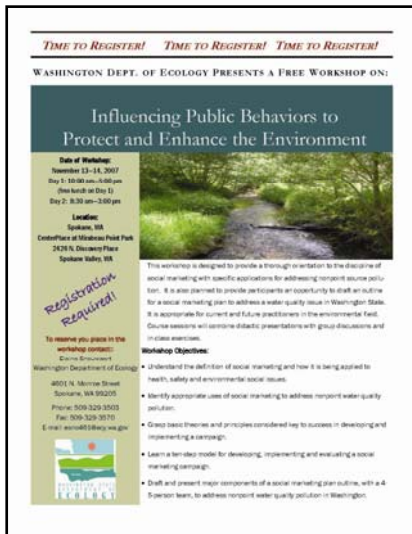


# Social Marketing Workshop

## Learning to influence public behaviors to protect and enhance the environment



Workshop registration flyer

### Introduction

The Eastern Regional Office hosted a two-day workshop to help our partners acquire the skills needed to develop education and outreach campaigns that make a difference. Participants learned that “social marketing” is not online dating. Rather, it is a way to use marketing principles to “sell” a desired behavior. Six teams developed campaigns to promote behavior changes that protect and enhance the environment.

### Problem

All citizens contribute to nonpoint sources of pollution (some of the largest sources in the state). For years, local governments and organizations have asked people to adopt certain actions to reduce this pollution and help the environment. But is helping the environment an important enough reason for most people? People can usually provide a long list of reasons why they can not or will not adopt a desired behavior. Many past education and outreach programs have not resulted in significant changes to people’s actions. Often local governments lack the expertise, time, and money to develop outreach programs that affect behaviors which in turn benefit water quality.

### Event goals

Ecology’s Water Quality Program promotes the use of social marketing as a way to change behaviors to protect water quality. Elaine Snouwaert, of the Eastern Regional Office, recognized the need to teach local governments and organizations about the principles of social marketing. With these skills, Ecology’s partners could develop educational campaigns that get results. Elaine applied for and was awarded an EPA 319 Direct Implementation Fund grant to fund a social marketing workshop in eastern Washington. Elaine partnered with Brook Beeler, of the Communications and Education Program, to plan and organize the two-day workshop held on November 13-14, 2007.

Elaine contracted with Nancy Lee, president of Social Marketing Services, Inc. to teach the workshop. Nancy has more than 20 years of professional marketing experience and teaches social marketing classes at the University of Washington, University of Puget Sound, and Seattle University. She participated in the development of more than 50 social marketing campaign strategies for public sector agencies, including Ecology’s “Litter and it will hurt” and the Washington State Patrol’s “Click it or Ticket.”



Example of a social marketing tool

Staff from local city and county water programs; health districts; conservation districts; aquifer protection organizations; and nonprofit organizations received an invitation to participate in the free workshop. Thirty-five people attended the workshop where they learned the eight steps to developing a social marketing strategy. Participants learned to:



- Analyze the situation.
- Identify and select target audiences.
- Determine their objectives.
- Understand and identify the barriers and benefits of the desired behaviors.
- Develop strategies to remove barriers and increase benefits.
- Determine an evaluation plan.
- Set budgets and find funding.
- Write an implementation plan.



Example of a social marketing tool

Six teams worked through these steps to develop campaigns to reduce indoor water use; use sprinkler systems efficiently; reduce oil in stormwater; promote direct seed farming practices; increase urban riparian corridors; and encourage the switch to fuel-efficient cars. The participants confronted the barriers people have to adopting specific behaviors and developed products or services necessary to remove or lessen them.

## Project highlights

Considering people's unfamiliarity with the concept of social marketing, the response to the workshop was surprising. Within three days of sending a registration announcement the class was half full and approached capacity within a week.

Participants' enthusiasm for the workshop was evident from the diligence they put into working on their campaigns and from the post workshop evaluations. When asked to respond on a scale of 1 (strongly disagree) to 7 (strongly agree) to the statement "Overall this workshop was excellent," the average score was 6.7. And when asked if they were excited about using social marketing in their work the average score was 6.3. Twenty of the participants stated that they would incorporate the tools they learned into existing education efforts.

However, approximately 20 participants were concerned that both a lack of money and staff resources would be a barrier to using social marketing. So, six months after the workshop Elaine and Brook will follow-up with the participants to see if they are applying what they learned in class.

## Partners

Eastern Regional staff, Elaine Snouwaert (Water Quality Program) and Brook Beeler (Communication and Education Program) organized and hosted the event. Nancy Lee, President of Social Marketing Services shared her expertise and put on an entertaining workshop that everyone thoroughly enjoyed. And of course, the workshop would not have been possible without the 35 participants.

## Funding

The EPA 319 Direct Implementation Fund Grant paid for the contract with Nancy Lee, the participants' lunch for one day, and a portion of the room rental and workbook materials. The Water Quality and Communication and Education programs covered staff time and the remaining costs.

## For more information

Elaine Snouwaert - TMDL Lead  
 Water Quality Program/Eastern Regional Office  
 509-329-3503/[esno461@ecy.wa.gov](mailto:esno461@ecy.wa.gov)

*If you need this publication in an alternate format, please call the Water Quality Program at 360-407-6404. Persons with hearing loss can call 711 for Washington Relay Service. Persons with a speech disability can call 877-833-6341*