

# Changing Behaviour

Whistler, BC

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Obama's Border Shame By Joe Klein / America's Comeback By Roger Altman

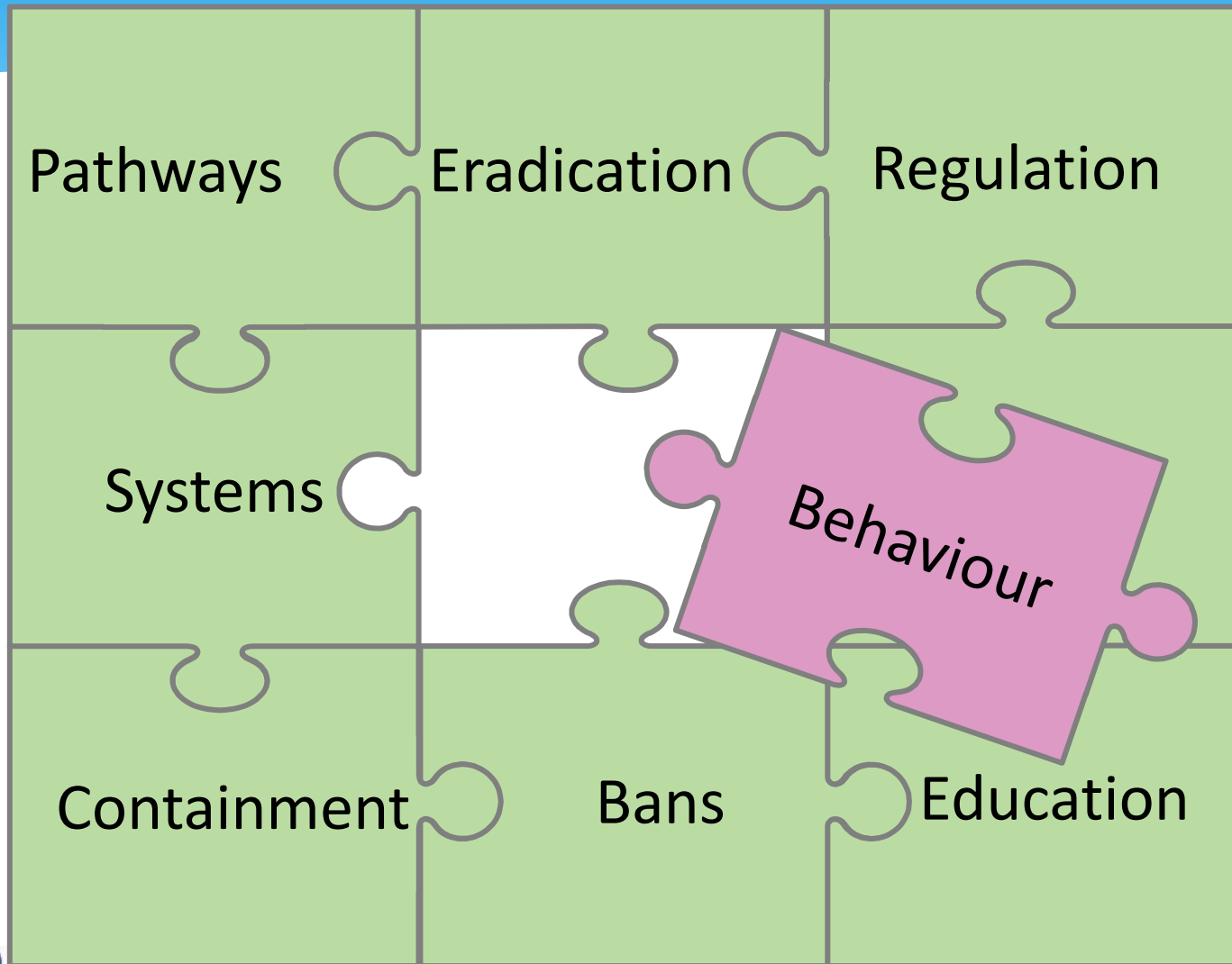
# TIME

## SPACE INVADERS

From Russian beetles to giant African snails, the U.S. is under assault—and it's costing us billions

