


Session Two Summary:

Community-based Social Marketing: Site Context and Behavior Change Strategies | January 31, 2025

External factors

In order to pick effective strategies, it is important to first consider the **external factors** that will influence your campaign. Accounting for the **social-environmental context** of where your campaign will take place can help you determine how effective your strategies are at achieving your goals. Check out the list below for some example categories.

	<p>Social factors: the aspects of society that involve the behavior, beliefs, and attitudes visitors have toward conservation, your organization, the coastal area, and shorebirds. Some examples include:</p> <ul style="list-style-type: none"> • Target audience values, perceptions, knowledge, and attitudes—differentiating between locals and tourists to the area (e.g., baseline attitudes towards shorebirds or governmental agencies) • Motivations for visiting the beach (e.g., leisure, recreation, activities near the wet sand versus the dry sand) • Community considerations (e.g., languages, demographics, political climate) • Internal considerations (e.g., capacity, time, funding) • Site logistics (e.g., wifi and access to cellular service, available parking) • Rules and regulations (e.g., unclear indications that regulations might change between connected sites, beach ownership)
	<p>Environmental factors: the surroundings and conditions in which your site operates. This includes the physical environment, species needs, habitat, geography, and more. Some examples include:</p> <ul style="list-style-type: none"> • Site characteristics and geography (e.g., access points, beach size, bottlenecks) • Elements (e.g., stability of the ground, hurricanes, tides) • Habitat and population dynamics (e.g., habitat loss, resident bird needs versus transient migratory bird needs) • Shorebird-human interactions (e.g., overlap between popular recreation and nesting spots) • Accessibility (e.g., remoteness, availability and accessibility of alternative recreational locations)

Social and environmental factors can **impact the strategies you choose, how you implement them, and their overall effectiveness**. Consider the factors above – and any additional factors may be unique and relevant to your site – when selecting behavior change strategies and developing your campaign. Acknowledging external factors will help ensure you can proactively plan for and justify any unexpected outcomes or results.

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Behavior change strategies

CBSM outlines seven behavior change strategies that can be tailored and used independently or together to promote long-term, sustainable behaviors within a target audience. We recommend focusing on 2-3 strategies for a campaign depending on capacity, funding, and seasonal availability.

Behavior change strategy	Why use this strategy	Rolling out the strategy
Commitment: asking people to agree to do an action in the future	Research shows those who publicly or personally commit to an action in the future are more likely to follow through with it in the future.	This is an ideal strategy for agencies and organizations who have volunteers who can table these events and collect signatures.
Convenience: making it easy to do a behavior	By making the desired behavior seem less troublesome or time-consuming , people are more likely to adopt the behavior.	Promoting convenience may be labor intensive—like developing footpaths—or costly—like supplying leashes. Convenience can be adapted based on your limitations.
Incentives: providing a reward for practicing a behavior	Incentives can encourage people to engage in a behavior and serve as a motivation for those who might not engage or are unwilling to change their behavior.	This is an ideal strategy to pair with other behavior change strategies , since it is an external motivation. Ensure they are relevant to the context of the situation.
Prompts: reminding people to practice a behavior	Prompts can help people recognize situations that warrant the behavior .	This is an ideal strategy to use when staff and volunteers are minimal .
Social diffusion: using trusted sources within the community to encourage a behavior	Social diffusion can increase visibility to the desired behavior , which increases the likelihood of it becoming adopted and widespread.	This is an ideal strategy to use when you have staff who can recruit and inform volunteers of the behaviors you are trying to promote.
Social norms: encouraging people to act in a way that is consistent with their perceptions of others	People tend to adopt the behaviors of those around them and are motivated to fit in with what they feel is the norm of the group.	Norms are most effective when they are noticeable . This is ideal for agencies with a lot of resources or a big volunteer base to ensure norms are presented when the behavior is going to occur.
Communication: going beyond fact sharing by conveying information about a behavior in an interpretive manner via community outreach, environmental education, and interpretation	Communication has the ability to remove knowledge gaps and relay campaign messages in a way that resonates with people.	The communication strategy is easily adaptable and can be implemented with limited resources and capabilities .

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Examples of behavior change strategies

Conservation professionals from along the Atlantic Flyway presented some of the behavior change strategies they implemented at their site. See below for a full list, and watch the session recording for more details:

- **Commitment** | Be a Good Egg Pledge
 - Shelby Casas, Audubon New York
- **Convenience** | Leash library
 - Jenna Cahill, Island Nature Trust
- **Incentives** | Sign making workshop and hats
 - Thaís Camboim, Aquasis
- **Prompts** | Moveable low tide signage
 - Beth Amendola, Audubon Connecticut
- **Social Diffusion** | Working with a local dog trainer
 - Abby Sterling, Manomet
- **Social Norms** | Shorebirds are the stars
 - Abby Burke, Audubon South Carolina
- **Communication, environmental education** | Kids signs and tabling
 - Madelyn Kaplin, Parker River NWR
- **Communication, interpretation** | New signs for benefits of leashing
 - Laura Williams, Maine Audubon
- **Communication, community outreach** | Rocky Piper tabling events
 - Amber Krauss, NYC Parks

Relevant resources

Check out the [Shorebird Disturbance Reduction Toolkit](#) for more information on the collaborative human disturbance project and CBSM:

- The [Methods tab](#) provides links to individual pages for each behavior change strategy, including guidelines for using the strategy, insight for why it might be a good fit for your site, an example, and existing resources for implementing the strategy
- See more examples of behavior change strategies and campaigns along the Atlantic Flyway under the [Study Sites tab](#)
- Under the Resources tab, you can see more [outreach inspiration](#) with examples from the Atlantic Flyway and resources needed for implementing strategies
- You can also view the [toolkit webinar](#) for more information on how to navigate the website

Additionally, view the [Guide to Applying Science and Management Insights and Human Behavior Change Strategies to Address Beach Walking and Dog Disturbance Along the Atlantic Flyway](#) for detailed information on how to apply CBSM to disturbance by beach walkers and dog walkers:

- Content on CBSM can be found on pages 8-25
- For more information about strategies to address disturbance from beach walking, see pages 30-38
- For more information about strategies to address dog related disturbance, see pages 41-54
- More tips for implementing strategies can be found on page 56