

Social Marketing: Changing Behavior for Improved Water Quality

Organization: Virginia Tech-Biological System Engineering

Contact Name(s): Erin Ling

Address: Biological Systems Engineering Department (MC0303) Seitz Hall, RM 400D, Virginia Tech

City: Blacksburg

State: VA

Zip: 24061

E-mail: wellwater@vt.edu

Phone Number: 540.231.9058

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If we are to succeed in improving water quality degraded by human-induced sources of pollution, we must understand what makes people tick and what it will take for them change their behavior (think native landscaping instead of fertilized turf, for example). Community Based Social Marketing is the use of marketing principles and techniques to influence a target audience to accept, reject, modify, or abandon a behavior for the benefit of society as a whole. This session will provide a description of this approach, a method for identifying barriers to adopting a behavior, tools that can be used to encourage behavior change, and methods for evaluating impact. We will talk about case studies related to practices that benefit water quality, and work in small groups to figure out how best to apply these techniques in our volunteer work.