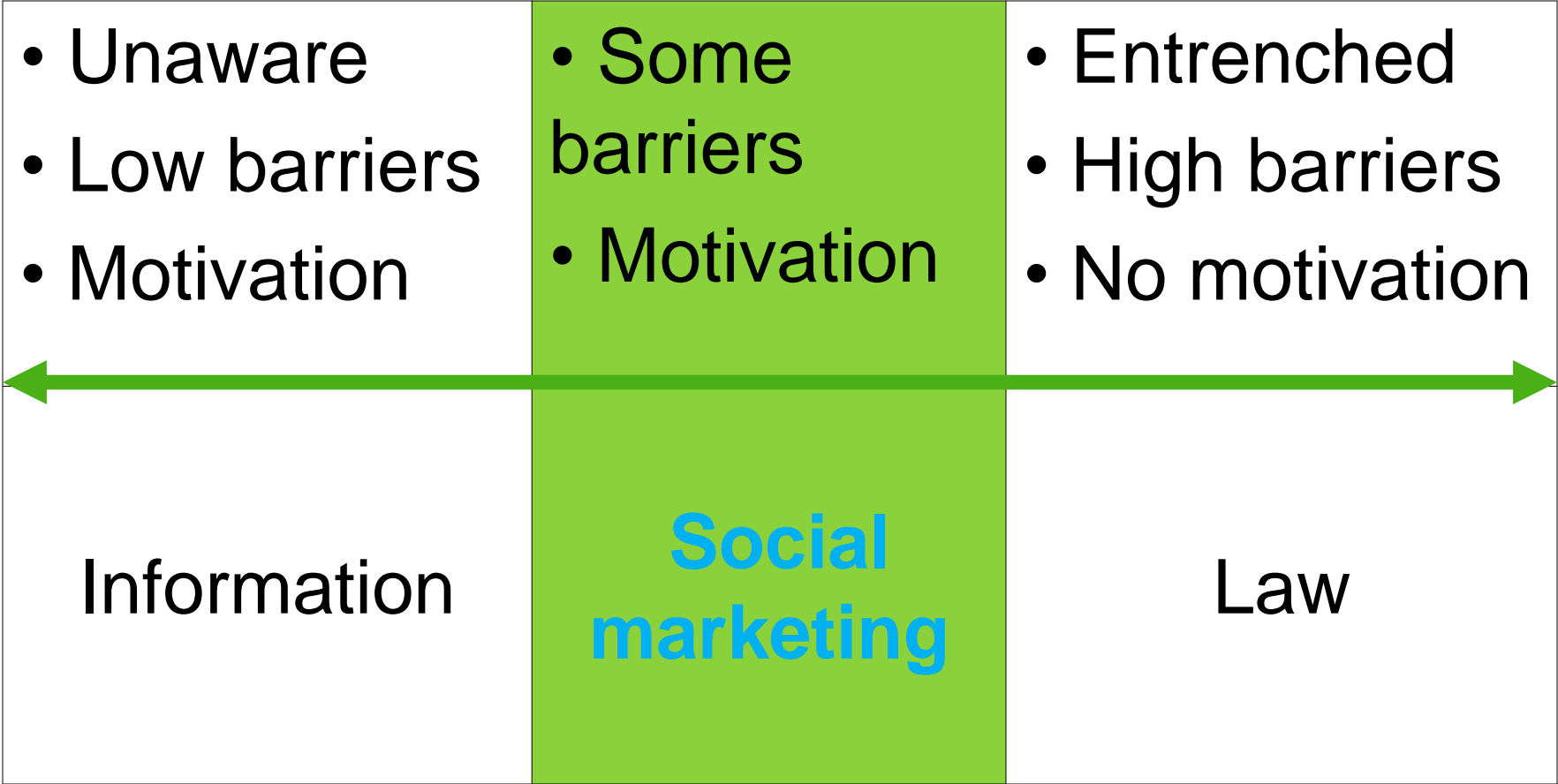
Continuum of Interventions

<ul style="list-style-type: none">• Unaware• Low barriers• Motivation		<ul style="list-style-type: none">• Entrenched• High barriers• No motivation
<p>Information</p> <p><i>Tell me / show Me</i></p>		<p>Law</p> <p><i>Make me</i></p>

