

### Employee Engagement Activity – Triple Region Pollution Prevention Roundtable

Think of an example of how your organization or program can integrate employee engagement or community social-based marketing in your clients, businesses, and/or communities. Answer the following questions:

- 1) What is the behavior you want to promote?
  
- 2) What are the barriers to achieving that behavior?
  
- 3) What are the benefits associated with the selected behavior?
  
- 4) What are three strategies that use behavior-change tools that can address those barriers and benefits? Why did you choose these?
  
- 5) How will you pilot these strategies?
  
- 6) How will you evaluate the pilot program's impact?

Remember the following strategies to behavior change:

- ❖ **Convenience** – removing external barriers (or misperceptions) to make the behavior more convenient
- ❖ **Commitment** – encouraging people to make public, written commitments to perform the behavior
- ❖ **Social Norms** – communicating or exhibiting a behavior to be normal, commonplace
- ❖ **Social Diffusion** – setting examples and using social interactions to spread the adoption of the behavior
- ❖ **Prompts** – using visual or auditory aids to remind people to perform the behavior
- ❖ **Communication** - crafting effective messages tailored to the target audience
- ❖ **Incentives** – providing monetary or non-monetary benefits to encourage the behavior