



The “Sipping Point”: *Campaigns to Reduce* *Single-use Plastic Straws*

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Talk Overview

- Why straws?
- Why now?
- The straw campaigns
- Changing behavior
- Shaping the future



Why *STRAWS* and why now?



- SUP straws: On Top Ten list since 1988
- Not New, and not biggest problem
- However it's a great example of environmental behavioral change

Campaigns: various audiences & methods



#STOPSUCKING

SO MANY CAMPAIGNS!!





Solutions & Alternatives

Solutions

- Legislate
- Innovate
- Educate
 - influencing behavior

Alternatives need to be

- Acceptable
- Affordable
- Available

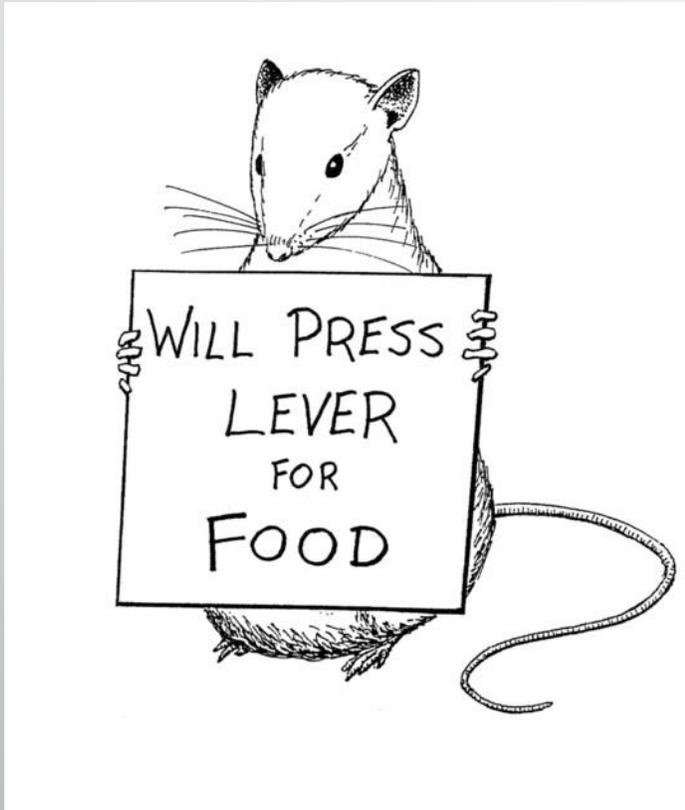


Of course, some people do need straws!

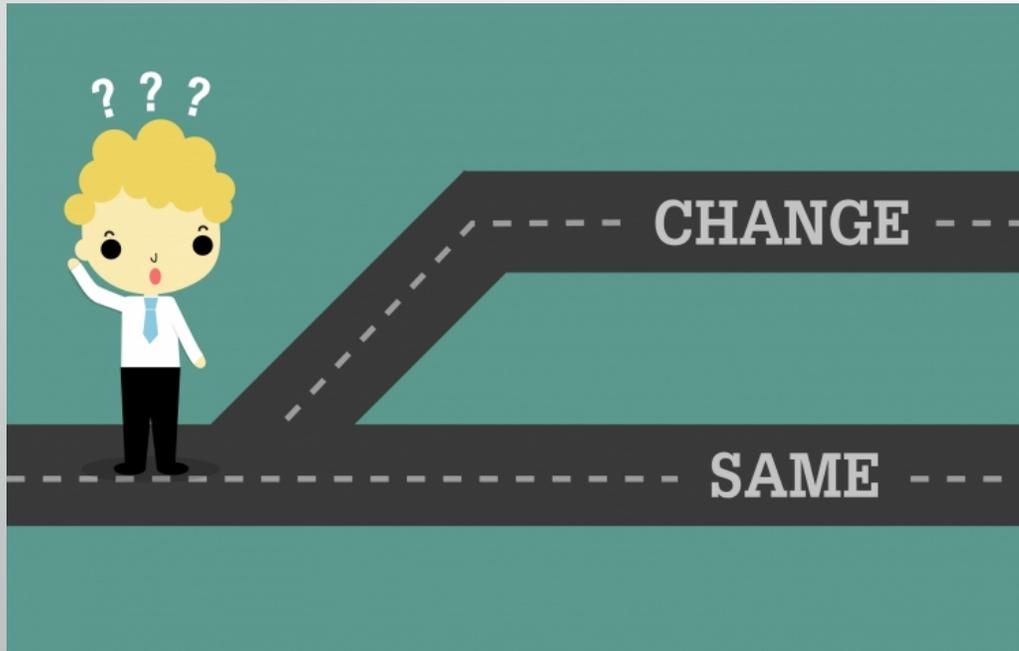
Why are straw campaigns so prevalent and effective?



Lessons from behaviorism on how to shape behavior



10 Tips from Psychology to Change Behavior:



1. Keep it small
2. Keep it simple
3. Have a mantra
4. Identify motivation- make it strong
5. Identify triggers and replacements
6. Identify your obstacles
7. Identify a support system
8. Commitment & accountability
9. Reward the behavior
10. Try a 30-day challenge

Behavior shaping lessons for environmental campaigns

1. Keep it small

- Giving up straws is a small change in behavior.

