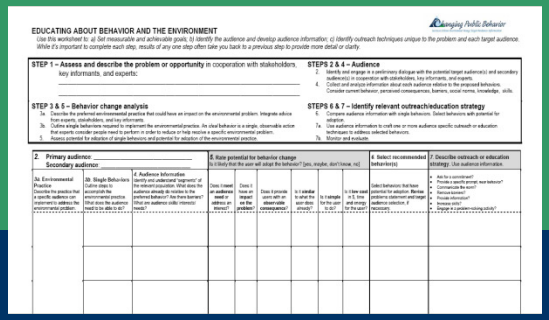
Using the Planning Tool



EDUCATING ABOUT BEHAVIOR AND THE ENVIRONMENT

Changing Public Behavior

Use this worksheet to: a) Set measurable and achievable goals, b) Identify the audience and develop audience information; c) Identify outreach techniques unique to the problem and each target audience. While it's important to complete each step, results of any one step often take you back to a previous step to provide more detail or clarify.

STEP 1 – Assess and describe the problem or opportunity in cooperation with stakeholders, key informants, and experts:

STEP 3 & 5 – Behavior change analysis

3a. Describe the preferred environmental practice that could have an impact on the environmental problem. Integrate advice from experts, stakeholders, and key informants.

3b. Outline single behaviors required to implement the environmental practice. An ideal behavior is a single, observable action that experts consider people need to perform in order to reduce or help resolve a specific environmental problem.

5. Assess potential for adoption of single behaviors and potential for adoption of the environmental practice

STEPS 2 & 4 – Audience

2. Identify and engage in a preliminary dialogue with the potential target audience(s) and secondary audience(s) in cooperation with stakeholders, key informants, and experts.

4. Collect and analyze information about each audience relative to the proposed behaviors. Consider current behavior, perceived consequences, barriers, social norms, knowledge, skills.

STEPS 6 & 7 – Identify relevant outreach/education strategy

6. Compare audience information with single behaviors. Select behaviors with potential for adoption.

7a. Use audience information to craft one or more audience specific outreach or education techniques to address selected behaviors.

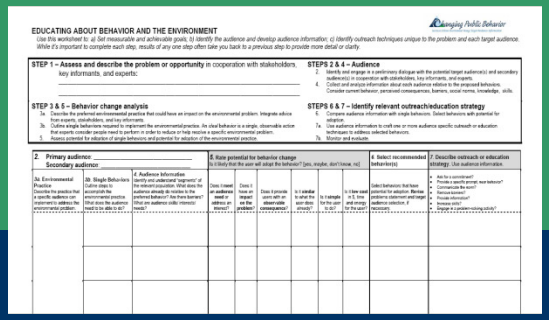
7b. Monitor and evaluate.

2. Primary audience Secondary audience			5. Rate potential for behavior change Is it likely that the user will adopt the behavior? (yes, maybe, don't know, no)						6. Select recommended behavior(s)	7. Describe outreach or education strategy: Use audience information.
3a. Environmental Practice Describe the practice that a specific audience can implement to address the environmental problem	3b. Single Behaviors Outline steps to accomplish the environmental practice. What does the audience need to be able to do?	4. Audience Information Describe the "characteristics" of the relevant population. What does the audience already do relative to the preferred behavior? Are there barriers? What are audience skills/ interests/ needs?	Does it meet **an audience need** or address an **interest**?	Does it have an **impact on the problem**?	Does it provide users with an **observable consequence**?	Is it **similar** to what the user does already?	Is it **simple** for the user to do?	Is it **low cost** in $, time and energy for the user?	Select behaviors that have potential for adoption. Review problems statement and target audience selection, if necessary.	• Ask for a commitment? • Provide a specific prompt, near behavior? • Communicate the score? • Provide feedback? • Provide information? • Reward, praise? • Engage in a competition/rating activity?

GOAL

Environmentally significant behavior by individual or group

Using the Planning Tool



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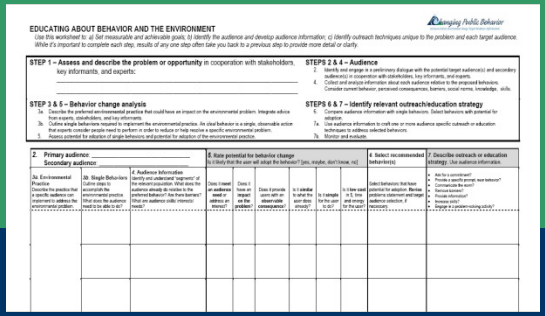
Step 1
SITUATION
What is the environmental condition?

GOAL
Environmentally significant behavior by individual or group

Using the Planning Tool



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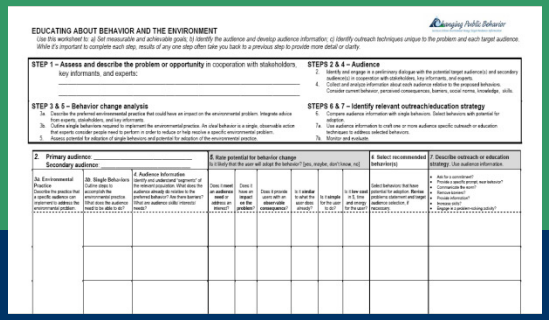
Step 2
AUDIENCE
Who needs to do something?