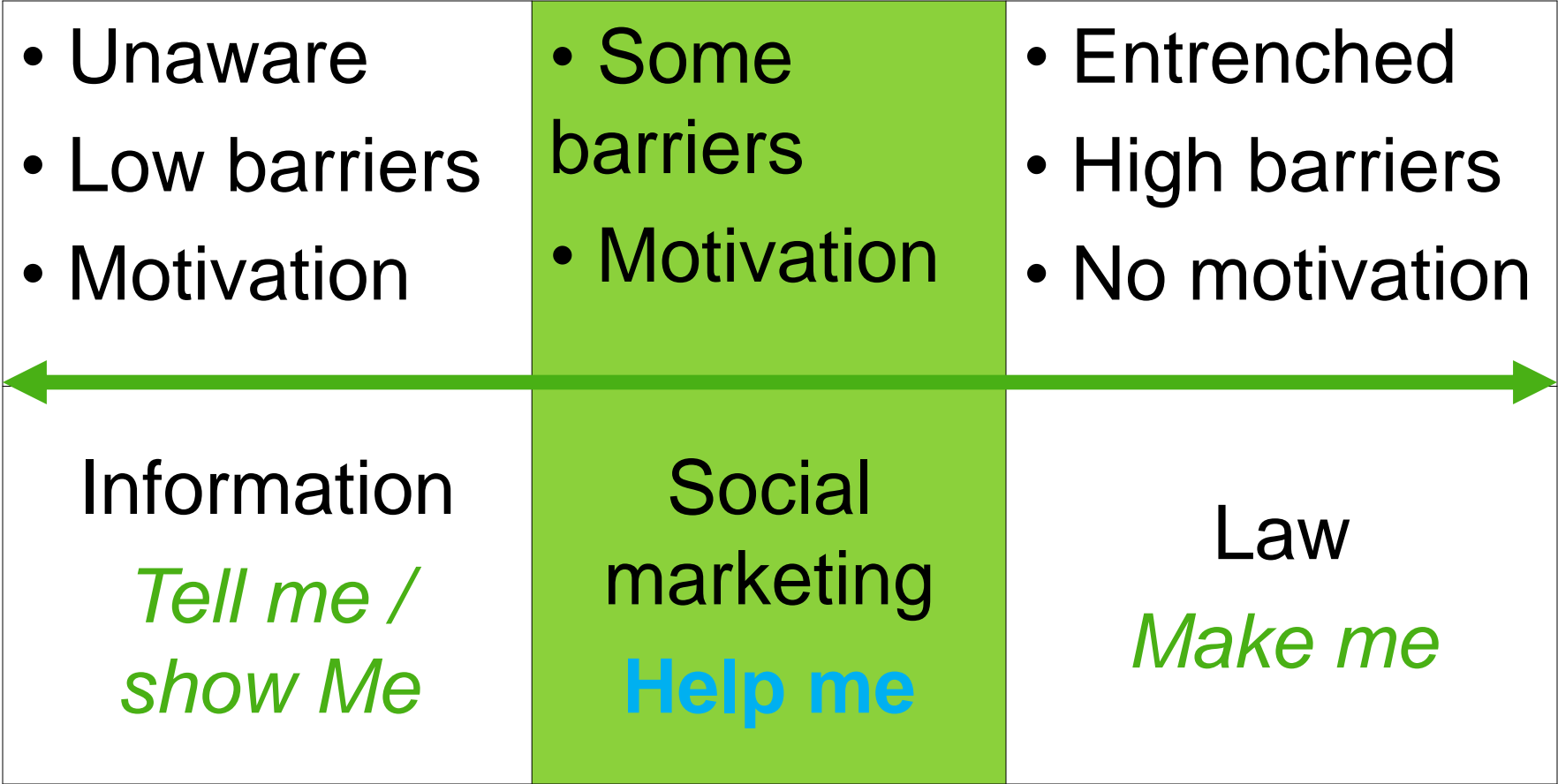


Based on Rothschild and CDCynergy

Continuum of Interventions



Continuum of Interventions



Poll

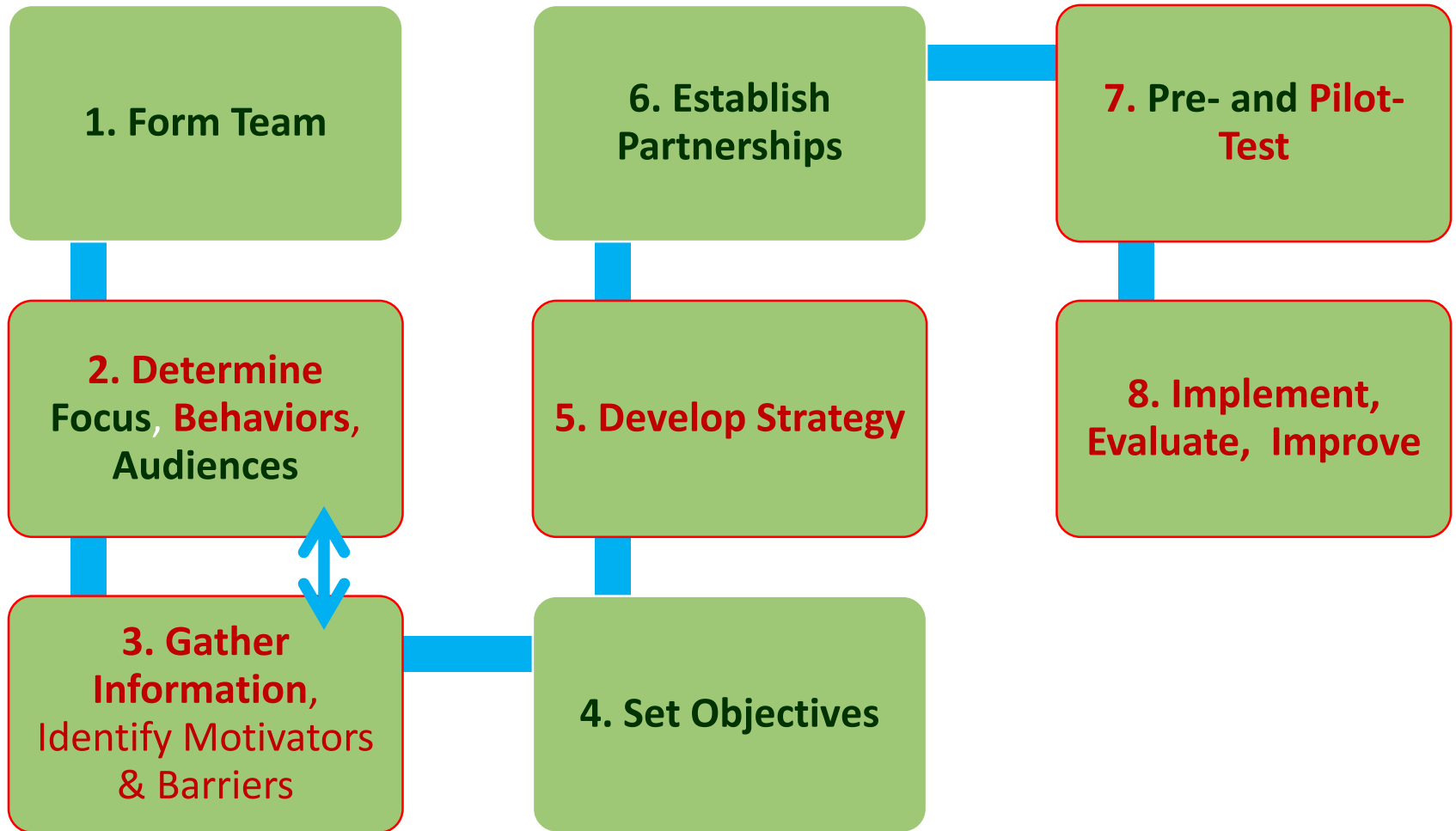
Does School Travel Planning incorporate social marketing (SM)?

