



# Thinking Like a Marketer to Promote Native Plant Use on Virginia's Eastern Shore



*Virginia Witmer*

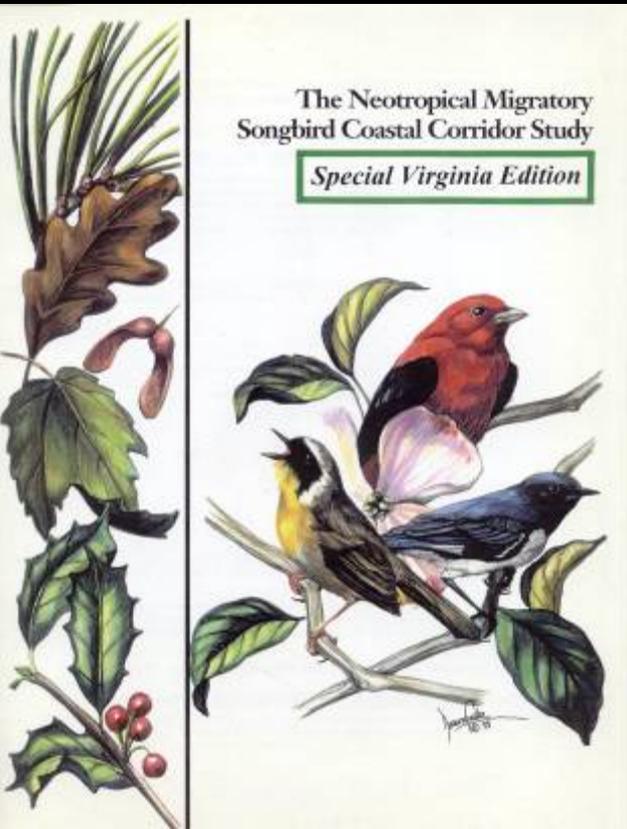
**Virginia Coastal Zone**  
MANAGEMENT PROGRAM

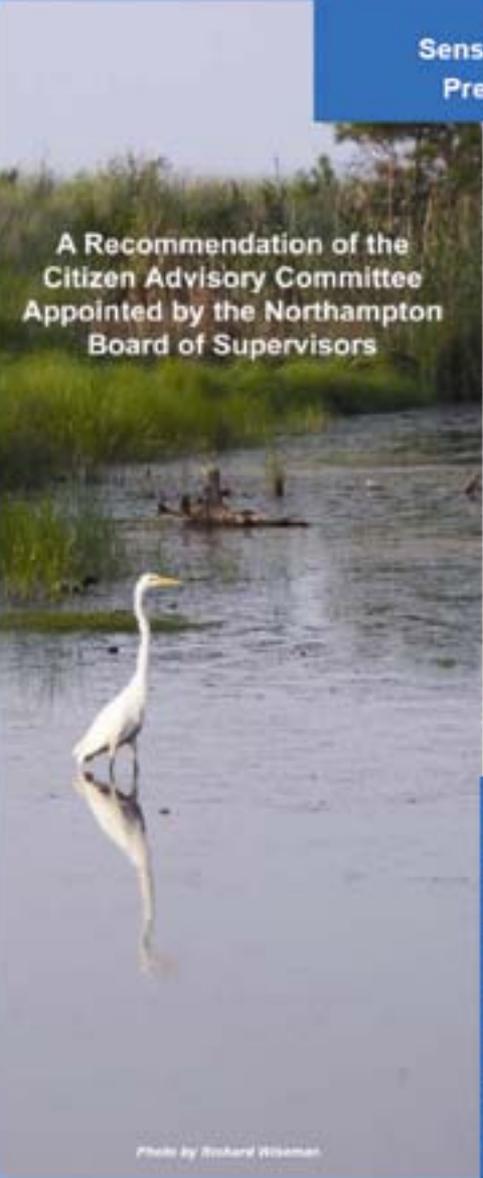


**Engaging citizens in protecting the unique ecological and economic value of the seaside of Virginia's Eastern Shore**



Virginia's Eastern Shore provides a hemispherically important bird migration corridor and rest stop.



**A Recommendation of the  
Citizen Advisory Committee  
Appointed by the Northampton  
Board of Supervisors**

**Northampton County  
Sensitive Natural Resource Area  
Preservation Overlay District**

Northampton County is expected to experience extremely rapid growth over the next few years. There are growing concerns over the effect this growth will have on the county's critical natural resources, particularly groundwater and drinking water quality, bird habitat and migratory corridors, sensitive shoreline and upland areas, groundwater recharge areas and as prime agriculture lands. Furthermore, because the local economy is dependent on agriculture, seafood industries and increasingly tourism, protection of these unique resources is a high priority.

In 2002, as part of Northampton County's Special Area Management Planning effort, the Board of Supervisors appointed an ad hoc Citizen Advisory Committee to review the county's natural resources and recommend ways to better protect sensitive natural resource areas. The Committee's findings supported adoption of a Sensitive Natural Resource Area (SNRA) District overlay to manage land-use activities in these environmentally sensitive areas through the local zoning ordinance.

The Northampton County SNRA preservation overlay district will only effect new development. It does not apply to agriculture, silviculture and public safety activities.