BY BRYAN WALSH

# One Piece of The Puzzle



# Behaviour

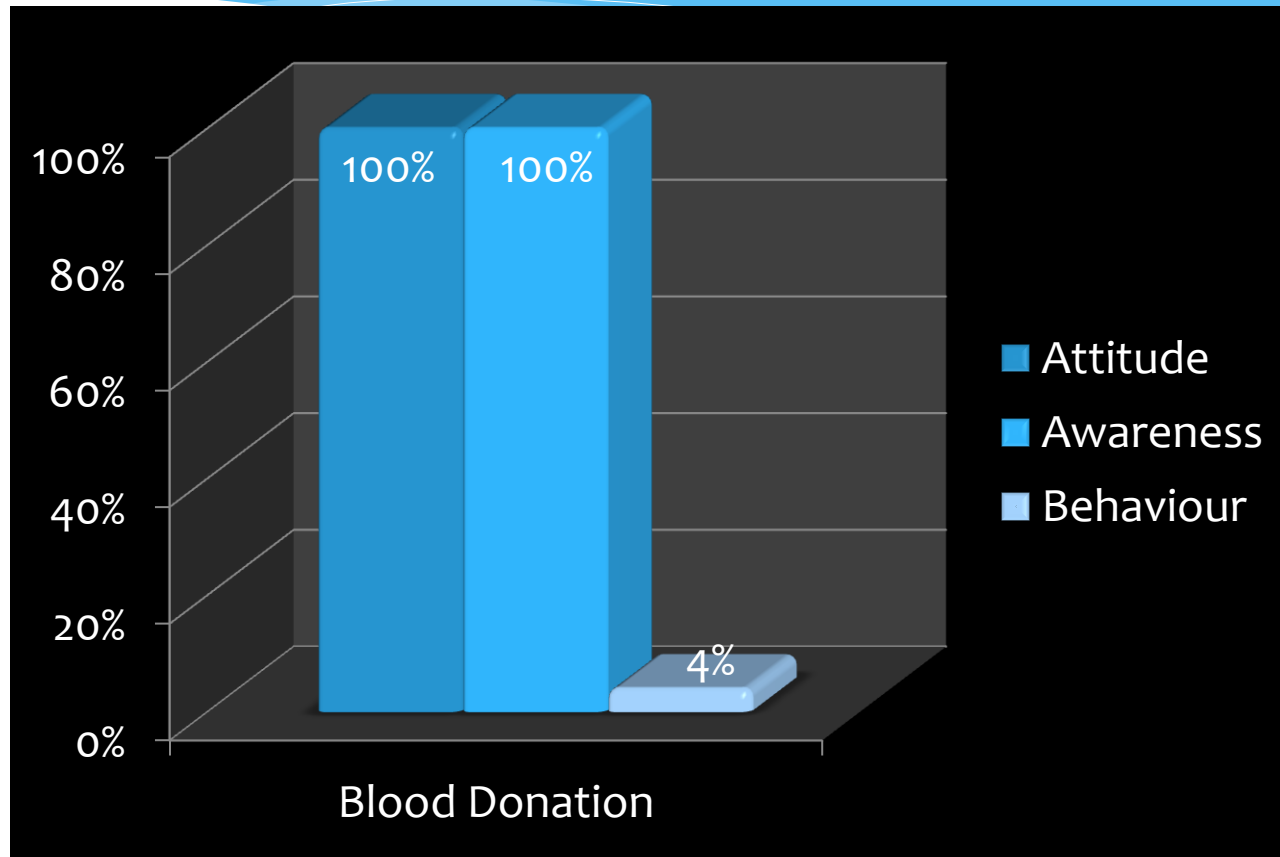
- \* Like all the parts of the puzzle, we need to do it effectively
- \* And behavioural psychology warns us of: THE GAP!

A photograph of a massive chasm, likely a natural rock formation. The chasm is very deep and wide, with steep, dark, textured rock walls. At the top of the chasm, several people are standing on the edges, looking down. The sky is bright and overcast. The overall scene conveys a sense of scale and the gap between two states.