- a) No – it is something else entirely
- b) Somewhat – it has some SM elements
- c) Extensively – it has a lot of SM elements and is a good example of SM

The Stages of Program Planning



CBSM Stages of Planning



Exchange Theory

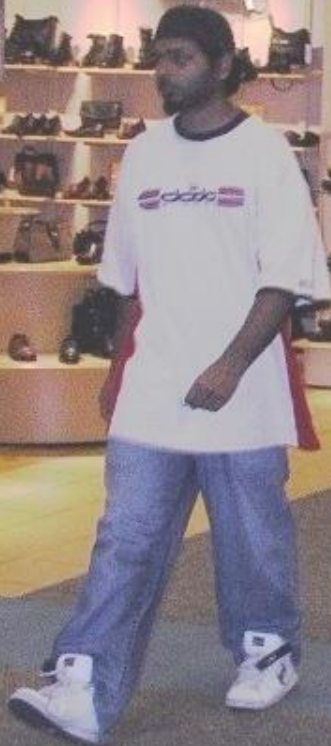


**Usually
unconsciously!**

Weighing the benefits vs the costs

NATURALIZER

Just what I was
looking for!



Exchange

Consumer Pays (barriers / cost)	Consumer Gets (benefits / motivators)

Exchange 1: Pepsi

Consumer Pays	Consumer Gets
<ul style="list-style-type: none">• \$1.00	<ul style="list-style-type: none">• A Pepsi• A thirst quencher• Good taste• Fun• Youthful feeling• Girl/boyfriend

From The Turning Point

Parent Support for Walking and Cycling to School

Exchange 2: Walking & Cycling

Parents Pay	Parents Get
<ul style="list-style-type: none"><li data-bbox="117 425 484 486">• First point	<ul style="list-style-type: none"><li data-bbox="996 408 1605 469">• Fill out with group

Exchange 2: Walking & Cycling

Parents Pay	Parents Get
<ul style="list-style-type: none">• Getting to work or school late• Rushing in the morning• Personal safety risks• Lack of secure bike parking	<ul style="list-style-type: none">• Exercise, if they go with them• Children who are more motivated throughout the day• Socializing opportunities• Contributing to a sustainable future

Exchange 3: Driving

Parents Pay	Parents Get
<ul style="list-style-type: none"><li data-bbox="117 354 894 629">• Craziness at drop-off and pickup points	





Exchange 3: Driving

Parents Pay	Parents Get
<ul style="list-style-type: none">• Craziness at drop-off and pickup points	<ul style="list-style-type: none">• Safer and more convenient?

Exchange 3: Driving

Parents Pay	Parents Get
<ul style="list-style-type: none">• Craziness at drop-off and pickup points	<ul style="list-style-type: none">• Safer and more convenient?• One way to show my love and care for my children?

Exchange Theory

	Benefits, motivators	Barriers, costs
Desired Behaviors		
Current Behaviors		

If the exchange is not attractive,
people won't make and/or maintain the change

How is the Pace So Far?