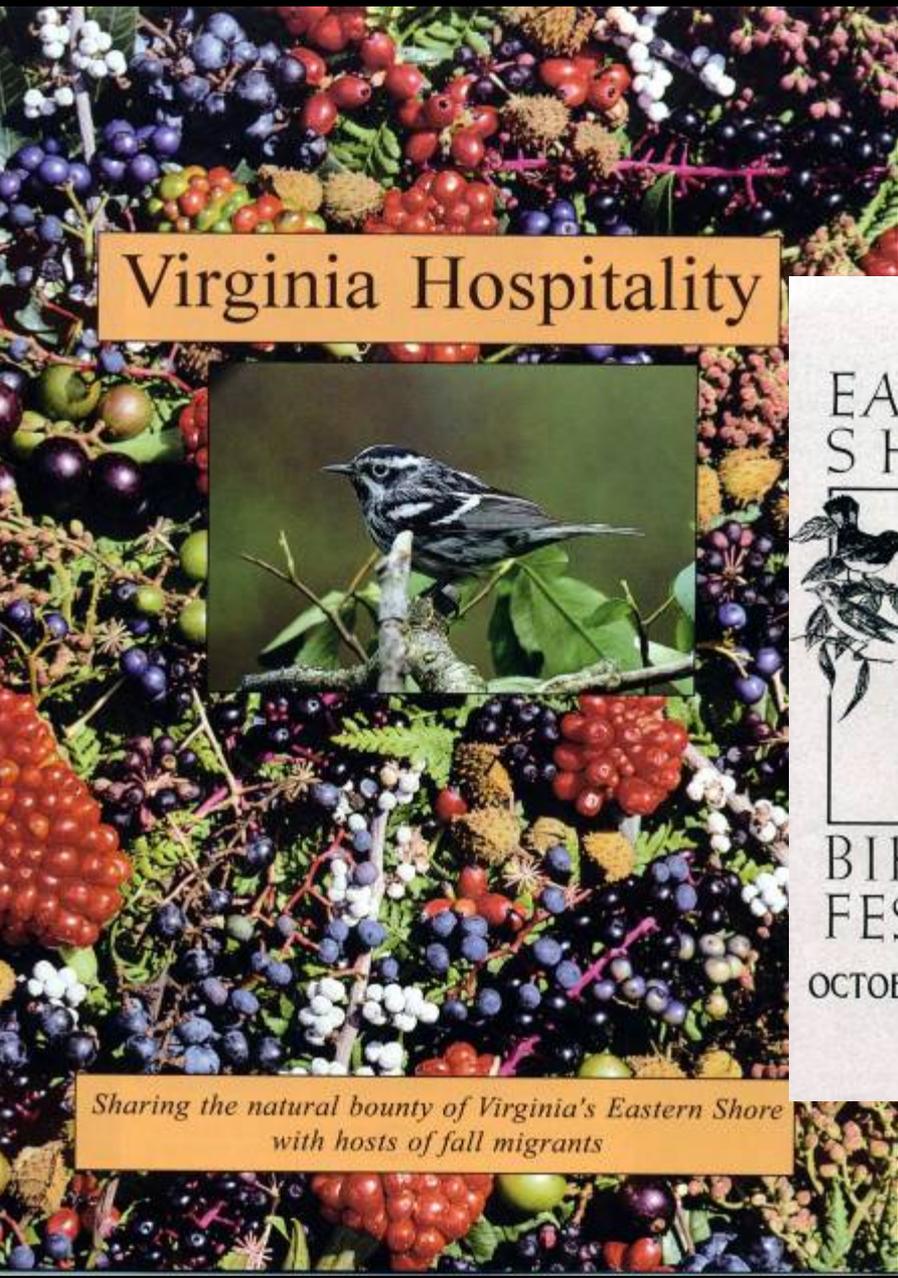
**Northampton County Special Area Management Plan**

The Northampton County Special Area Management Plan (SAMP), was initiated in 1991 in an effort to create new enforceable policies designed to improve protection of the County's coastal resources and promotion of sustainable industries. The Northampton SAMP is a partnership between Northampton County and the Virginia Coastal Program of the Department of Environmental Quality, with funding from the National Atmospheric and Oceanic Administration, under the Coastal Zone Management Act. This legislation recognizes, among other things, the tremendous growth pressures facing coastal communities throughout the nation. However, the legal authority to protect coastal resources through land use regulation resides with local governance. In 1990, the Northampton County Board of Supervisors unanimously approved the County's participation in the SAMP. Total funds dedicated to the SAMP exceed 1.7 million match-free dollars. Completion of the SAMP is at a critical stage.

*Photo by Richard Wiseman*

# Northampton County Special Area Management Plan

## *Proposed Northampton County Vegetation Ordinances*



# Virginia Hospitality



*Sharing the natural bounty of Virginia's Eastern Shore with hosts of fall migrants*

EASTERN  
SHORE  
BIRDING  
FESTIVAL  
OCTOBER 9 - 10, 1993



# MIGRATORY BIRDS OF THE LOWER DELMARVA



A HABITAT MANAGEMENT  
GUIDE FOR LANDOWNERS



Go ES Native!!

*Go ES Native!!*

*Go ES Native!!*

Go ES Native!!

Go ES Native!!

GO ES NATIVE!!

Go ES Native!!



*Plant*  
**ES** *Natives*  
*They're Shore Beautiful!*

# Plant ES Natives Campaign Kick-off .

*Plant*  
**ES Natives**  
*They're shore Beautiful!*

*Please join us  
to celebrate the kick-off of the  
Plant ES Natives Campaign  
&  
to dedicate the  
Demonstration Landscape  
at the Wildlife Observation Platform  
Willis Wharf  
Friday, April 24, 2009  
3:00 p.m.*

\*Plant ES Natives\* Campaign Planning Team - Eastern Shore Soil and Water Conservation District, Virginia Master Naturalists, Virginia Master Gardeners, Maplewood Gardens, Eastern Shore Alliance for Environmental Education, Barrier Islands Center, The Nature Conservancy, Alliance for the Chesapeake Bay, Virginia Cooperative Extension, Virginia Coastal Zone Management Program, Virginia Departments of Conservation and Recreation, Environmental Quality, and Game and Inland Fisheries.



Virginia Coastal Zone



DCR

Campaign coordination and materials funded by the Virginia CZM Program through a grant from NOAA to the Department of Environmental Quality under the Federal Coastal Zone Management Act. Financial assistance also provided by Virginia Inlands through a grant from EPA to the Virginia Department of Environmental Quality and by the Eastern Shore Soil and Water Conservation District through a grant from EPA to the Virginia Department of Conservation (Tributary Strategies).



