

fostering sustainable behavior



BEYOND BROCHURES

The cornerstone of sustainability is behavior change. Sustainability requires individuals and businesses to act (e.g., reduce waste, increase water and energy efficiency and prevent pollution). To date, most programs to achieve these changes have relied upon disseminating information. Research demonstrates, however, that simply providing information has little or no effect on what people or businesses do. But if not ads, brochures or booklets, then what?

Over the last several years a new approach, community-based social marketing, has emerged as an effective alternative for promoting sustainable behavior.

Several Cape Cod organizations concerned with sustainability are hosting a workshop on January 24th with respected world expert, Doug McKenzie-Mohr. We invite you to attend this session as it will fundamentally change the way you think about program delivery.



ABOUT THE PRESENTER

For over a decade Dr. McKenzie-Mohr, an environmental psychologist, has been incorporating scientific knowledge of behavior change into the design and delivery of community programs. A professor at St. Thomas University in Canada, he has assisted in Canada's public education efforts on climate change. He has also served as a member of Canada's National Round Table on the Environment and the Economy. As the founder of community-based social marketing, he has repeatedly illustrated its utility in his writing, workshops and consulting.



THE WORKSHOP

This workshop introduces community-based social marketing and provides participants with the knowledge they need to deliver cost-effective programs. It covers how to:

- **select behaviors and identify their barriers;**
- **use behavior change "tools" to design more effective programs;**
- **pilot test a program; and**
- **evaluate the impact of a program once it has been broadly implemented.**

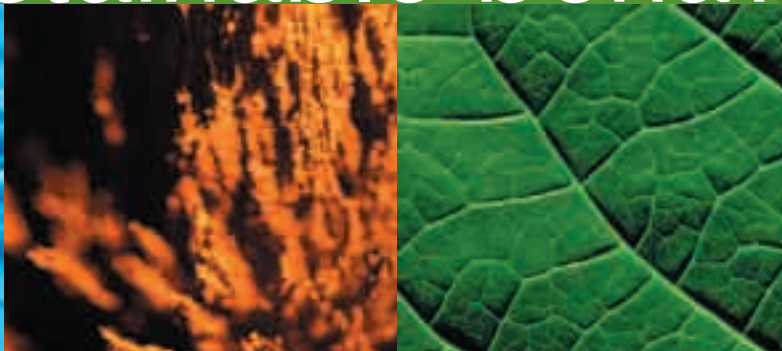


WHO SHOULD ATTEND?

If you design or fund programs to encourage individuals or businesses to engage in behaviors beneficial to a sustainable future, this workshop will have relevance for you. Areas of interest include:

- recycling/composting
- energy efficiency
- renewable energy
- pollution prevention
- re-use/source reduction
- habitat protection
- transportation
- water efficiency
- pesticide reduction
- watershed protection
- health promotion
- social marketing

fostering sustainable behavior



WORKSHOP

Cape Codder Resort
1225 Iyanough Road
Route 132 & Bearse's Way
Hyannis, MA 02601
Monday, January 24, 2005
8:30am – 4:30pm

Lunch provided.



REGISTRATION

\$40 Pre-registration fee; \$50 day of workshop

Those who register by January 15th, 2005 will receive a copy of Dr. McKenzie-Mohr's book, *Fostering Sustainable Behavior*.

To register, please fax or mail the registration form below and choose an area of interest for each participant. Participants may be seated by interest.

For more information email: Laurie.Tompkins@state.ma.us or call (508) 457 0495 ext. 108.

registration form

Name(s):

.....
.....
.....
.....
.....
.....
.....

(please provide names of all those attending as name tags will be provided)

Organization:

Phone:

Email:

Payment (taxes included)

..... Delegates @ \$40

Total:.....

Area of interest

.....
.....
.....
.....
.....
.....
.....

Method of Payment

Make check payable to **Citizens for the Protection of Waquoit Bay**

Forward Registration & Payment to:

Citizens for the Protection of Waquoit Bay (CPWB)

c/o WBNERR

P.O. Box 3092

Waquoit, MA 02536

Note: Payment should be received by January 19th, 2005.

Dedicated to a better Cape Cod