- a. Very slow
- b. Somewhat slow
- c. Good
- d. Somewhat fast
- e. Very fast

1. Basics, Exchange Theory

**2.
Know Your
Audience**

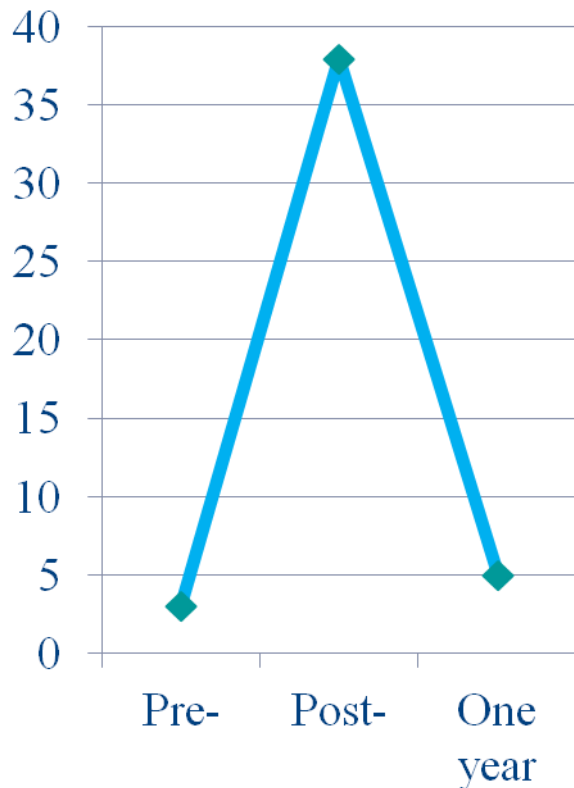
3. Stages of Change

4. Tools of Change

5. Resources, Q&A

Know Your Audience

Helmet Use

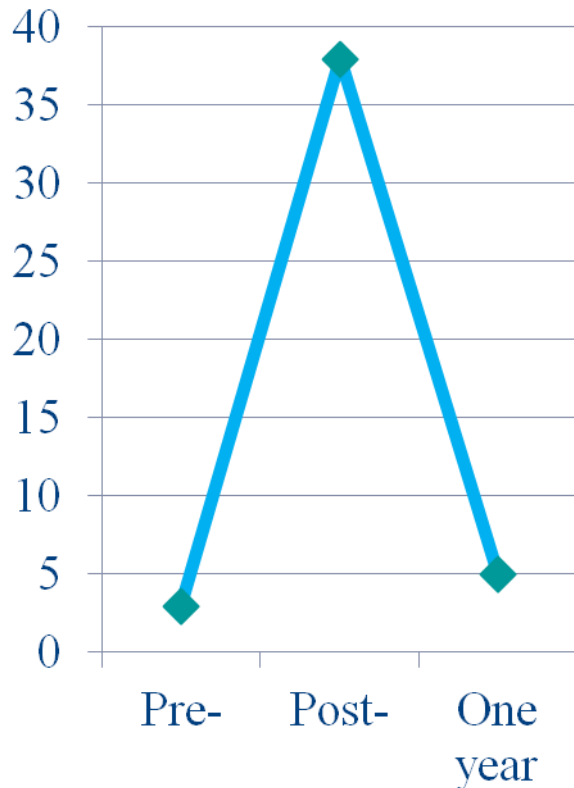


- In two Texas towns, bicycle helmets were given away to school children (K to 8) with bike education and incentives for using the helmets. Helmet use increased from 3% to 38%.
- By the following summer, helmet use had decreased to 5%. Why?

From the Turning Point Collaborative

Know Your Audience

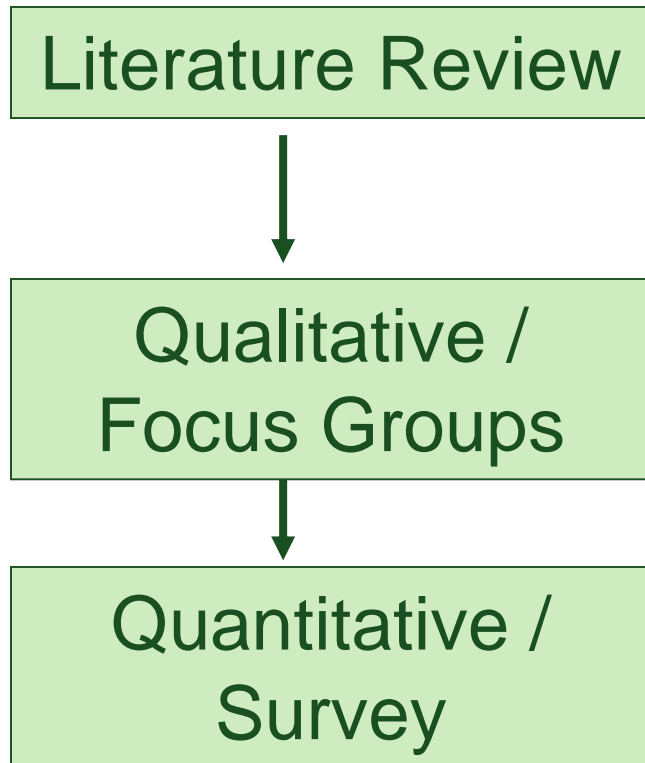
Helmet Use



Bike Helmets

- 4% did not think helmet use increased safety
- 32% did not think helmets should be worn at all times
- 75% thought their friends would disapprove
- 77% of parents did not use their helmets consistently

Know Your Audience



What have past studies found out about why people do / don't do

What is the single most important reason why you do / don't

Know Your Audience



Qualitative

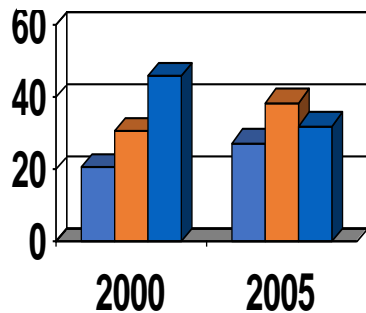
- Subjective, exploratory
- E.g. Metrolynx focus groups in GTHA

Know Your Audience

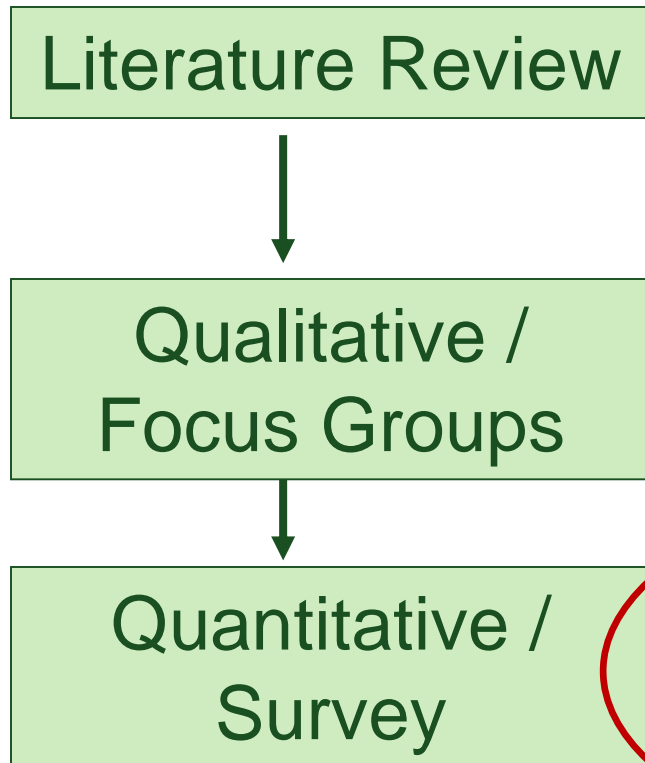


Quantitative

- 'Objective', measures frequency of occurrence, more powerful statistics
- E.g. surveys (e.g. hands-up, phone, on-line, intercept)