# *They're Shore Beautiful!*



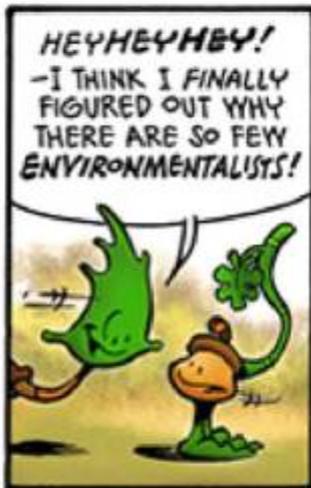


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Knowledge is not enough.

# RUSTLE THE LEAF™

BY PONCE & WRIGHT



# RUSTLE THE LEAF™

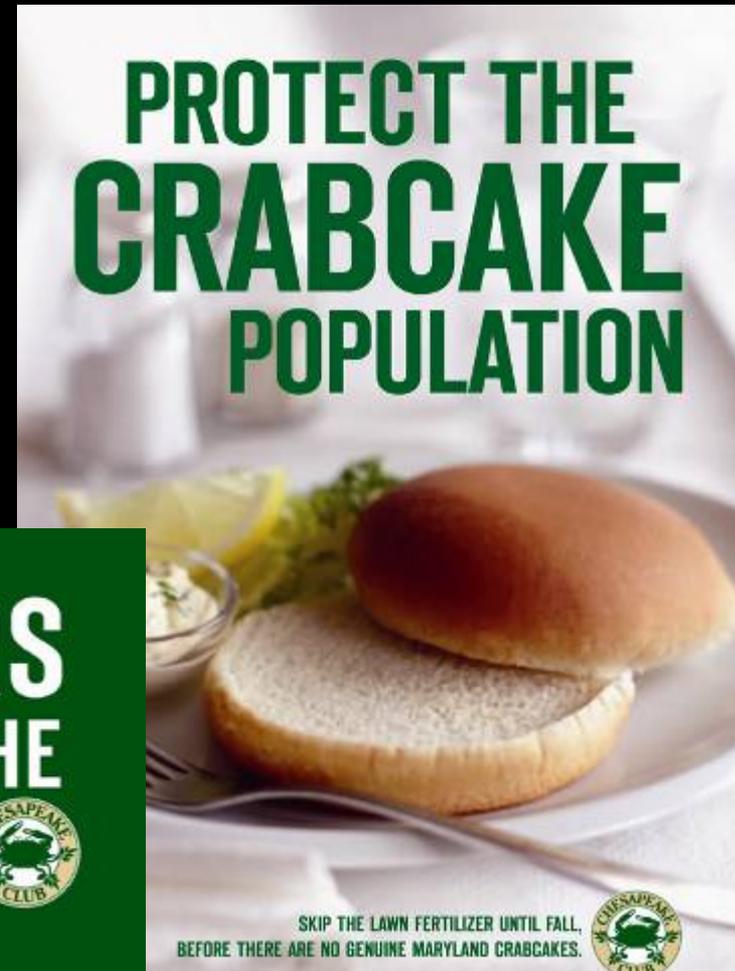
BY PONCE & WRIGHT



JUST DO IT.



**Social Marketing focuses on affecting what people DO.**



**NO APPETIZERS WERE INJURED IN THE MAKING OF THIS LAWN.**





## **Social Marketing shifts the focus from the message to the audience.**

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- who must do what differently
- what benefits can we offer them for changing their behavior
- what barriers or obstacles are stopping them from engaging in the desired behavior



# **Plant ES Natives Campaign Team**

**Virginia Coastal Zone Management Program  
Department of Conservation and Recreation - Division of Natural Heritage  
Eastern Shore Soil & Water Conservation District  
Department of Game & Inland Fisheries  
Virginia Cooperative Extension  
The Nature Conservancy  
Department of Environmental Quality - Office of Environmental Education  
UVA-Anheuser Busch Coastal Research Center  
Eastern Shore Alliance for Environmental Education  
Alliance for the Chesapeake Bay  
Virginia Master Naturalists  
Virginia Master Gardeners  
Barrier Islands Center**



# Community-Based Social Marketing.

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Community-based social marketing involves four steps:

1. **Identifying the barriers and benefits** to an activity,
2. **Developing a strategy** that utilizes “tools” that have been shown to be effective in changing behavior,
3. Piloting the strategy, and
4. **Evaluating the strategy** once it has been implemented across a community.



# Research Conducted

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- *July – September 2008* - focus groups and interviews of private and public landowners, garden centers and nurseries
- *September 2008* - individual interviews with local garden centers and nurseries
- *October 2008* - findings presented to Plant Native Team during a behavioral thematic analysis meeting; findings presented to focus group participants for validation prior to finalizing the written survey
- *November 2008* - written survey circulated in the Eastern Shore News newspaper
- *December 2008* - analysis of written survey completed

