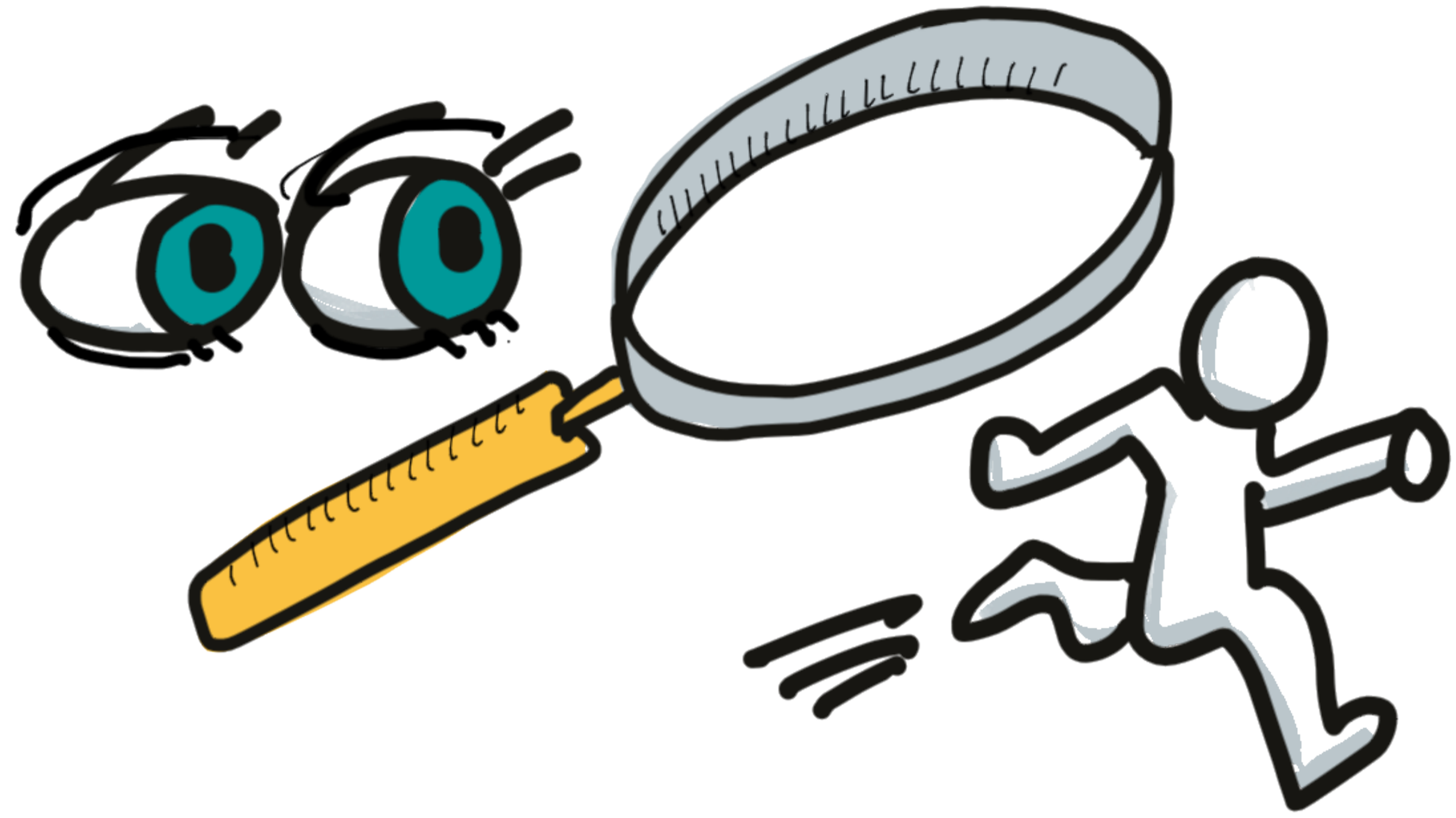


MOTIVATIONAL RESEARCH for



EFFECTIVE BEHAVIOUR CHANGE STRATEGY