Know Your Audience



What have past studies found out about why people do / don't do

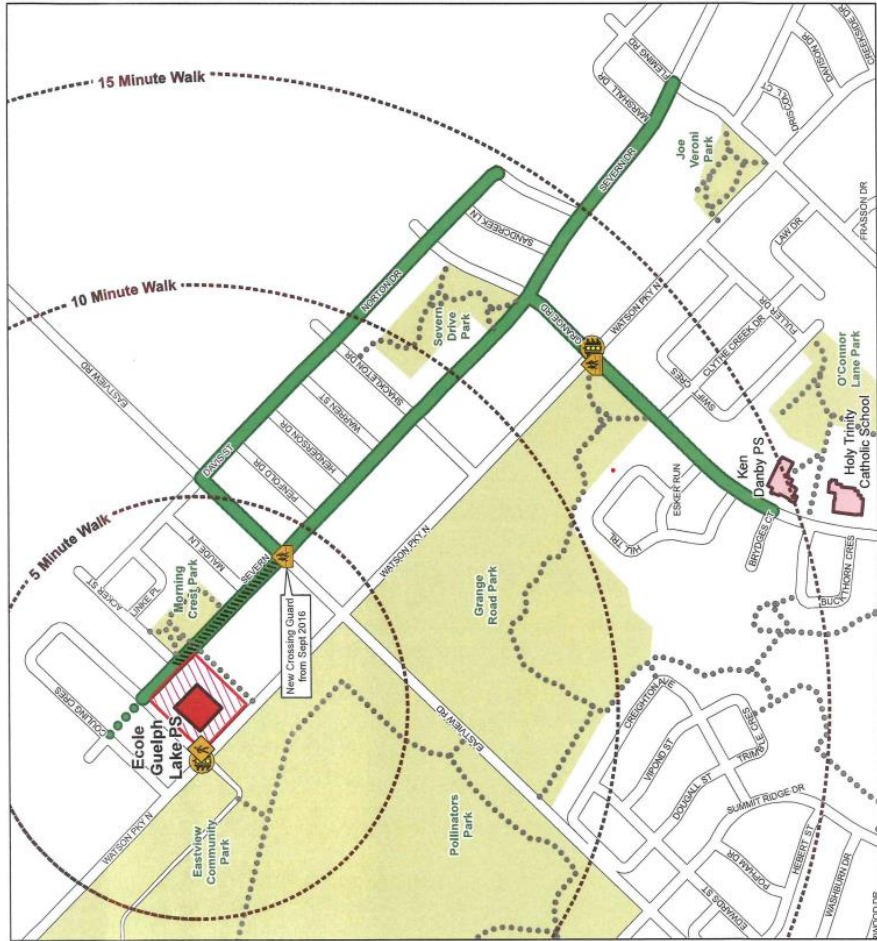
What is the single most important reason why you do / don't

Thinking of the reasons you do / don't ..., please rate the following statements on a six-point scale....

Know Your Audience



Know Your Audience



Distance to school

Know Your Audience



New residents

A See *Portland's Smart Trips Welcome* case study on www.toolsofchange.com

Know Your Audience



Tools of Change

Proven Methods for Promoting Health, Safety and Environmental Citizenship

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+ Planning Guide + Tools of Change + **Case Studies** + Topic Resources + Webinars & Workshops + About Us

Tools Used

- Building Motivation Over Time
- Feedback
- Financial Incentives and Disincentives
- Obtaining a Commitment
- Overcoming Specific Barriers
- Prompts
- Home Visits

Initiated By

- Portland Bureau of Transportation

Partners

- Metropolitan Planning Organization (Portland region)
- Oregon Department of Transportation

Results

- About 5,400 participants took part in the program, of which 10.5% ordered materials
- Reduction of more than 1 million VMT (vehicle miles travelled), representing approximately 200 miles per new resident per year
- Drive-alone trips decreased

Portland's Smart Trips Welcome Program

With an average of 15% of the U.S. population moving each year, new residents represent a significant portion of urban dwellers. In response, Portland has refocused its Individualized Marketing efforts and incorporated an innovative and targeted communication strategy to help new residents develop environmentally-friendly and active transportation habits. As a result, the city's new residents took 10% fewer drive-alone trips and the proportion of their trips taken by green and active methods increased by 14%. This comprehensive approach includes a strong evaluation design and targeted social marketing strategies. SmartTrips Welcome was designated a Landmark (best practice) case study in 2012.

Background

Note: To minimize site maintenance costs, all Tools of Change case studies are written in the past tense, even if they are ongoing.

Portland was well known for its progressive planning and transit policies. Its population was 600,000, within a larger region of just over two million people, and was relatively compact, thanks to an urban growth boundary that helped to prevent sprawl. Six percent of all commuting trips were done by bicycle.

The League of American Bicyclists gave Portland a Platinum rating in 2008 and reaffirmed that status in 2013.

"We're known for transportation, it's kind of in the blood," said Linda Ginenthal, SmartTrips Program Manager.