# Eastern Shore of Virginia Native Plant Use Survey



## The Survey Says

1. a. County of residence  
 Accomack  
 Northampton  
 b. How many years living on Virginia Shore? \_\_\_\_\_  
 c. M / F \_\_\_\_\_  
 d. Age \_\_\_\_\_
2. Why do you plant and care for your trees, shrubs, flowers and other plants?  
 to preserve landscape  
 to beautify my property  
 to feed the birds/butterflies  
 to maintain or increase property value  
 other (describe) \_\_\_\_\_  
 for relaxation  
 to be close to nature  
 for harmony
3. When do you decide what plants to buy? (circle all that apply)  
 Jan/Feb Mar/Apr May/June Jul/Aug Sep/Oct Nov/Dec
4. Where do you get information and advice about the plants you buy? (check all that apply)  
 garden center/retail nursery  
 gardening and other magazines  
 neighbors/family members  
 Master Gardener/Garden Club  
 other publications (describe) \_\_\_\_\_  
 other \_\_\_\_\_  
 websites  
 newspaper  
 radio
5. Where do you get your plants? (check all that apply)  
 local garden center/retail nursery  
 catalog/mail order  
 retail outlet (e.g., Lowe's, ACE, Walmart)  
 purchased for me by landscaper  
 Arbor Day and other festivals  
 community fund raising events  
 other \_\_\_\_\_
6. How much do you think you will spend on new plants for your property? (circle the number)  
 \$0-\$100  \$101-\$250  \$251-\$500  over \$500
7. What do you value most when purchasing plants for your property? (check all that apply)  
 beauty  
 color  
 scent  
 uniqueness  
 value (price)  
 native to Shore  
 draught resistance (low water need)  
 salt tolerant  
 flood resistant  
 seasonal interest (when they bloom or fruit)  
 easy to care for – lower maintenance  
 requires less fertilizer and pesticides
8. What beneficial effects do you look for when purchasing plants for your property? (check all that apply)  
 prevent erosion  
 improve water quality  
 create wildlife habitat and food (butterflies, insects, birds)  
 improve air quality  
 reduce water use
9. How much do you currently know about native plants? (circle the number)  
 very little      little      some      much      very much  
 1 ----- 2 ----- 3 ----- 4 ----- 5
10. Do you currently purchase native plants for your property (plants growing on the Shore before Europeans arrived in the 1600's; learn more in the Shore Outdoors in this issue of the Eastern Shore News)?  
 Yes  No (go to question 14)  Unsure
11. What types of native plants do you currently plant and maintain on your property? (check all that apply)  
 large trees  shrubs  grasses  
 small trees  flowers  ferns

Go to reverse side to complete the survey

Complete and return this survey by Wednesday, December 10, and enter a free drawing for a boat trip and \$40 in local garden center gift certificates!  
 (all information on this survey will be kept strictly confidential; raffle winner will be contacted by phone or e-mail provided by December 15)

Yes, enter me in the raffle!

Name \_\_\_\_\_ Phone or e-mail \_\_\_\_\_

# Eastern Shore of Virginia Native Plant Use Survey



1. a. County of residence  
 Accomack  Northampton  
b. How many years living on Virginia property? \_\_\_  
c. M / F \_\_\_  
d. Age \_\_\_
2. Why do you plant and care for your plants?  
 to preserve landscape  for relaxation  to beautify my property  to be close to nature  
 to beautify my property  to be close to nature
3. When do you plant?  
Jan/Feb Mar/Apr May/June Jul/Aug Sep/Oct Nov/Dec
4. Where do you get information and advice about the plants you buy? (check all that apply)  
 garden center/retail nursery  websites  
 gardening and other magazines  newspaper  
 neighbors/family members  radio  
 Master Gardener/Garden Club  
 other publications (describe) \_\_\_\_\_  
 other \_\_\_\_\_
5. Where do you get your plants? (check all that apply)  
 local garden center/retail nursery  
 catalog/mail order  
 retail outlet (e.g., Lowe's, ACE, Walmart)  
 purchased for me by landscaper  
 Arbor Day and other festivals  
 community fund raising events  
 other \_\_\_\_\_
6. How much do you think you will spend on new plants for your property in the coming year? (check one)  
 under \$250  \$251-\$500  over \$500
7. How often do you purchase plants for your property?  
 never  seldom  often
8. How much do you currently know about native plants? (circle the number)  
very little little some much very much  
1 ----- 2 ----- 3 ----- 4 ----- 5
9. Do you currently purchase native plants for your property (plants growing on the Shore before Europeans arrived in the 1600's; learn more in the Shore Outdoors in this issue of the Eastern Shore News)?  
 Yes  No (go to question 14)  Unsure
10. What types of native plants do you currently plant and maintain on your property? (check all that apply)  
 large trees  shrubs  grasses  
 small trees  flowers  ferns

The Survey Says

Uncertainty about what is native

Go to reverse side to complete the survey

Complete and return this survey by Wednesday, December 10, and enter a free drawing for a boat trip and \$40 in local garden center gift certificates!  
(all information on this survey will be kept strictly confidential; raffle winner will be contacted by phone or e-mail provided by December 15)

Yes, enter me in the raffle!  
Name \_\_\_\_\_ Phone or e-mail \_\_\_\_\_

# Eastern Shore of Virginia Native Plant Use Survey



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 Accomack  
 Northampton  
b. How many years living on Virginia property? \_\_\_\_\_  
c. M / F   
d. Age \_\_\_\_\_
2. Why do you plant and care for your plants?  
 to preserve landscape  
 to beautify my property  
 to \_\_\_\_\_  
 to \_\_\_\_\_  
 to \_\_\_\_\_
3. When do you plant?  
Jan/Feb Mar/Apr May/June Jul/Aug Sep/Oct Nov/Dec
4. Where do you get information and advice about the plants you buy?  
(check all that apply)  
 garden center  
 gardening books  
 neighbors/friends  
 Master Gardener  
 other public \_\_\_\_\_  
 other \_\_\_\_\_
5. Where do you get your plants? (check all that apply)  
 local garden center/retail nursery  
 catalog/mail order  
 retail outlet (e.g., Lowe's, ACE, Walmart)  
 purchased for me by landscaper  
 Arbor Day and other festivals  
 community fund raising events  
 other \_\_\_\_\_
6. How much do you think you will spend on new plants for your property in the coming year? (check one)  
 under \$250  \$251-\$500  over \$500
7. How often do you purchase plants for your property?  
 never  seldom  often
8. Check all that apply:  
 beauty  drought resistance (low water need)  
 color  salt tolerant  
 scent  flood resistant  
 uniqueness  seasonal interest (when they bloom or fruit)
9. How important is it to you to:  
 prevent erosion  improve air quality  
 improve water quality  reduce water use  
 create wildlife habitat and food (butterflies, insects, birds)
10. Do you currently purchase native plants for your property (plants growing on the Shore before Europeans arrived in the 1600's; learn more in the Shore Outdoors in this issue of the Eastern Shore News)?  
 Yes  No (go to question 14)  Unsure
11. What types of native plants do you currently plant and maintain on your property? (check all that apply)  
 large trees  shrubs  grasses  
 small trees  flowers  ferns

The Survey Says

Uncertainty about what is native

Lack of availability locally

Go to reverse side to complete the survey

Complete and return this survey by Wednesday, December 10, and enter a free drawing for a boat trip and \$40 in local garden center gift certificates!  
(all information on this survey will be kept strictly confidential; raffle winner will be contacted by phone or e-mail provided by December 15)

Yes, enter me in the raffle!