Attitude and Awareness

Behaviour

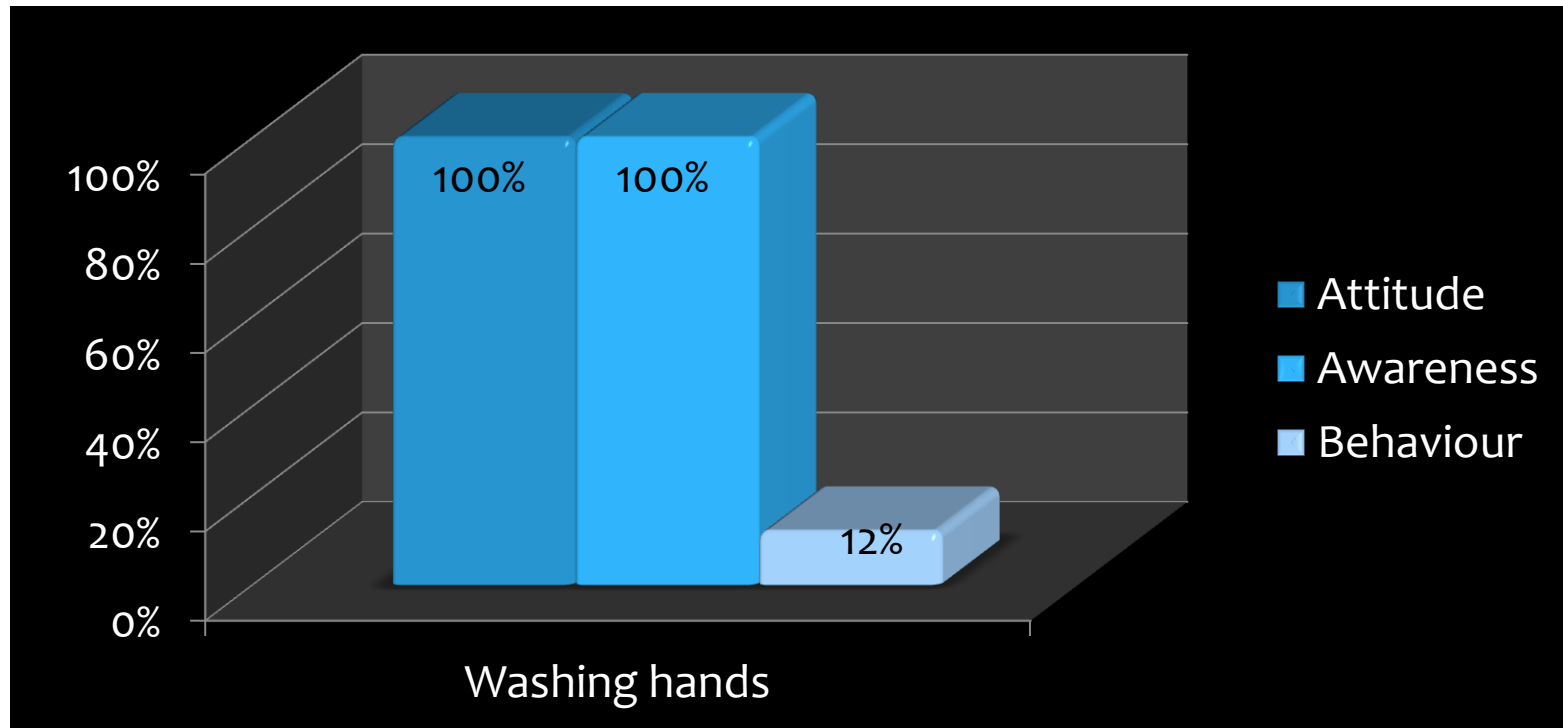
# Blood Donation in Canada



# Use Your Head

- \* Bicycle helmets
  - \* Reduces serious head injuries by 70% or more
  - \* 45% reduction in child head injuries where mandatory

# Doctors Washing Hands





# You Should Know Better

- \* Smoking
- \* Eating too much
- \* Not wearing lifejackets
- \* Speeding
- \* Not exercising
- \* Trying to beat the crosswalk light
- \* Running a red light
- \* Cheering for the Toronto Maple Leafs

# You Should Know Better

- \* Smoking
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- \* Cheering for the Chicago Cubs

# You Should Know Better



A photograph of a massive, deep chasm or canyon. The walls of the chasm are dark, jagged, and appear to be made of solid rock. At the top of the left wall, several people are standing, looking down into the abyss. One person is standing on the far left, and a group of three or four people is further right. On the right wall, a single person is standing near the top edge. The bottom of the chasm is a bright, hazy blue, suggesting a body of water or a very deep, misty valley. The sky above is a pale, overcast blue.

