

# COMMUNITY-BASED SOCIAL MARKETING

Stephanie Murphy, WMCC





# Community-Based Social Marketing Workshop Reflections

**Stephanie Murphy**

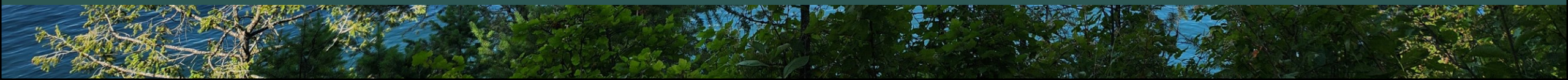
Communications Coordinator

(406) 499-3676

[Stephanie.Murphy@mt.gov](mailto:Stephanie.Murphy@mt.gov)



WESTERN MONTANA  
**Conservation  
Commission**



# Western Montana Conservation Commission

## WHERE WE SERVE



## OUR PURPOSE

Our mission is to **protect and improve** the quality of western Montana's **aquatic resources**.



Hosted CBSM workshop in early November, supporting participation of 100+ partners



WESTERN MONTANA  
Conservation  
Commission

# What is CBSM?

Merging concepts:



Psychology

Social Marketing



Community-Based Social Marketing

Framework for developing

**behavior change**



# Five Steps of CBSM

## 1

### Selecting Behaviors

Narrow down worthwhile behaviors to target:

- Which behaviors will have the biggest impact on the area of interest?
- Divisible vs non-divisible behaviors
- End-state behaviors
- Determining impact, probability & penetration

# Five Steps of CBSM

## 2

### **Identifying Barriers & Benefits**

Finding barriers that inhibit behavioral engagement and benefits that motivate action:

- Review relevant articles & reports
- Carry out observations
- Conduct audience research: focus groups & surveys

# Five Steps of CBSM

## 3

### **Developing Strategies**

Reduce barriers and emphasize benefits:

- Commitments: public & durable
- Social norms: building community support
- Social diffusion
- Prompts: remembering to act
- Communication: vivid information
- Convenience: removing barriers

# Five Steps of CBSM

## Pilot Testing

Small scale pilot testing to identify most effective strategies

- Revise and run another pilot until it is effective

4



# Five Steps of CBSM

# 5

## **Broadscale Implementation**

Implementing throughout a community

- Collect baseline information prior
- Ascertain impact: conduct ongoing evaluations

# Reflections & Resources

## Thoughts from workshop participants?



[cbsm.com](http://cbsm.com)

Virtual North America workshop in December



**Contact me!**  
**Happy to share resources**

**Stephanie Murphy**  
Communications Coordinator  
(406) 499-3676  
[Stephanie.Murphy@mt.gov](mailto:Stephanie.Murphy@mt.gov)