Since 2003, the Portland Bureau of Transportation had operated the SmartTrips program. Its comprehensive approach of individualized marketing activities and

Search the Case Studies



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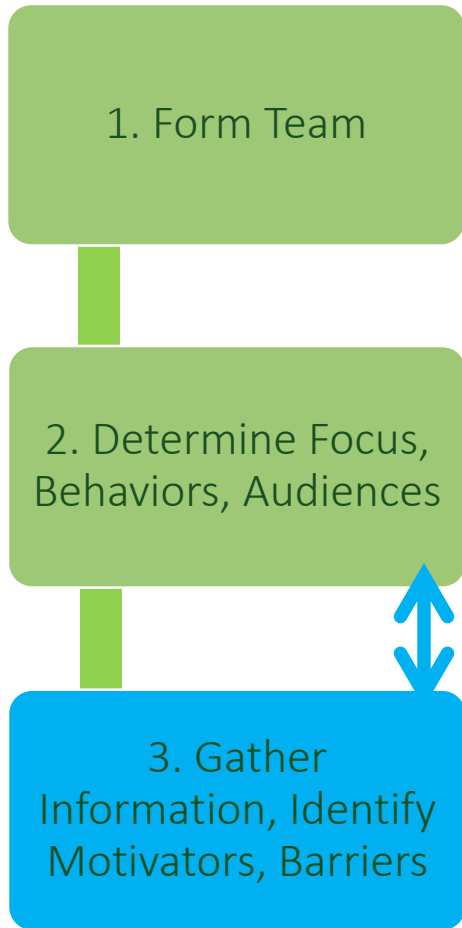
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Transport
Canada

Transports
Canada

Know Your Audience



Formative Research is a key part of the social marketing methodology!

Exchange 3: Driving

Parents Pay	Parents Get
	<ul style="list-style-type: none"><li data-bbox="996 354 1644 522">• Safer and more convenient?<li data-bbox="996 586 1831 868">• One way to show my love and care for my children?

1. Basics, Exchange Theory

2. Know Your Audience

**3. Stages of
Change**

4. Tools of Change

5. Resources, Q&A

Stages of Change

- *Pre-contemplation* Unaware
Not considering
- *Contemplation* Ambivalent, 1-6 month away
- *Preparation* Within a month, preparation
- *Action* Practicing
- *Relapse* To any of the previous stages
- *Termination* Not tempted / totally confident

⚠ Prochaska and DiClemente's Stages of Change Model

Stages of Change

- *Pre-contemplation*
- Emotional messaging
- Competitions
- Norm appeals
- Motivational interviewing
- Personal networks
- Parent participation in class assignments

Stages of Change

- *Pre-contemplation* *Unaware*
Not considering
- *Contemplation* *Ambivalent, 1-6 month*
away
- *Preparation* *Within a month, preparation*
- *Action* *Practicing*
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Stages of Change

- *Contemplation*
 - Mix of rational and emotional messaging
 - Competitions
 - Norm appeals
 - Motivational interviewing
 - Personal networks
 - Parent participation in class assignments

Stages of Change

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Stages of Change

- *Preparation*
 - Goal setting
 - Learning new behaviours
 - Reducing barriers
 - Helping relationships
 - Commitment
 - Prompts

Stages of Change

- *Preparation*

Provide opportunities to

- Practice the new behavior
- Experience the positive exchange (lower barriers, higher benefits)

Stages of Change

- *Pre-contemplation* *Unaware*
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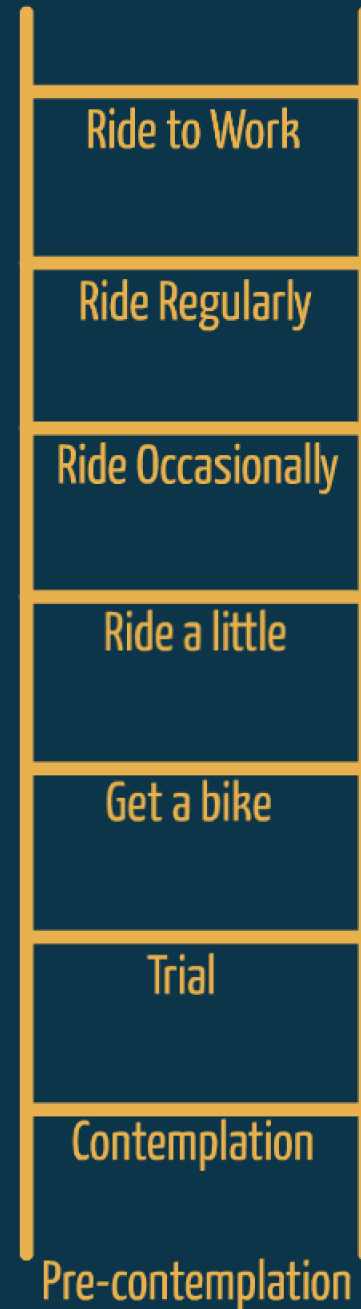
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User Journey



• Don't know where to ride

Get a bike

buy, fix, access, borrow, hire

Benefits

- Feel great
- Get fit
- Enjoy outdoors
- Save money

Barriers - Buying a bike

- Lack motivation
- Lack of money
- Lack of information about what type of bike to buy

Barriers - using their bike

- bike isn't currently rideable
- bike is buried in the shed!

Trial

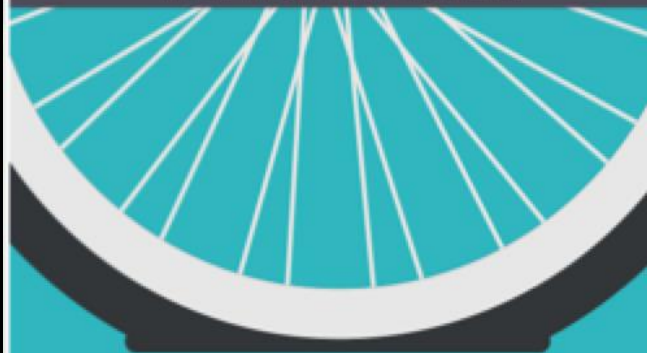
Barriers - Internal

Turkcell

13:48

18%

KEEP IT ON THE ROAD...



DEFLATED?

Get your flat tyre fixed in 10 mins... flat!

Watch this video...



Quick Survey: Step 2

Please take 1 minute to complete this short survey
Go into the draw to win a brand new bike!