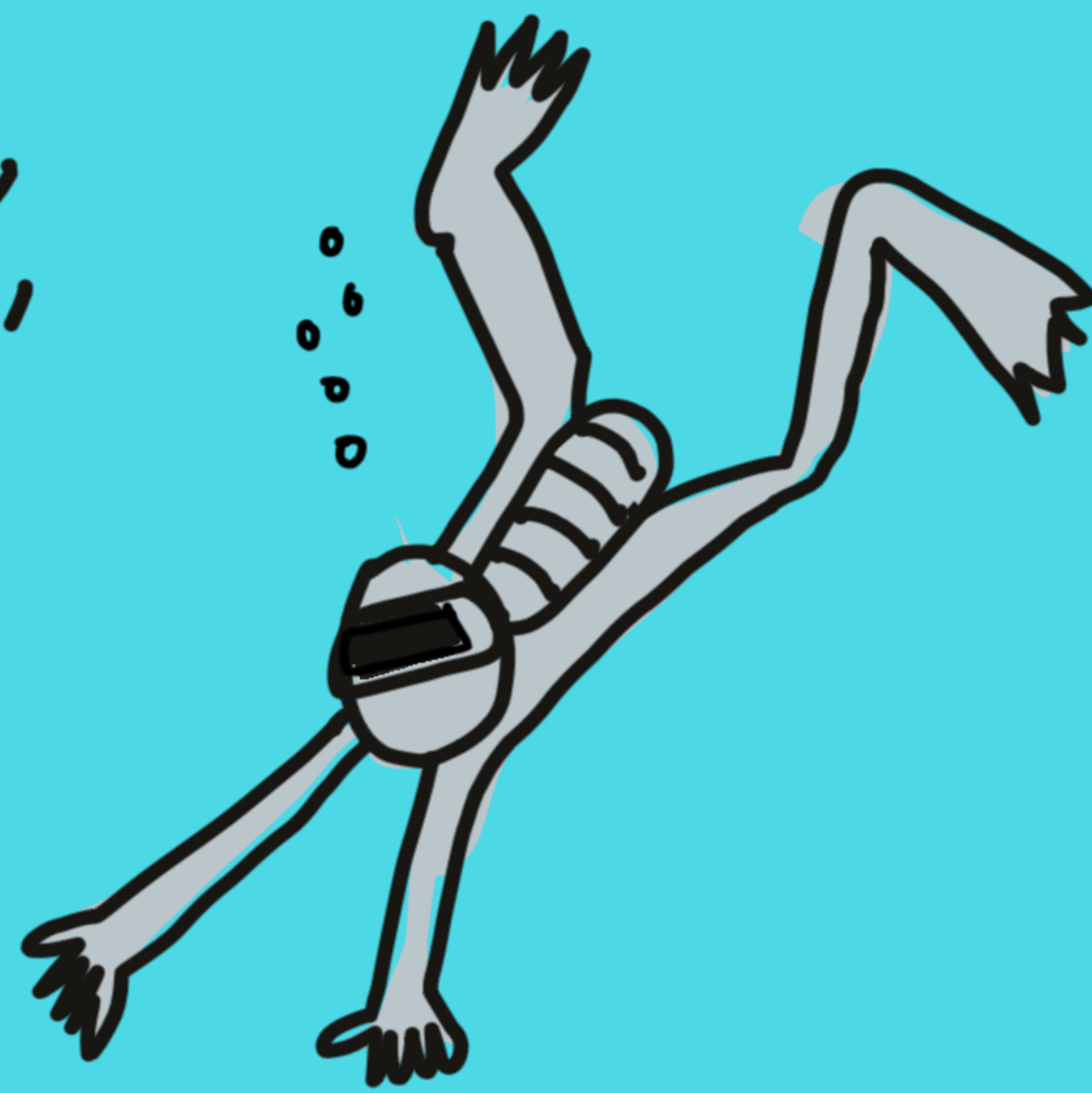
INTERNATIONAL SOCIAL MARKETING ASSOCIATION

