

Marketing Strategies for Behavioral Change

Presented by

Linda Burnette

Director

Office of Communications and Governmental Affairs

St. Johns River Water Management District

Palatka, Florida



Office of
Communications
and
Governmental
Affairs

Understanding the issues

- 2005 Florida population – 17 million
- Expected to increase by 11 million by 2030
- Demands for potable water outpacing groundwater supply



Office of
Communications
and
Governmental
Affairs

Expanding education efforts

- Traditional unpaid messaging reaches only the self-selecting public
- Research needed to determine best methods for reaching other segments



Office of
Communications
and
Governmental
Affairs

Involving the public

- Know the situation
- Discern audience awareness and knowledge levels
- Find out what has already been done in attempts to reach your audience



Office of
Communications
and
Governmental
Affairs

Involving the public

- Research conducted nationwide, statewide and throughout 18-county District
- Literature search and review
- Fact finding meetings with utilities
- Focus groups
- Random telephone surveys to establish baseline and to monitor



Office of
Communications
and
Governmental
Affairs

Long-term strategy

- 2002 – Create awareness of water use issues and the need to conserve
- 2003 – Offer more educational tips on how to conserve
- 2004 – Create sense of social responsibility (we all benefit when we do our part)
- 2005 – Provide appropriate lawn and landscape irrigation techniques



Messaging

- Identify potential partners
 - Utilities
 - Local governments
 - Government agencies
- Benefits of partnerships
 - Share expertise and expense
 - Achieve benefits of scale
 - Consistent messaging



Office of
Communications
and
Governmental
Affairs

Awareness

- Included television, radio and newspaper ads

Education

- Included campaign brochures, a Web site (floridaswater.com) and ad templates

Support

- Included camera ready art for duplication, door hangers and statement stuffers



Office of
Communications
and
Governmental
Affairs

Campaign results

Baseline Survey

2002–2004

- Increased awareness from 66% to 88%
- Increased knowledge from 63% to 95%
- Resulted in significant behavior change – 750,000 people admitted to changing behaviors

2005–2007

- Increased rule awareness from 45% to 62%
- Decreased three day or more watering from 31% to 12%



Office of
Communications
and
Governmental
Affairs

2005 – A narrower focus

- Primary audience – males
- No more than two days per week watering



Office of
Communications
and
Governmental
Affairs



The Great Water OdysseySM

- An interactive computer curricula developed by the St. Johns River Water Management District for third-, fourth- and fifth-grade students



Office of
Communications
and
Governmental
Affairs

Program objectives

- Greater understanding of water resource issues
- Greater understanding of the impact of water on all segments – business, science, economics, health, etc.
- Increased water conservation practices by students and immediate family



Office of
Communications
and
Governmental
Affairs



Florida Water StarSM

Program objectives

- Develop certification program for builders
- Design a rating system similar to the Energy Star rating system
- Increase the building community's knowledge about water-efficient building practices
- Increase the number of new homes built with water efficient features
- Cut outdoor water use in half or more



Office of
Communications
and
Governmental
Affairs



Water quality

- Newest campaign focuses on water quality
- Builds on lessons learned in previous campaigns
- Heighten awareness of river health issues



Office of
Communications
and
Governmental
Affairs

Outreach initiative

Components

- Partnerships
- Public and media outreach
- Legislative and local government outreach
- Research
- Paid media



Office of
Communications
and
Governmental
Affairs

Outreach

- Print and broadcast news
- Editorial board visits
- Media tours
- Public presentations
- Education
- Local government outreach
- Legislative visits



Office of
Communications
and
Governmental
Affairs

Research

Baseline survey

- Perceptions of river and its health
- Information sources
- Factors impacting river water quality
- Fertilization practices, septic tanks and maintenance
- Perceptions and knowledge of reclaimed water
- Importance of river health
- Support for water quality initiatives

Focus groups



Office of
Communications
and
Governmental
Affairs

Research

Findings

- Sentimental connection to the river
- Importance of river health
- Lack of knowledge about
 - Pollution and sources
 - Restoration efforts
 - Personal responsibility
 - Reclaimed water and its safety
 - Septic tank maintenance and problems
 - Best management practices for fertilizer and pesticide application



Office of
Communications
and
Governmental
Affairs

Message direction

Research suggests the initiative should

- Provide factual information about pollution
- Clearly state action is needed
- Clearly state a message of personal responsibility
- Have both rational and emotional appeal
- Utilize multiple media
- Offer education/information, consequences and tips through dedicated Web site



Office of
Communications
and
Governmental
Affairs

Outdoor

“Easy on the fertilizer, okay?”
– *your river*

The St. Johns
IT'S YOUR RIVER

floridaswater.com



Office of
Communications
and
Governmental
Affairs

Outdoor

“I can’t take this anymore.”
– *your river*

The St. Johns
IT'S YOUR RIVER

floridaswater.com



Office of
Communications
and
Governmental
Affairs

Outdoor

“Garbage in, garbage out.”
— *your river*

The St. Johns
IT'S YOUR RIVER

floridaswater.com



Office of
Communications
and
Governmental
Affairs

Web site

The St. Johns
IT'S YOUR RIVER

enter site

Think²Two

enter site

The St. Johns River
Learn more about the sources of pollution and how you can help make the St. Johns healthier for ourselves now and to protect the river for future generations. [Click Here to enter](#)

Think 2
One of the most important ways to help meet our water supply needs for today and in the future is through conservation, which is the efficient and effective use of water. [Click Here to enter](#)



©2007 ST. JOHNS RIVER WATER MANAGEMENT DISTRICT



Office of
Communications
and
Governmental
Affairs

Summary

- Effective programs and campaigns target their audiences, messages and delivery mechanisms.
- They look at the community and its needs.
- They foster traditional and non-traditional partnerships.



Office of
Communications
and
Governmental
Affairs

Thank you. Questions?

For more information, visit

- *sjrwmd.com*
- *floridaswater.com*
- *floridawaterstar.com*

lburnette@sjrwmd.com



Office of
Communications
and
Governmental
Affairs