

Transformative Nature Engagement

A Toolbox for Public Engagement

Books and training

Fostering Sustainable Behavior: An Introduction to Community Based Social Marketing. New Society Publishers. Doug McKenzie-Mohr. 2011. Available online, with additional resources. www.cbsm.com

An easy-to-read introduction to implementing behavior change, by the founder of community-based social marketing. Covers barriers and rewards, how we learn, why CBSM is an effective approach to behavior change, and evaluation.

Social Marketing to Protect the Environment: What Works. Doug McKenzie-Mohr, P. Wesley Schultz, Nancy R. Lee, Philip Kotler. SAGE Publications. 2012.

Summarizes *Fostering Sustainable Behavior* in the first chapter, then provides examples of CBSM in areas such as waste reduction, energy use, and water quality in both residential and commercial settings.

Conservation Psychology: Understanding and Promoting Human Care for Nature. Susan Clayton and Gene Myers. John Wiley & Sons, Inc. 2015.

Digging deeper, this text introduces broad concepts of conservation psychology, including CBSM, but also covers additional methods. Includes some good models and strategies for botanic gardens.

The Oxford Handbook of Environmental and Conservation Psychology. Susan Clayton, ed. Oxford Library of Psychology. 2012.

Some useful research papers are included in this hefty tome, but this is not an introduction to the field!

Conservation Psychology Institute. Antioch New England

Intensive training in a 5-day summer workshop. Inspiring, and highly recommended.

Websites and downloads

Frameworks Institute. <http://www.frameworksinstitute.org>. A multidisciplinary approach to strategically framing communications to achieve maximum impact. Online resources and training.

Influencing Conservation Action: What Research Says About Environmental Literacy, Behavior, and Conservation Results. 2013. National Audubon Society.

<https://naaee.org/eepro/resources/influencing-conservation-action-what>

Tools of Engagement: A Toolkit for Engaging People in Conservation. 2011. National Audubon Society.

<https://cdn.naaee.org/sites/default/files/toolsofengagement.pdf>

Simon Sinek TED talk: *How Great Leaders Inspire Action*

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

Footprints vs Handprints

<https://www.youtube.com/watch?v=70FY8UP0HNM>

Phoenix Rising. Consultation and professional training on environmental/conservation psychology

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