Attitude and Awareness

Behaviour

# Tools

- \* Research
- \* Commitment strategies
- \* Prompts
- \* Norms
- \* Small questions



# Research

- \* Research
  - \* Why don't people Clean, Drain and Dry?
  - \* Why do people plant invasives?
  - \* Why do garden centres sell them?
  - \* Why do people release ornamental fish?
  - \* Why do people move firewood?
- \* No assumptions



# Barrier Removal



# Commitment

- \* You need commitment
  - \* Can't get that from a brochure or sign
- \* Changes people's own view of themselves
  - \* "I don't spread invasive species"
- \* This is key. When people make a commitment to you, they make a commitment to themselves



# Commitment



# Reminders

- \* People forget
  - \* Support their commitment with a reminder
  - \* In the right place, at the right time





# Effective Reminders

- \* Right place
- \* Right time
- \* Right information
- \* Remove barriers

## ATTENTION BOATERS

PROTECT OUR WATERS FROM INVASIVE SPECIES



**CLEAN** off plant parts, animals, and mud from boat and equipment (e.g. boots, waders, fishing gear). Use a power wash station if available.

**You can stop the spread of invasive species!**

**DRAIN** onto land all items that can hold water (e.g. buckets, wells, bilge, and ballast).

**DRY** all items completely before launching into another body of water.

Check these common hiding spots for Invasive species:



1-888-WEEDSBC

[www.bcinvaders.ca](http://www.bcinvaders.ca)

# Social Norms



# Social Norms



# Social Norms

- \* Once established, are very hard for people to break
- \* They change, and often because of social change

# Small Question



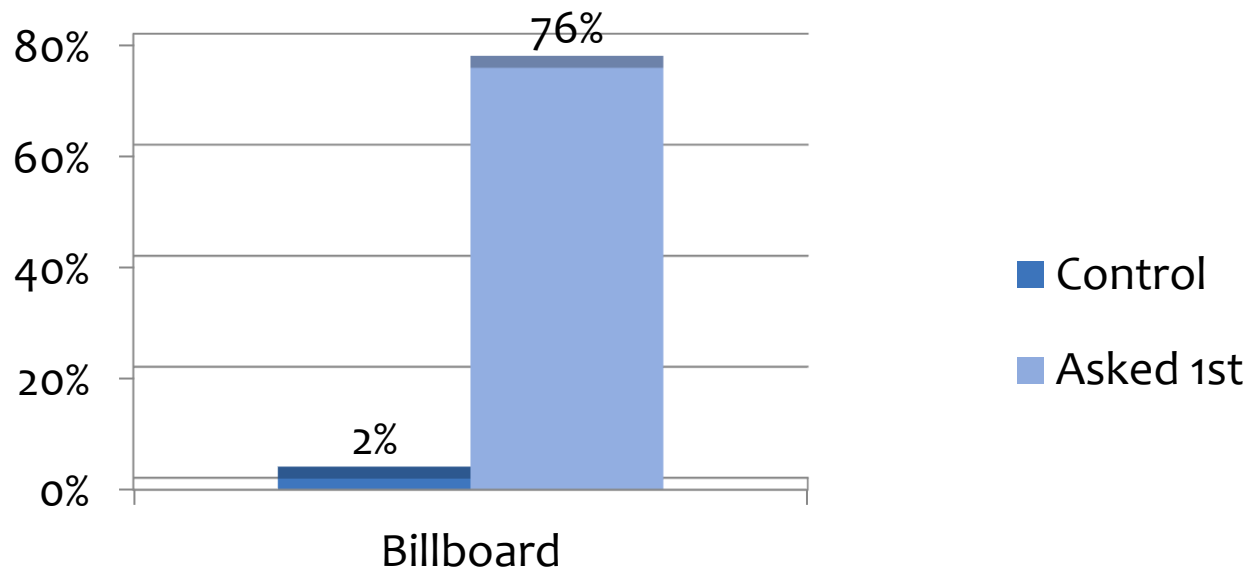


A large white rectangular sign is mounted on four grey posts in a grassy yard. The sign has the text "We Support Safe Driving" in a large, black, sans-serif font. In the background, a white house with a grey roof and a white mailbox on a post are visible under a clear blue sky with a few wispy clouds.

**We Support  
Safe Driving**



# The Toolbox – Small Question



# The Small Question

- \* Asking a small question first can make a bigger question more palatable
- \* Get person to agree to small task, then try bigger one
- \* Use strategically
- \* Consider pursuing a “gateway behaviour”
- \* Keep the long term in mind

# Opportunities

- \* Reducing spread of invasives
- \* Volunteer retention
- \* Better reporting/Crowd sourcing
- \* Applying technology – apps, video

# Thank You

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