Employee Engagement Activity – Triple Region Pollution Prevention Roundtable

Think of an example of how your organization or program can integrate employee engagement or community social-based marketing in your clients, businesses, and/or communities. Answer the following questions:

1) What is the behavior you want to promote?

2) What are the barriers to achieving that behavior?

3) What are the benefits associated with the selected behavior?

4) What are three strategies that use behavior-change tools that can address those barriers and benefits? Why did you choose these?

5) How will you pilot these strategies?

6) How will you evaluate the pilot program’s impact?

Remember the following strategies to behavior change:

- **Convenience** – removing external barriers (or misperceptions) to make the behavior more convenient
- **Commitment** – encouraging people to make public, written commitments to perform the behavior
- **Social Norms** – communicating or exhibiting a behavior to be normal, commonplace
- **Social Diffusion** – setting examples and using social interactions to spread the adoption of the behavior
- **Prompts** – using visual or auditory aids to remind people to perform the behavior
- **Communication** - crafting effective messages tailored to the target audience
- **Incentives** – providing monetary or non-monetary benefits to encourage the behavior