June 28/29, 2021

Joan Young
Director of Research & Evaluation
The Behavior Change Collaborative

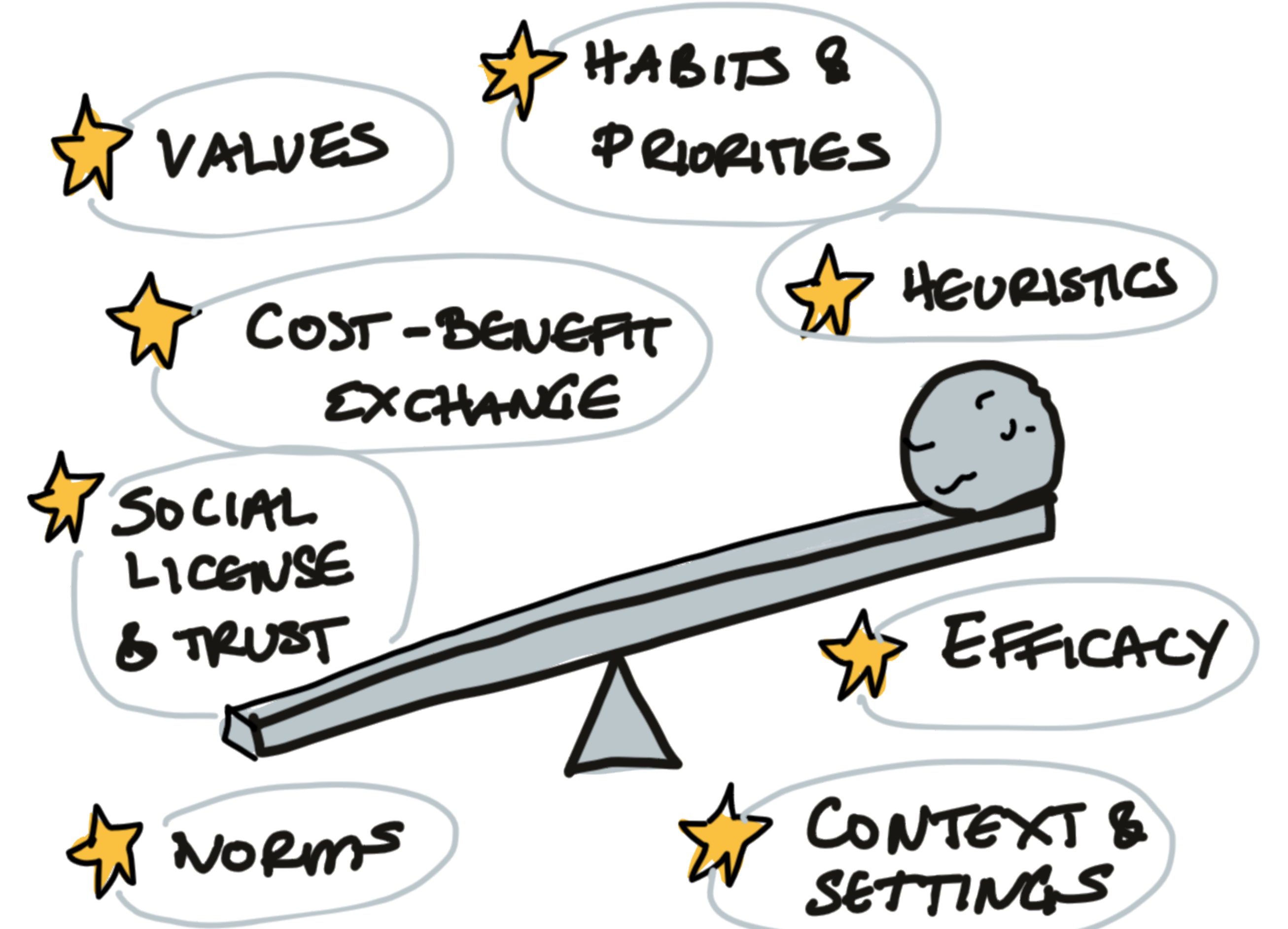
~ KEY TAKEAWAY ~ NEED TO UNDERSTAND HOW PEOPLE VIEW THEIR WORLD.

Get below the SURFACE, SUPERFICIAL, RATIONAL.



