

# Tips for **changing behaviors** about **natural resources**



## ***A behavior is most likely to occur if:***

A person has a strong *intention* to perform the behavior

A person has the necessary *skills* and *abilities*

There are *no constraints* preventing behavioral performance

## ***When analyzing potential for behavior change, ask:***

What does the individual believe about the *specific behavior*?

What does the individual believe about his or her *ability to perform* the behavior?

*Can/does* the individual perform the behavior?

What do *other people* believe about the behavior? And do they perform it?

What does the individual think that other people think?

**Keep your eye on the ball !**

