

BACKGROUND

- Pollinator populations are under increased pressure due to climate change, habitat loss, and pesticide use.
- There is a need for communities to develop strategies that encourage behaviors that support pollinators.
- Community-based social marketing (CBSM) is a framework used to foster sustainable behavior change using a socio-psychological lens.
- CBSM emphasizes identifying behaviors and barriers, utilizing "tools" of behavior change, and direct contact among community members.

RESEARCH QUESTION

How can Community-based Social Marketing (CBSM) promote pollinator habitat and pro-pollinator behavior change in Woodinville, Washington?

INTERNSHIP AND METHODS

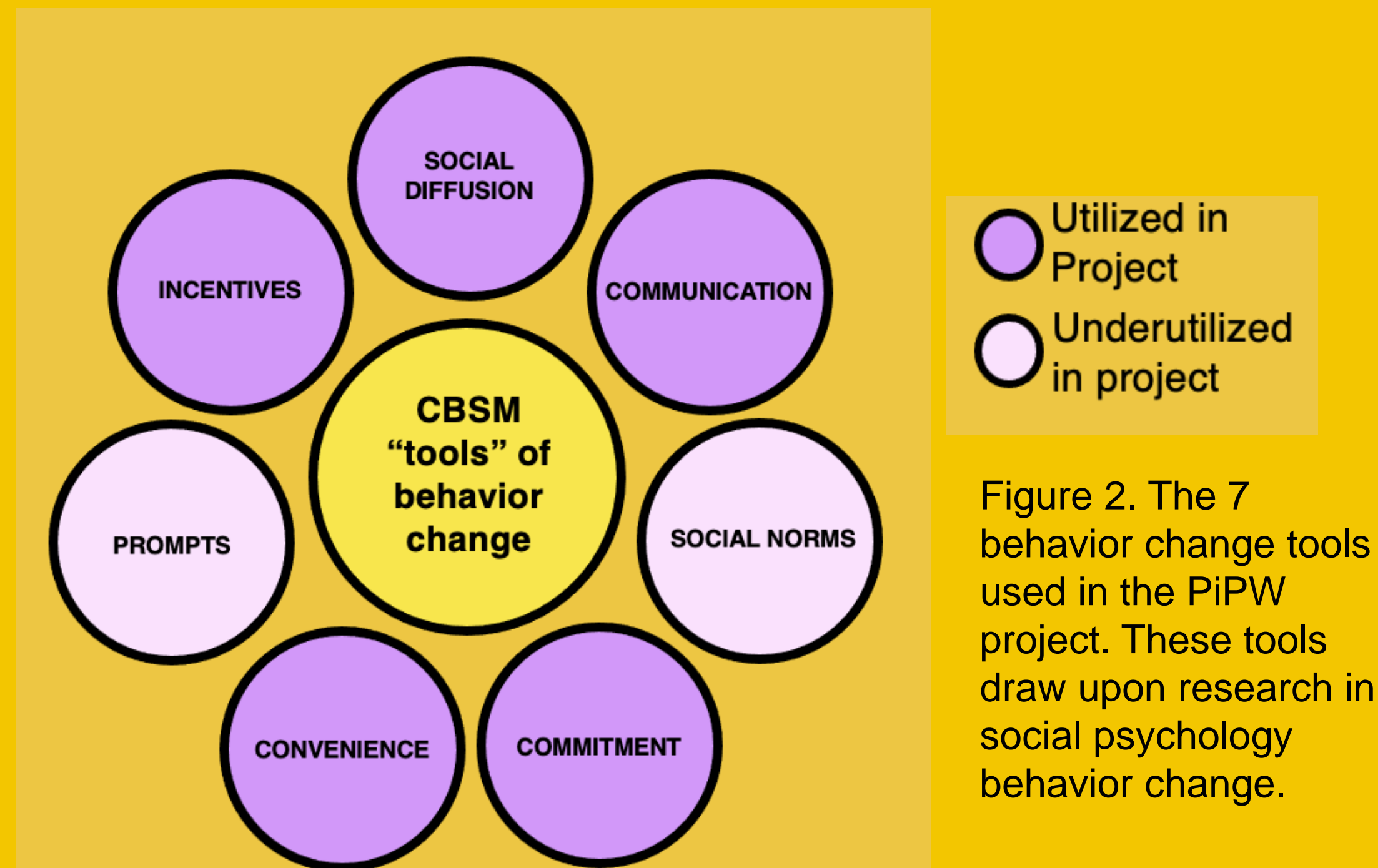
- Aided in the development of a community initiative, **Partners in Pollination: Woodinville** (PiPW).
- Conducted interviews with marketing and community engagement professionals.
- Evaluated the ways CBSM is being utilized in the PiPW project.
- Created the Pollinator Passport Game.



Figure 1. The Pollinator Passport is a city-wide scavenger hunt used to increase community awareness and incentivize businesses.

RESULTS

- The project utilized 5 of the 7 primary tools of behavior change outlined in the CBSM model.



Convenience - PiPW provides businesses and community members resources to support pollinators.

Incentives - planters are low cost, easy to maintain, and delivered to storefronts. Additionally, the game may increase foot traffic.

Social Diffusion - corporate social responsibility.

Communication - website page, community event, personal networks.

Commitment - "foot-in-the-door" technique.

INTERVIEWS

"Barriers are rooted in money and social norms, especially in how people feel about how people around them feel."

- Jordan Phelps, Bee City Canada Coordinator

"CBSM allows for people to get involved in something, as humans we want to belong as be helpful."

- Jo Sullivan, King County Wastewater Treatment Division

"There are expectations for companies do good, help people make a choice."

- Shannon Donohue, Molbaks Marketing Director

IMPLICATIONS

- PiPW is showing how CBSM tools of behavior change can be effectively incorporated into community initiatives that support pollinator health and habitat.
- The partnership of community organizations and businesses provide increased representation of the community, leverages corporate social responsibility, and decentralizes defragmenting the urban landscape.
- Gamification can paly a role in improving community awareness, increase social interaction, and evaluating program effectiveness through citizen science.



Figure 3. Pollinator Fest! 2023

NEXT STEPS

- Building strong and resilient relationships with local businesses and community members is key to effectively fostering sustainable behavior change.
- Adapting CBSM strategies based on localized factors and community needs.
- Continue to assess barriers - past, present, and future.
- Consider the ways pollinators play a vital role in the health and beauty of your community.

ACKNOWLEDGEMENTS

I want to thank my site supervisors, faculty advisor, family, partner, friends, and everyone who has supported me along the way.