6th Annual Potomac Watershed Trash Summit

Roundtable: Prevention Campaigns
October 19, 2011
Topics for Today

✓ What is “social marketing”?  
✓ How can research be helpful?  
✓ Lessons learned from other regional social marketing campaigns
Social Marketing in Context

✓ The application of marketing concepts, tools and techniques to social problems.
✓ Most effective when it activates people.
✓ Social marketing is not an awareness campaign... done in a vacuum... or a quick process.
## Social Marketing Principles Applied

<table>
<thead>
<tr>
<th>Marketing Principle</th>
<th>Biz Marketing</th>
<th>Social Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Focus</strong></td>
<td>Consumer</td>
<td>Consumer</td>
</tr>
<tr>
<td><strong>Product</strong></td>
<td>Benefits the individual</td>
<td>Benefits society (including the individual)</td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td>Money</td>
<td>Opportunity, emotional or other cost</td>
</tr>
<tr>
<td><strong>Place</strong></td>
<td>Where you buy</td>
<td>Opportunities to act or influence</td>
</tr>
<tr>
<td><strong>Promotion</strong></td>
<td>Communications make consumers aware and desire the product</td>
<td>Communications make consumers aware and act/change behavior</td>
</tr>
</tbody>
</table>
“Community Based” Social Marketing

✓ Enhances the community’s ability to work together and achieve consensus.

✓ Community is engaged and empowered throughout the campaign – defining the problem, planning and implementation.

✓ Typically focused on individual behavior; carried out by alliances and coalitions to maximize reach.
Lessons Learned in TX and HI
Texas: How do we stop littering?
Inspire Young TX Men with “Texas Pride”
Measure, Adapt, Re-Invent
Hawaii: What to do about lay gill net fishing?
“Take What You Need, Leave What You Can”

Louis K. “Buzz” Agard
Retired Fisherman, Former Distributor of Fishery Products

“In our oceans today, too many people are fighting over a diminished resource. I have been fishing in Hawai‘i for more than 60 years. I remember when there were dense schools of fish in Hawai‘i. But I can tell you from experience, times have changed. Our food fish are now a commodity, and when a limited natural resource becomes a commodity, you have the tragedy of the commons – everybody keeps taking, but nobody takes care. If we learn to take care, and to take only what we need in a responsible manner, then maybe we can be proud of the future we pass on to our children.”

Donua (Kahi) Kahakui
Paddler and founder of nonprofit group Kai Makana

“It is my belief that Hawai‘i’s ocean environment is our most precious resource. Yet, we are doing so little to preserve it in the Main Hawaiian Islands. As a society, it’s time for Hawai‘i to be a conservation leader. It’s time to take what we need, leave what we don’t; and not hurt anything unnecessarily. Our ocean’s future depends on it.”

Natinoa Thompson
Navigator of Hōkūle‘a

“It’s time for us to recognize the value of our ocean, and understand that we are in a time of decline. Not long ago, our nearshore waters were carefully managed by konohiki who ensured bountiful resources by setting strict rules with serious consequences. Our native Hawaiian ancestors understood that their relationship with the ocean was an issue of survival. We must rebuild a culture of an ocean community. This will require a partnership among scientists, government, and those who use and love the ocean like I do. It’s about values and responsibility, and is truly a matter of survival.”
Plan for the Long-Term

FOR IMMEDIATE RELEASE

Governor Signs Lay Gill Net Restrictions Into Law

Action widely applauded as vital step to help restore Hawai'i's nearshore fish populations

Honolulu Wednesday, June 12 – Local fishermen, scientists and conservationists today applauded the Department of Land and Natural Resources' new rule to severely restrict the use of lay gill nets in Hawai'i.

The rule, now in effect after being signed by Governor Linda Lingle, means Hawai'i joins many other Pacific Islands and all other U.S. coastal states in restricting the use of this indiscriminate fishing method.

Scientists have called lay gill nets the worst offenders in the overfishing of Hawai'i's nearshore ocean. The restrictions have been discussed for nearly a decade and were presented by the Department of Land and Natural Resources (DLNR) for final public hearings last July.

William Ka'i, a native Hawaiian fisher who testified at the Warrens public hearing in July 2006, said in an interview, "We fish the shoreline, with their years of experience, teach us that fishing is a privilege that comes with the responsibility to care for the ocean. DLNR's lay gill net fishing regulations are a positive attempt to act on the side of caution. Fishermen who use gill nets or any other equipment, itways that needlessly kill turtles, sea birds, monk seals, and damage coral reefs do not understand kuleana and do not honor their ancestors, nor their children and grandchildren."

Thomas Cummings, Jr., native Hawaiian and former lay gill net fisher said, "This decision is good for Hawai'i's ocean and it is good for fishermen. In my lifetime, I've seen our nets depleted of fish to a nearly irreparable point. We can no longer afford to fish in selfish, careless ways. These rules restricting the use of lay gill nets will give our fish the break they need so their populations can start to recover."

Lay gill nets are now banned entirely around the island of Kauai and in three nearshore areas of O'ahu. Across the state, use of the nets is restricted. Net users will no longer be able to set them premort, and net length can be no more than 125 feet, though individuals can connect nets for a length of no more than 375 feet. To aid enforcement, lay gill nets must be registered and marked, and cannot be left unattended in the water for more than 30 minutes.

Dr. John Randall, Bishop Museum senior ichthyologist, said, "This is a landmark decision for Hawai'i's nearshore resources. Our near fish populations are in serious decline, and it's time for us to stop fishing in indiscriminate, wasteful ways. Restrictions on lay gill nets are long overdue, and I would support us going further to a complete statewide ban."

Dr. Randall and several other marine scientists including Dr. Charles Birkeland, Dr. Richard Pole and Dr. Randall Koslow submitted a paper to DLNR in 2004 supporting the department's proposed restrictions on the use of lay gill nets. Koslow, an avid recreational fisher, added, "What's good for fish is generally good for humans. This is a great step forward in restoring our coastal waters."
Best Practices Summary:

- **Goals**
  - Why social marketing?
  - Defining the problem creates a lens for planning

- **Partnerships**
  - Whose mission fits with campaign goals?
  - How does the community shape the campaign?

- **Research**
  - Understand your audiences
  - Prioritize - Barriers and opportunities

- **Targeting**
  - Who will make the most difference?
  - What do they care about? What will motivate?

- **Tactics and Tools**
  - Where does the behavior happen?
  - Who can influence?
  - Community feedback loops?

- **Measurement**
  - Process – How well did we implement?
  - Impact – Changes in behavior or intention?
  - Adjust

[Logo: EDGE RESEARCH]
Contact:

Stacia Tipton, Edge Research

tipton@edgeresearch.com