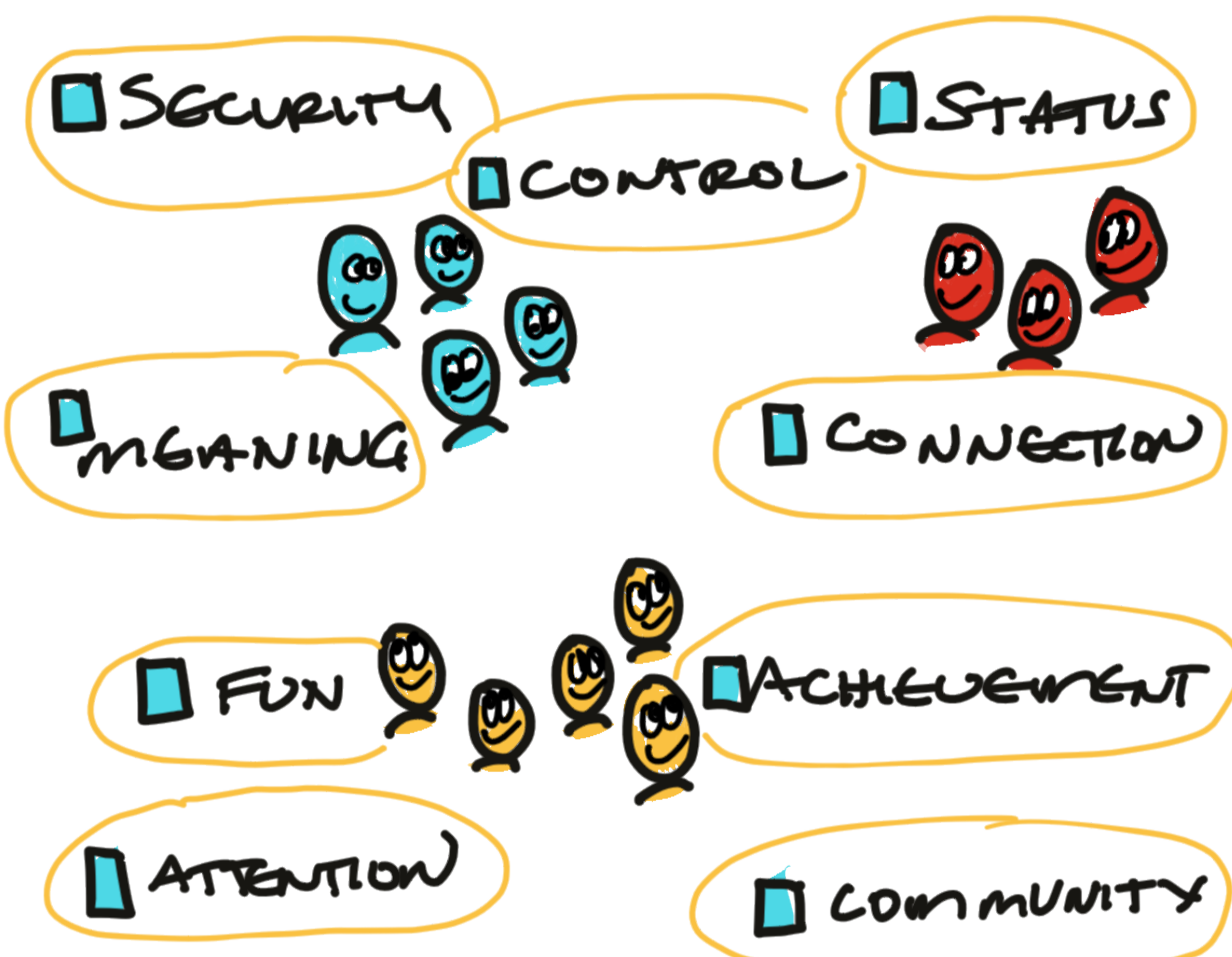
See WHAT REALLY MATTERS.
Find the EMOTIONAL

UNDERSTAND ALL THESE L.E.V.E.R.S



Rather than focusing on NEGATIVE CONSEQUENCES, BLAMING & SHAMING.