Name \_\_\_\_\_ Phone or e-mail \_\_\_\_\_

# Eastern Shore of Virginia Native Plant Use Survey



1. a. County of residence  
\_\_\_ Accomack  
\_\_\_ Northampton  
b. How many years living on Virginia property? \_\_\_  
c. M / F \_\_\_  
d. Age \_\_\_

6. How much do you think you will spend on new plants for your property in the coming year? (check one)  
\_\_\_ \$250 \_\_\_ \$251-\$500 \_\_\_ over \$500

2. Why do you plant and care for your plants?  
\_\_\_ to preserve landscape  
\_\_\_ to beautify my property  
\_\_\_ to  
\_\_\_ to  
\_\_\_ o

3. When do you plant?  
Jan/Feb Mar/Apr May/June Jul/Aug Sep/Oct Nov/Dec

4. Where do you get information and advice about the plants you buy? (check all that apply)  
\_\_\_ garden center  
\_\_\_ gardening books  
\_\_\_ neighbors/friends  
\_\_\_ Master Gardener  
\_\_\_ other public  
\_\_\_ other

5. Where do you get your plants? (check all that apply)  
\_\_\_ local garden center/retail nursery  
\_\_\_ catalog  
\_\_\_ retail center  
\_\_\_ purchase from  
\_\_\_ Arborvitae  
\_\_\_ commercial  
\_\_\_ other

10. Do you currently purchase native plants for your property (plants growing on the Shore before Europeans arrived in the 1600's; learn more in the Shore Outdoors in this issue of the Eastern Shore News)?  
Yes No (go to question 14) Unsure

The Survey Says

Uncertainty about what is native

Lack of availability locally

Natives are scraggly and ugly

Go to reverse side to complete the survey

Complete and return this survey by Wednesday, December 10, and enter a free drawing for a boat trip and \$40 in local garden center gift certificates!  
(all information on this survey will be kept strictly confidential; raffle winner will be contacted by phone or e-mail provided by December 15)

Yes, enter me in the raffle!

Name \_\_\_\_\_

Phone or e-mail \_\_\_\_\_

# Eastern Shore of Virginia Native Plant Use Survey



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 Accomack  
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- b. How many years living on Virginia property? \_\_\_\_\_  
c. M / F \_\_\_\_\_  
d. Age \_\_\_\_\_
2. Why do you plant and care for your plants?  
 to preserve landscape  
 to beautify my property  
 to feed the birds/butterflies  
 to maintain or increase property value  
 other (describe) \_\_\_\_\_
3. When do you decide what plants to purchase?  
Jan/Feb Mar/Apr May/June Jul/Aug Sep/Oct Nov/Dec
4. Where do you get information and advice about the plants you buy? (check all that apply)  
 garden center/retail nursery  
 gardening and other magazines  
 neighbors/family members  
 Master Gardener/Garden Club  
 other publications (describe) \_\_\_\_\_  
 other \_\_\_\_\_
5. Where do you get your plants? (check all that apply)  
 local garden center/retail nursery  
 catalog/mail order  
 retail outlet (e.g., Lowe's, ACE, Walmart)  
 purchased for me by landscaper  
 Arbor Day and other festivals  
 community fund raising events  
 other \_\_\_\_\_
6. How much do you think you will spend on new plants for your property in the coming year? (check one)  
 under \$250  \$251-\$500  over \$500
7. How often do you purchase plants for your property?  
 never  rarely  often
8. What do you look for when purchasing plants for your property?  
 beauty  
 color  
 scent  
 uniqueness  
 drought resistance (low water need)  
 salt tolerant  
 flood resistant  
 seasonal interest (when they bloom or fruit)  
 low care for - lower maintenance  
 less fertilizer and pesticides
9. How much do you currently know about native plants? (circle the number)  
very little little some much very much  
1 ----- 2 ----- 3 ----- 4 ----- 5
10. Do you currently purchase native plants for your property (plants growing on the Shore before Europeans arrived in the 1600's; learn more in the Shore Outdoors in this issue of the Eastern Shore News)?  
 Yes  No (go to question 14)  Unsure
11. What types of native plants do you currently plant and maintain on your property? (check all that apply)  
 large trees  shrubs  grasses  
 small trees  flowers  ferns

The Survey Says  
Plant for beauty

Go to reverse side to complete the survey

Complete and return this survey by Wednesday, December 10, and enter a free drawing for a boat trip and \$40 in local garden center gift certificates!  
(all information on this survey will be kept strictly confidential; raffle winner will be contacted by phone or e-mail provided by December 15)

Yes, enter me in the raffle!