What are the main benefits that you want to gain through riding a bike: (select up to 3)

- Improved health
- Improved fitness
- Save money
- Save time
- Enjoy the outdoors
- Enjoy time with family or friends
- To live more sustainably
- Other

How confident do you feel when cycling on the road?

-- choose --

What barriers do you face to cycling more often? (Select all that apply)

- I don't own a bike
- I don't feel confident riding a bike yet
- My bike needs fixing up
- My bike is at the back of the shed!
- I don't yet know a route I can ride on safely and confidently
- Other

Stages of Change

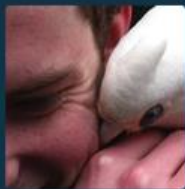
LOVE TO RIDE SWANSEA

HOME

MY PROFILE

RESULTS

Don't forget - tomorrow is the last day for logging trips! Log your trip r



RIDER PROFILE

James N.

From HR Department at Bandit Design

"I cycle because there's so much awesome cycling to be had in New Zealand!" [Edit?](#)

[Change Avatar](#) • [Edit Profile](#)

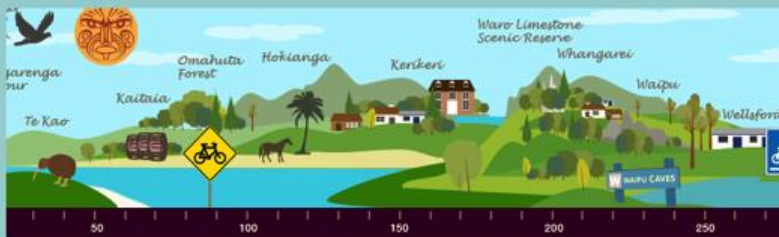
My goal: I will ride 100 miles in 2 weeks (by 04/12/14)

ADD A RIDE

ADD A PHOTO

ADD A GOAL

I cycled 18 miles today for transport to or from work



Got a flat tyre? Get some great tips on fixi

Non-cyclists (at 3 months)

- 54% cycled at least once a month
- 35% cycled to work at least once a week



Tools of Change

Proven Methods for Promoting Health, Safety and Environmental Citizenship

Welcome to the Tools of Change Website

Founded on the principles of community-based social marketing.

This site offers specific tools, case studies, and a planning guide for helping people take actions and adopt habits that promote health, safety and/or sustainability. It will help you include in your programs the best practices of many other programs - practices that have already been successful in changing people's behaviour.

If you think you will be using the site for more than just a quick visit, we suggest that you [Create an Account](#). Accounts are free, and having one will enable you to view the site with a focus on your particular interest areas, save your work automatically between sessions, and print the plans you create on-line.

[New to Community-based Social Marketing? Start learning here >](#)



[Click for Advanced Search >](#)

Introductions for

- Community Economic Developers
- Environmental Promoters
- Health Promoters
- Safety Professionals
- Social Marketers
- Transportation Professionals

Environment



- Clean Air
- Climate Change
- Energy
- Pollution Prevention
- Water
- Waste
- Transportation

[View All Sub-Topics](#)

Health Promotion



- Active Living
- ADG
- Environmental Health
- Fitness
- Heart
- Kuriton
- Tobacco

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- Bullying Prevention
- Crime Prevention
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1. Basics, Exchange Theory