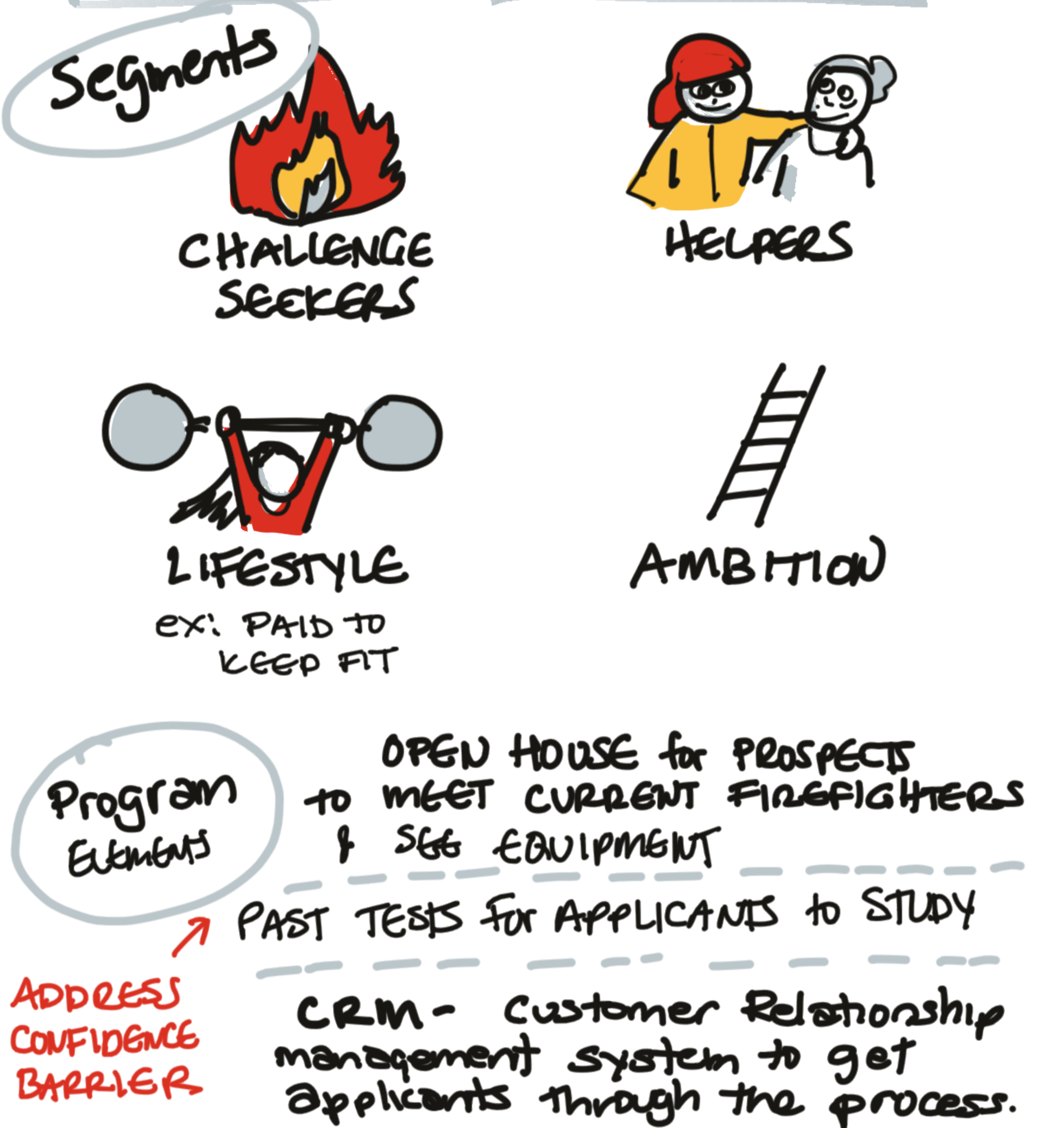
CONSIDER SEGMENTATION BY HUMAN NEED...