Name \_\_\_\_\_ Phone or e-mail \_\_\_\_\_

# Eastern Shore of Virginia Native Plant Use Survey



1. a. County of residence  
 Accomack  
 Northampton
- b. How many years living on Virginia property? \_\_\_\_\_
- c. M / F \_\_\_\_\_
- d. Age \_\_\_\_\_
2. Why do you plant and care for your plants? (check all that apply)
- |   |  |                                     |   |
|---|--|-------------------------------------|---|
| <input type="checkbox"/> to preserve landscape                  | <input type="checkbox"/> for relaxation        | <input type="checkbox"/> beauty     | <input type="checkbox"/> drought resistance (low water need)          |
| <input type="checkbox"/> to beautify my property                | <input type="checkbox"/> to be close to nature | <input type="checkbox"/> color      | <input type="checkbox"/> salt tolerant                                |
| <input type="checkbox"/> to feed the birds/butterflies          |  | <input type="checkbox"/> scent      | <input type="checkbox"/> flood resistant                              |
| <input type="checkbox"/> to maintain or increase property value |  | <input type="checkbox"/> uniqueness | <input type="checkbox"/> seasonal interest (when they bloom or fruit) |
| <input type="checkbox"/> other (describe) _____                 |  |                                     | <input type="checkbox"/> low care for – lower maintenance             |
|   |  |                                     | <input type="checkbox"/> less fertilizer and pesticides               |
3. When do you decide what plants to buy? (check all that apply)
- |                                  |                                  |                                   |                                  |                                  |                                  |   |  |
|----------------------------------|----------------------------------|-----------------------------------|----------------------------------|----------------------------------|----------------------------------|---|--|
| <input type="checkbox"/> Jan/Feb | <input type="checkbox"/> Mar/Apr | <input type="checkbox"/> May/June | <input type="checkbox"/> Jul/Aug | <input type="checkbox"/> Sep/Oct | <input type="checkbox"/> Nov/Dec | <input type="checkbox"/> prevent erosion  | <input type="checkbox"/> improve air quality |
|                                  |                                  |                                   |                                  |                                  |                                  | <input type="checkbox"/> improve water quality  | <input type="checkbox"/> reduce water use    |
|                                  |                                  |                                   |                                  |                                  |                                  | <input type="checkbox"/> create wildlife habitat and food (butterflies, insects, birds) |  |
4. Where do you get information and advice about the plants you buy? (check all that apply)
- gardener  
 gardener  
 neighbor  
 Master Gardener  
 other \_\_\_\_\_  
 other \_\_\_\_\_
5. Where do you get your plants? (check all that apply)
- local garden center/retail nursery  
 catalog/mail order  
 retail outlet (e.g., Lowe's, ACE, Walmart)  
 purchased for me by landscaper  
 Arbor Day and other festivals  
 community fund raising events  
 other \_\_\_\_\_
6. How much do you think you will spend on new plants for your property in the coming year? (check one)
- under \$250     \$251-\$500     over \$500
7. How often do you purchase plants for your property? \_\_\_\_\_
8. What types of native plants do you currently plant and maintain on your property? (check all that apply)
- |                                      |                                  |                                  |
|--------------------------------------|----------------------------------|----------------------------------|
| <input type="checkbox"/> large trees | <input type="checkbox"/> shrubs  | <input type="checkbox"/> grasses |
| <input type="checkbox"/> small trees | <input type="checkbox"/> flowers | <input type="checkbox"/> ferns   |

The Survey Says

Plant for beauty

Like to feed birds and butterflies

Go to reverse side to complete the survey

Complete and return this survey by Wednesday, December 10, and enter a free drawing for a boat trip and \$40 in local garden center gift certificates!  
(all information on this survey will be kept strictly confidential; raffle winner will be contacted by phone or e-mail provided by December 15)

Yes, enter me in the raffle!

Name \_\_\_\_\_

Phone or e-mail \_\_\_\_\_

# Eastern Shore of Virginia Native Plant Use Survey



1. a. County of residence  
 Accomack  Northampton  
b. How many years living on Virginia property? \_\_\_\_\_  
c. M / F  \_\_\_\_\_  
d. Age \_\_\_\_\_
2. Why do you plant and care for your plants?  
 to preserve landscape  to beautify my property  
 to feed the birds/butterflies  to maintain or increase property value  
 other (describe) \_\_\_\_\_
3. When do you decide what plants to buy?  
Jan/Feb Mar/Apr May/June Jul/Aug Sep/Oct Nov/Dec
4. Where do you get information and advice about the plants you buy? (check all that apply)  
 gardener  gardener friend  
 neighbor  Master Gardener  
 other \_\_\_\_\_
5. Where do you get your plants? (check all that apply)  
 local garden center/retailer  
 catalog/mail order  
 retail outlet (e.g., Lowe's)  
 purchased for me by landowner  
 Arbor Day and other festivals  
 community fund raising events  
 other \_\_\_\_\_
6. How much do you think you will spend on new plants for your property in the coming year? (check one)  
 under \$250  \$251-\$500  over \$500
7. How often do you purchase plants for your property?  
 never  once a year  more than once a year
8. What are your reasons for when purchasing plants for your property? (check all that apply)  
 beauty  color  scent  uniqueness  
 drought resistance (low water need)  salt tolerant  flood resistant  
 seasonal interest (when they bloom or fruit)  low maintenance  
 less fertilizer and pesticides
9. What are your reasons for when purchasing plants for your property? (check all that apply)  
 prevent erosion  improve air quality  
 improve water quality  reduce water use  
 create wildlife habitat and food (butterflies, insects, birds)
10. Do you currently purchase native plants for your property (plants growing on the Shore before Europeans arrived in the 1600's; learn more in the Shore Outdoors in this issue of the Eastern Shore News)?  
 Yes  No  Unsure
11. What types of plants do you plant and maintain on your property? (check all that apply)  
 small trees  flowers  grasses  ferns

The Survey Says

Plant for beauty

Like to feed birds and butterflies

Want to save money

Go to reverse side to complete the survey

Complete and return this survey by Wednesday, December 10, and enter a free drawing for a boat trip and \$40 in local garden center gift certificates!  
(all information on this survey will be kept strictly confidential; raffle winner will be contacted by phone or e-mail provided by December 15)

Yes, enter me in the raffle!  
Name \_\_\_\_\_

Phone or e-mail \_\_\_\_\_



# Community-Based Social Marketing.

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Community-based social marketing involves four steps:

1. Identifying the barriers and benefits to an activity,
- 2. Developing a strategy that utilizes “tools” that have been shown to be effective in changing behavior,**
3. Piloting the strategy, and
4. Evaluating the strategy once it has been implemented across a community.



*Plant*  
**ES** *Natives*  
*They're Shore Beautiful!*



## Step 2 – Create a Strategy

# *Social Marketing Design*

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Developing a strategy that utilizes “tools” that have been shown to be effective in changing behavior.