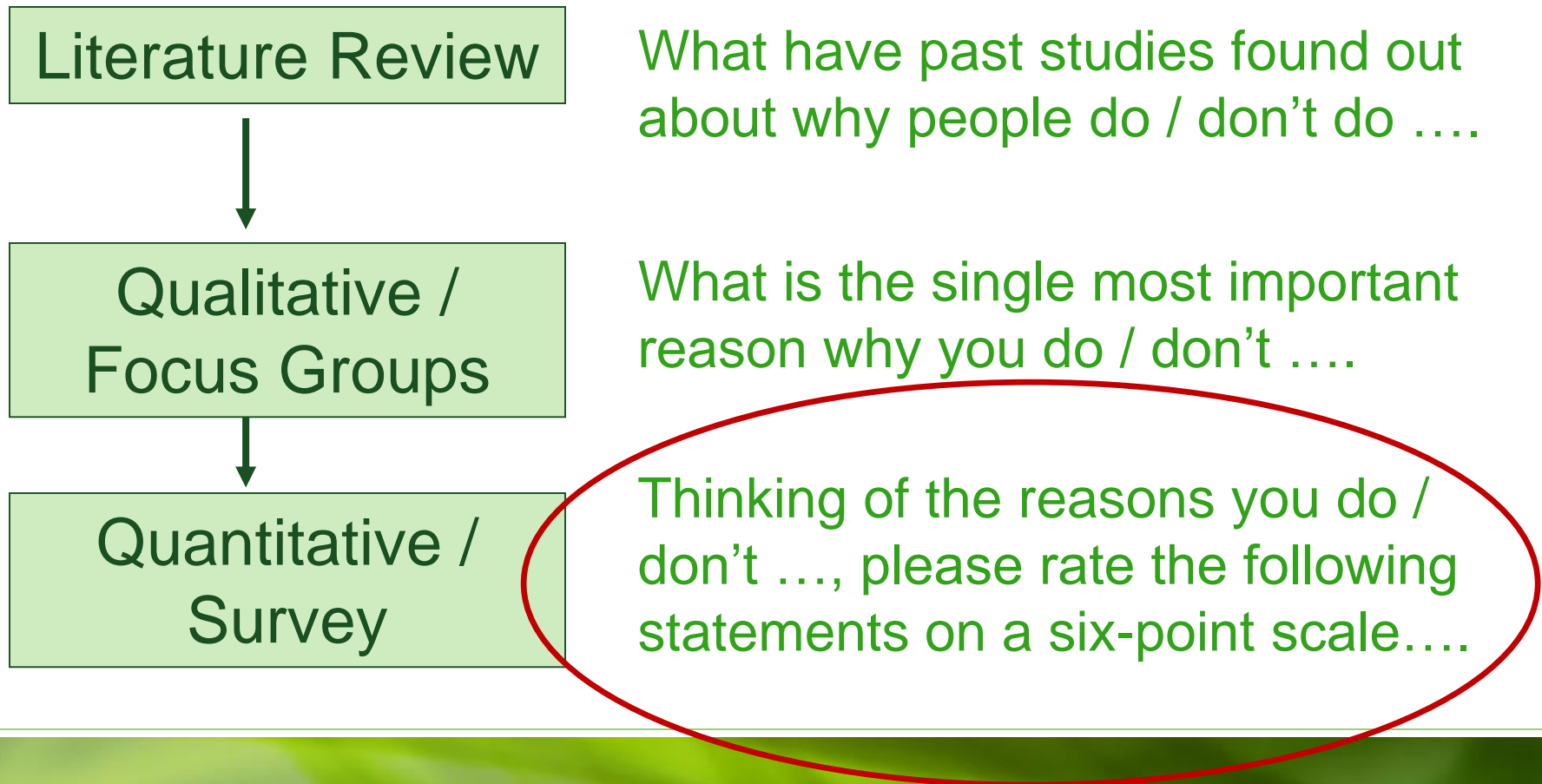
2. Know Your Audience

3. Stages of Change

4. Tools of Change
- Lowering Barriers
- Norm Appeals

5. Resources, Q&A

Lowering Barriers



Lowering Barriers



Risk: Parents' perception of their children's safety skills may lag or underestimate actual skill levels

Tip: Involve parents so they can see for themselves

The image shows a 'Bike Smarts Certificate' form. The title 'Bike Smarts Certificate' is at the top. Below it, the text reads: 'This certifies that _____ knows the parts of a bicycle, hand signals, and safety rules, and has a bicycle that is in good operating condition.' There are three lines for filling in information: 'OFFICIAL SIGNATURE', 'DATE', and 'ORGANIZATION/SCHOOL NAME'. The form is decorated with a bicycle graphic and a decorative border.

Lowering Barriers



The morning rush: a widespread issue

Can STP help?

Norm Appeals: What



Ways of making group standards more apparent

Norm Appeals: Why

- Long-lasting effect
- People often decide what is appropriate from observing those around them and from (dis)approval
- Norms can encourage / discourage learning, trial and maintenance



Norm Appeals

Descriptive Norms: perceptions of *prevalence* / what is commonly done

Injunctive Norms: perceptions of what is *approved or disapproved of*

Risk: They can cancel each other out

Tip: Ensure both reinforce each other

Norm Appeals

Risk: Barriers / costs / inconvenience too high

Tip: Ensure you have addressed these

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Q&A**

Resources *A*

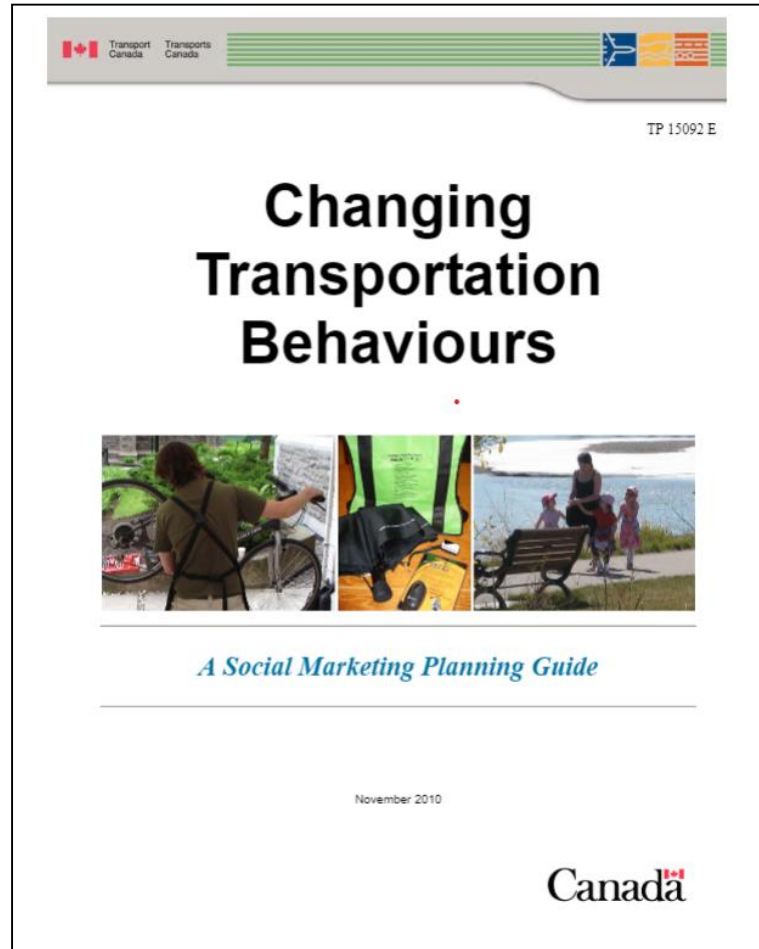


Instruction

- www.toolsofchange.com
- www.cbsm.com

Social Marketing

A



Home for the Social Marketing Community



SMANA

SOCIAL MARKETING
ASSOCIATION OF
NORTH AMERICA

Advancing Behavior Change for Social Good

**Thank you
Questions?**




Tools of Change


cullbridge™

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www.cullbridge.com

Q&A

- Remember to type your question in the chat box addressed to everyone



Stay in touch

- OAST Network channel on Slack
- Email:
 - wbeaton@greencommunitiescanada.org



Thank you!

