

One Day Workshop

Community Based Social Marketing, Fostering Sustainable Behaviour



By Doug McKenzie-Mohr



The workshop will cover four key areas:

- **How to identify the barriers to a desired behaviour.**
- **How to use behaviour change “tools” to design more effective programs**
- **How (and why) to pilot test a program; and**
- **How to evaluate the impact of a program.**

Case studies will be used to show concrete examples of the social marketing concepts – such as gaining commitment or using prompts, and frequent opportunities are provided for discussion.

Who should attend:

Anyone working to change behaviours. Although the speaker focuses on encouraging conservation, the techniques covered are universally applicable. If you are trying to change a safety culture, change work habits, motivate employees or volunteers, this workshop will prove invaluable.

About the speaker:

Doug McKenzie-Mohr, PhD, is an environmental psychologist and a leading expert in the design of programs to promote sustainable behavior. His book, *Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing*, co-authored with William Smith, is the definitive text on the discipline of community-based social marketing.

Tuesday, December 2nd, 2008 - 9:30 am to 4:30 pm
Ballroom, Lambton Inn, London Road. Sarnia.

Only \$50/person (inc.GST), including textbook, lunch and refreshments

Call (519)542-7751 Ex 3587 or
www.bluewatersustainabilityinitiative.ca to register

Hosted By
Lambton College, Community Round Table, Bluewater Sustainability Initiative