Step 1
SITUATION
What is the environmental condition?

GOAL
Environmentally significant behavior by individual or group

Using the Planning Tool



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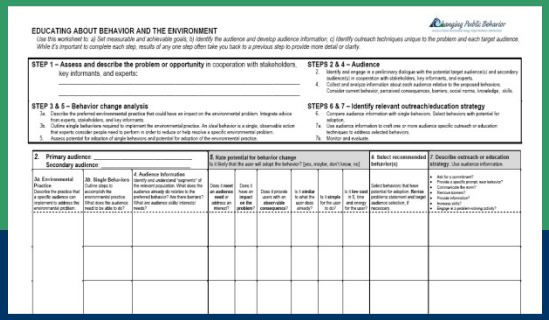
Step 1
SITUATION
What is the environmental condition?

Step 2
AUDIENCE
Who needs to do something?

Step 3
PRACTICE
What does the audience need to do?

GOAL
Environmentally significant behavior by individual or group

Using the Planning Tool



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STEPS 6 & 7 – Identify relevant outreach/education strategy

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2. Primary audience Secondary audience			5. Rate potential for behavior change (e.g. is likely that the user will adopt the behavior? [yes, maybe, don't know, no])						6. Select recommended behavior(s)	7. Describe outreach or education strategy: Use audience information.
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GOAL
Environmentally significant behavior by individual or group

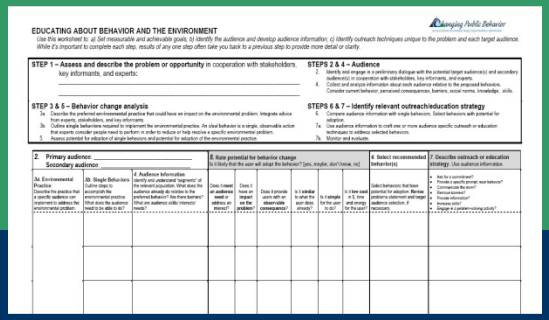
Step 1
SITUATION
What is the environmental condition?

Step 2
AUDIENCE
Who needs to do something?

Step 3
PRACTICE
What does the audience need to do?

Step 4
DATA
What do we need to know about the audience?

Using the Planning Tool



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STEPS 6 & 7 – Identify relevant outreach/education strategy

7a. Compare audience information with single behaviors. Select behaviors with potential for adoption.
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2. Primary audience / Secondary audience			5. Rate potential for behavior change (Is it likely that the user will adopt the behavior? [yes, maybe, don't know, no])						6. Select recommended behavior(s)	7. Describe outreach or education strategy: Use audience information.
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GOAL
Environmentally significant behavior by individual or group

Step 1
SITUATION
What is the environmental condition?

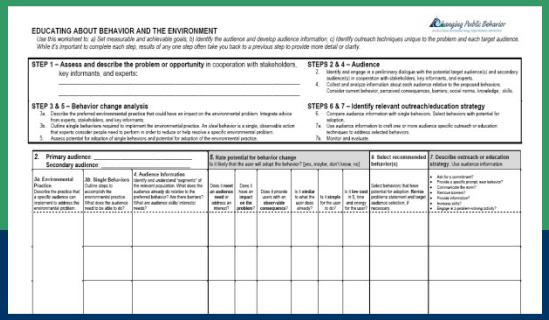
Step 2
AUDIENCE
Who needs to do something?

Step 3
PRACTICE
What does the audience need to do?

Step 4
DATA
What do we need to know about the audience?

Step 5
CONDITIONS
Variables that affect behavior change

Using the Planning Tool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GOAL
Environmentally significant behavior by individual or group

Step 1
SITUATION
What is the environmental condition?

Step 2
AUDIENCE
Who needs to do something?

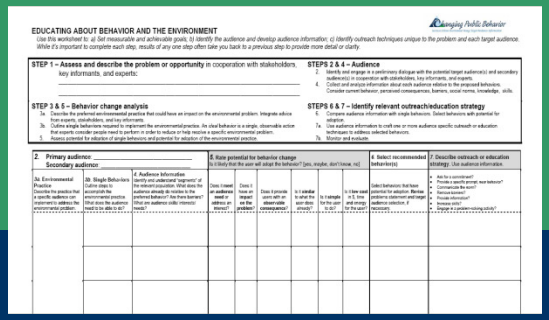
Step 3
PRACTICE
What does the audience need to do?

Steps 6 & 7
CHOICES
Select: behavior for outreach focus; techniques for facilitating change

Step 4
DATA
What do we need to know about the audience?

Step 5
CONDITIONS
Variables that affect behavior change

Using the Planning Tool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GOAL
Environmentally significant behavior by individual or group

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SITUATION
What is the environmental condition?

Step 2
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Who needs to do something?

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What does the audience need to do?

Steps 6 & 7
CHOICES
Select: behavior for outreach focus; techniques for facilitating change

Step 4
DATA
What do we need to know about the audience?

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CONDITIONS
Variables that affect behavior change

~ Course provides examples and practice for each step ~