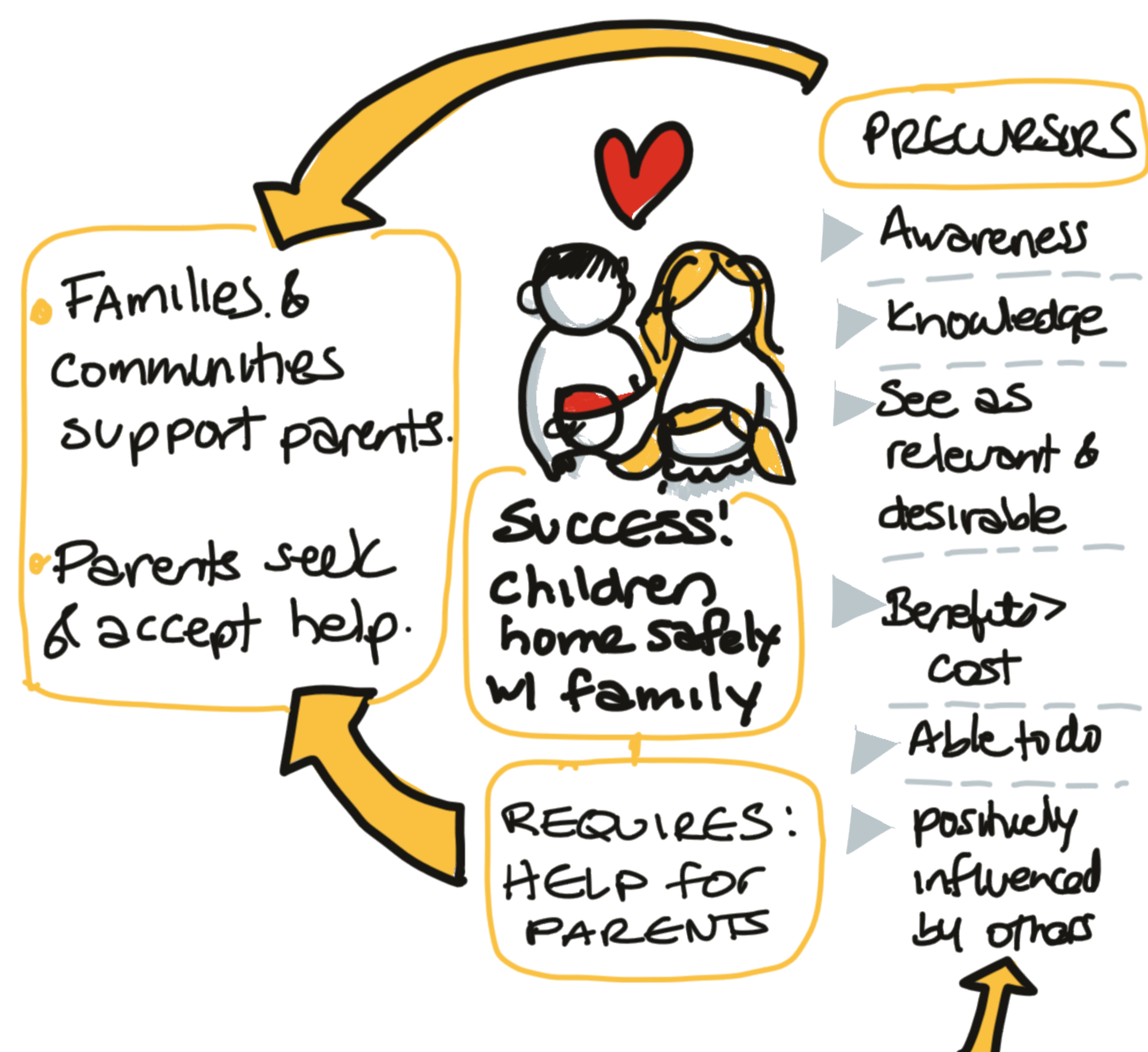
.. TO CREATE AUDIENCE-DEFINED SEGMENTS & STRATEGY



Ex: Female Firefighters



Ex: CHILD ABUSE and NEGLECT



INNOVATE!



Not telling people not to abuse.



GIVING COMMUNITY PERMISSION to

OFFER HELP



message:

When you see parents struggling offer help. Here are resources you can use to do this.

EVALUATION



10% INCREASE IN PEOPLE SUPPORTING PARENTS

GRAPHIC RECORDING BY CARYN GINSBERG
PRIORITYVISIONS.COM