- commitment
- **prompts**
- communication
- social norms
- incentives



*“Property owners on the Shore are becoming more interested in low maintenance landscapes. It’s our business to meet that demand, so we and an increasing number of our costumers see the use of natives as a win-win – for us and for our environment.”*

**Jeff Klingel of Appleseed Nursery - a landscaper, nurseryman, and garden center owner**



# Decal

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## Step 2 – Create a Strategy

# Social Marketing Design

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Developing a strategy that utilizes “tools” that have been shown to be effective in changing behavior.

- commitment
- prompts
- **communication**
- social norms
- incentives



# Community-Based Social Marketing

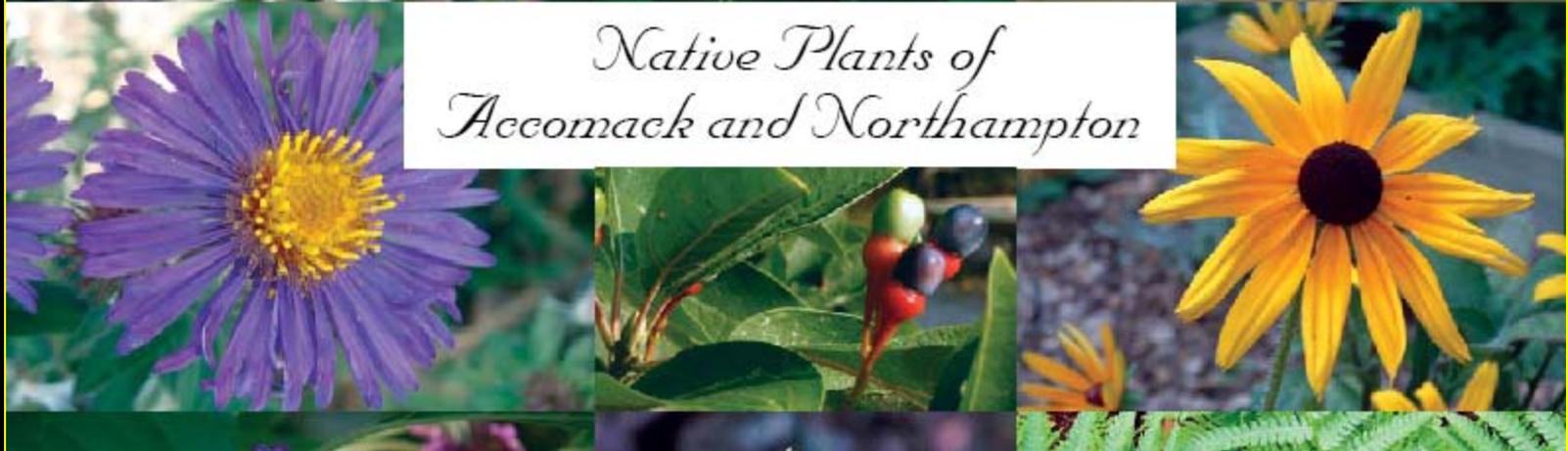
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## Communication –

- **Use Captivating Information.**
- **Know your Audience.**
- Use a Credible Source.
- Frame your Message.
- Carefully Consider Threatening Messages.
- Decide on a One-Sided versus Two-Sided Message.
- **Make Your Message Easy to Remember.**
- Provide Personal or Community Goals.
- **Emphasize Personal Contact.**
- Provide Feedback.

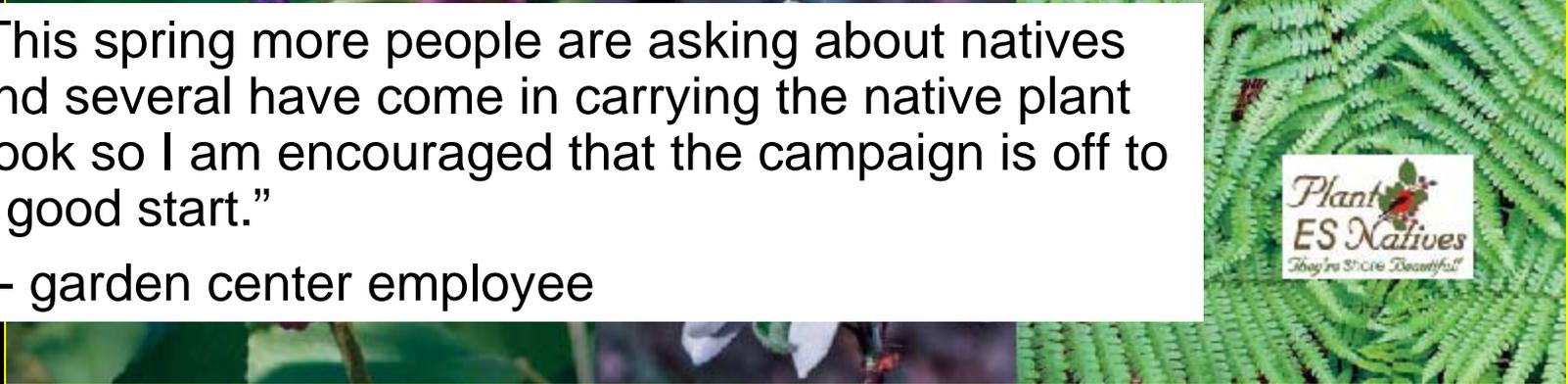


*Native Plants of  
Accomack and Northampton*



“This spring more people are asking about natives and several have come in carrying the native plant book so I am encouraged that the campaign is off to a good start.”

--- garden center employee





# Local Radio Ads

**“...They’re Shore beautiful! Eastern Shore native trees, shrubs, flowers and grasses offer lovely foliage and colorful flowers! And, they’re easier to care for! They grow beautifully here in their native environment and usually require less fertilizer, water and pesticides...”**





## Step 2 – Create a Strategy

# Social Marketing Design

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Developing a strategy that utilizes “tools” that have been shown to be effective in changing behavior.

- commitment
- prompts
- communication
- **social norms**
  - make the norm visible
  - use personal contact to reinforce norm
- incentives

# Community Leaders – Passing the Spade.

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# Plant ES Natives Demonstration Gardens



## A Sample of Eastern Shore Native Vines, Shrubs and Trees

Eastern Shore native plants are a great choice for your yard or landscape! They offer lively foliage and colorful flowers!

