

## Conservation Psychology: Case Study Summary

*(Condensed from Social Marketing to Protect the Environment: What Works, D. McKenzie-Mohr et al. This easy-to-read book includes a concise summary of CBSM, followed by numerous examples.)*

### Case #1 Seafood Watch program

Monterey Bay Aquarium, California

Created in 1999 to support ocean conservation efforts

- **Strategies**
  - Influence decision making at all levels in bottom-up approach: consumers request sustainably harvested seafood, influencing purveyors (restaurants, markets, etc.), who in turn influence providers (wholesale, industry etc.)
  - Create 'epicenters' for program in major metropolitan areas
- **Key audiences:** Green consumers, outreach partners, businesses
- **Barriers and Benefits**
  - Barriers include lack of information, concerns regarding cost, lack of trust in recommendations
  - Benefit is feel-good: contributing to sustainability of seafood/ocean health
- **Primary program elements**
  - Regional Seafood Watch Pocket Guides (outreach partners are key distributors), also available as app, make point of purchase decisions simple for consumers
  - Recognition of chefs/restaurants that follow Seafood Watch guidelines and promote the program
  - Advocates program includes online pledge and Action Kit, Chef pledge program
  - Other elements include special events, website and social media

### Case #2 Influencing Natural Yard Care

King County, Washington

Created in 2000, in response to poor results of \$1.5 million advertising campaign for Natural Lawn Care Program intended to promote water quality

- **Strategies**
  - Influence one neighborhood at a time, taking advantage of studies that indicate people learn garden behaviors from neighbors and friends
  - Target 'early adopters' – neighbors are key influencers in changing gardening behaviors
  - Pilot program in two neighborhoods, 10-13 neighborhoods added annually
- **Key audiences:** Home gardeners

- **Barriers and Benefits**
  - Barriers include lack of information, concerns regarding landscape aesthetics, concerns that natural products would not be as effective and would be more expensive, and gardens would require more labor
  - Primary benefit and motivator is seeing neighbors' success, and learning 'how-to' from them
- **Primary program elements**
  - 24 desirable behaviors selected
  - Free workshops offered to public, especially those who are not 'choir', but willingness, and need for information/support.
  - Targeted campaigns in selected neighborhoods include door-to-door canvassing, direct mail stressing ease and rewards of behavior
  - Continuing support includes Help Hotline and quarterly newsletter produced with partners

### **Case #3 Plant Eastern Shore Natives Campaign**

Virginia Coastal Zone Management Program

Created in 2009 to increase use of native plants; long-term objective is to increase migratory bird habitat.

- **Strategies**
  - Focus on beauty of native plants (They're Shore Beautiful) and key messages to home gardeners (e.g. Even the smallest yard can provide a "stopover habitat")
  - Partner with local nurseries for broad impact
- **Key audiences:** Home gardeners
- **Barriers and Benefits**
  - Barriers include not recognizing there is a problem, lack of availability of native plants, skepticism of gov't intentions ("will my yard look good, or do 'they' only care about migratory bird habitat?"), cost.
  - Benefits are feel good about environment, and enjoyment of habitat gardens
- **Primary program elements**
  - Offer a variety of resources for both consumers and nurseries, including pot tags, banners, and free guide to regionally native plants
  - Nurseries are recognized on the Campaign website, links to current inventory of native plants, media campaign encourages visits to nurseries
  - Public demonstration sites of native plant habitats