### Vines:



### Shrubs:



### Trees:



## What Makes the Shore's Native Plants So Special?



[www.deq.virginia.gov/coastal/go-native.html](http://www.deq.virginia.gov/coastal/go-native.html)

*Do you enjoy watching and listening to the colorful songbirds that visit the Shore?*

Help provide the natural food and shelter that these birds need by planting ES native trees and shrubs.

The Shore is one of only a few nest sites for seabirds traveling thousands of miles each spring and fall. That's quite a long trip, birds that can weigh as little as half an ounce! Native trees and shrubs provide shelter and the berries and insects that songbirds eat to fuel their long journeys. Help make the Shore a generous and safe rest stop.

- Our native plants are survivors! They are well adapted to the Shore's soils and climate.
- Our natives generally require less watering and fertilizing than non-natives, and are less susceptible to drought.
- Our natives are often more resistant to insects and disease and less likely to need pesticides.
- Our natives can be resistant to occasional salt water stress.
- Our natives help preserve the diversity, beauty, and function of our natural ecosystems.

*These beautiful native trees, shrubs, and the Shore's Unique Environment!*



*Look for this plant tag in Chesapeake and Northampton garden centers.*

## A Sample of Eastern Shore Native Flowers, Grasses and Ferns

Eastern Shore native plants are a great choice for your yard or landscape! They offer lively foliage and colorful flowers!

### Flowers:



### Grasses:



### Ferns:



**Plant ES Natives Campaign Exhibit**



Virginia DEQ - Virginia CZM Program - Plant ES Natives Campaign Home - Windows Internet Explorer provided by Virginia IT Partne

http://www.deq.virginia.gov/export/sites/default/coastal/go-native.html

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DEQ VIRGINIA DEPARTMENT OF ENVIRONMENTAL QUALITY

Virginia DEQ = coastal ::

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Virginia Coastal Zone MANAGEMENT PROGRAM

Protecting, restoring, and strengthening our coastal ecosystems and economy

Executive Order Coastal zone map Projects Public Notices CZM contacts

Welcome to the Plant ES Natives Campaign Website!



*Plant ES Natives*  
*They're Shore Beautiful!*

Whether you want to put in a flower garden or establish or restore the landscape around your home, there are a great variety of Eastern Shore native plants from which to choose.

And you will have made the right choice.

Native plants not only offer many practical, low cost, and environmental benefits they also offer an appealing display of foliage and flowers!

[Plant ES Natives Campaign Overview Fact Sheet \(pdf\)](#)



*The logo of the "Plant ES Natives" campaign depicts a branch of Downy Serviceberry (*Amelanchier arborea*) with berries - shown left in flower - and a Scarlet Tanager, a migratory songbird who need the berries and insects provided by this and other Eastern Shore native plants to fuel their long journey. The Shore is one of only a few rest stops for these and other migratory birds.*

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# Plant ES Natives Campaign Website



# Community-Based Social Marketing.

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Community-based social marketing involves four steps:

1. Identifying the barriers and benefits to an activity,
2. Developing a strategy that utilizes “tools” that have been shown to be effective in changing behavior,
3. Piloting the strategy, and
4. **Evaluating the strategy once it has been implemented across a community.**



# Evaluation

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- Start at the very beginning
- Return to your audience for feedback and give your audience feedback throughout campaign
- **Measure Behavior Change!**



# Evaluation

## *Key Measure of Behavior Change*

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An increase in the sale of native plants on the Eastern Shore using the following indicators -

- a. Suppliers sell out of ES natives in stock
- b. Suppliers note an increase in requests for ES natives
- c. Suppliers tally ES native plant tags used in season
- d. Supplier can track and compare sales of ES natives pre- and post- campaign
- e. Suppliers gradually increase inventory of ES natives



## Step 4 - Evaluation

### *A Growing Norm? – We Sure Hope So!*

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- Early indicators are very encouraging
  - **Garden center sales UP!**
  - Mid-campaign survey conducted in Spring 2010 shows messaging on track and multi-media mix is reaching our audience



# Evaluation

## *Garden Center Report*

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- native plant sales up 8-10%
- growing 40 native plants in anticipation of greater demand
- planning to focus future planting on native shrubs  
– asked campaign for advise
- An increasing number of people are asking for natives!



# Evaluation

## *Mid-Campaign Survey*

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- 27% visited a native plant demonstration site --- 98% said that it influenced their purchase or plan to purchase native plants.
- 41% heard the radio ads ---96% recalled the messages and 93% that they influenced their purchase or plan to purchase native plants.
- 39% received a copy of the new native plant guide --- 95% that it influenced their purchase or plan to purchase native plants.



## ***Next Steps in the Campaign***

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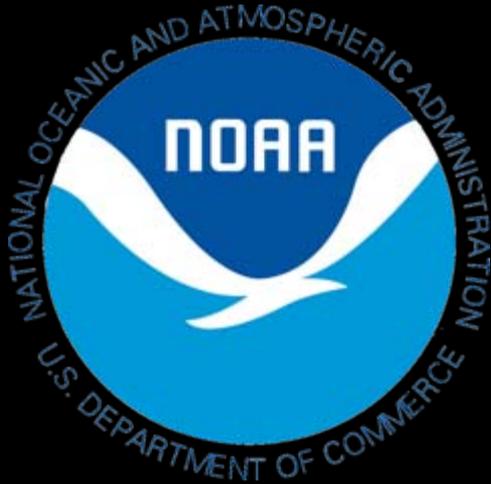
- Community Leader Outreach Module and Training Event – Jan-Feb 2011
- 1<sup>st</sup> Annual Plant ES Natives Celebration Day planned in Fall 2011
- Behavior change survey planned in Spring 2011
- Expansion of Campaign Team

# Tell A Story!



# Acknowledgments.

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**Virginia Coastal Zone**  
MANAGEMENT PROGRAM