2. Keep it simple

- Simple and easy to remember.



**NO
STRAW,
THANKS!**

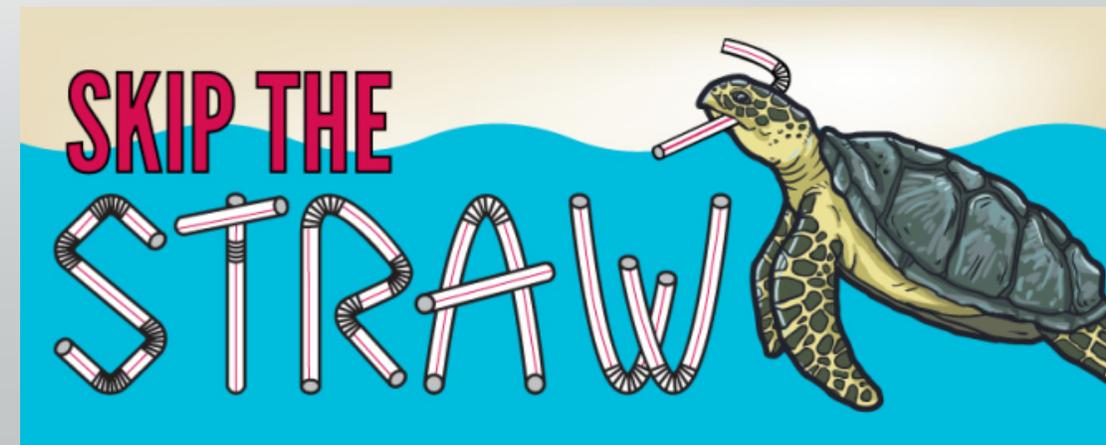
走飲管咩唔該!



▶ ACT NOW! SAY NO TO STRAWS!

Behavior shaping lessons for environmental campaigns

3. Identify motivation- make it strong
 - ✓ Saving charismatic mega fauna
 - ✓ Fear and disgust: imagery with impact
 - ✓ Saving vacation locations
 - ✓ Alleviating environmental guilt

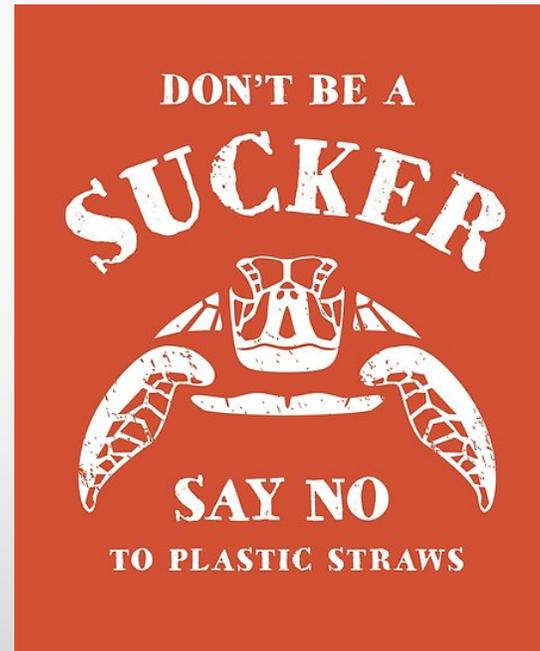


Behavior shaping lessons for environmental campaigns

4. Have a mantra

- Catch phrases serve as an easy mantra.
- Weave the mantra with your motivation


skip the
straw!



Behavior shaping lessons for environmental campaigns

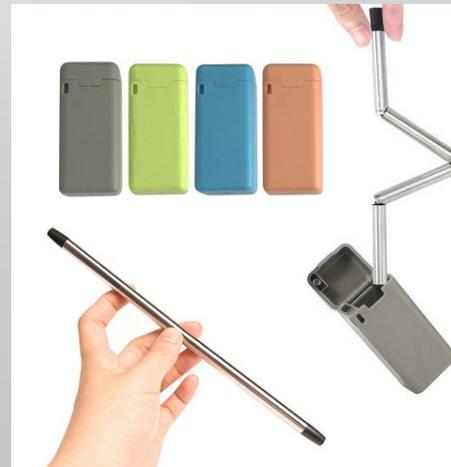
5. Identify triggers and obstacles

- Triggers may be specific locations or drinks

6. Identify replacements

- Plastic straws are replaceable with paper or metal
- Personal straws can be carried
- Readily accessible... and quickly becoming fashionable! (*Social Norm*)

Acceptable
Affordable
Available



Behavior shaping lessons for environmental campaigns

Social media: a tool for influencing behavior!

7. Identify a support system
 - Could be local or global- social media
8. Commitment & accountability
 - Writing your commitment in a public social media post confirms your commitment and prompts others to assist with accountability
9. Reward the behavior
 - Social rewards of social media
10. Try a 30-day challenge
 - Readily available on social media



In summary

SUP straws are ideal for behavior change...

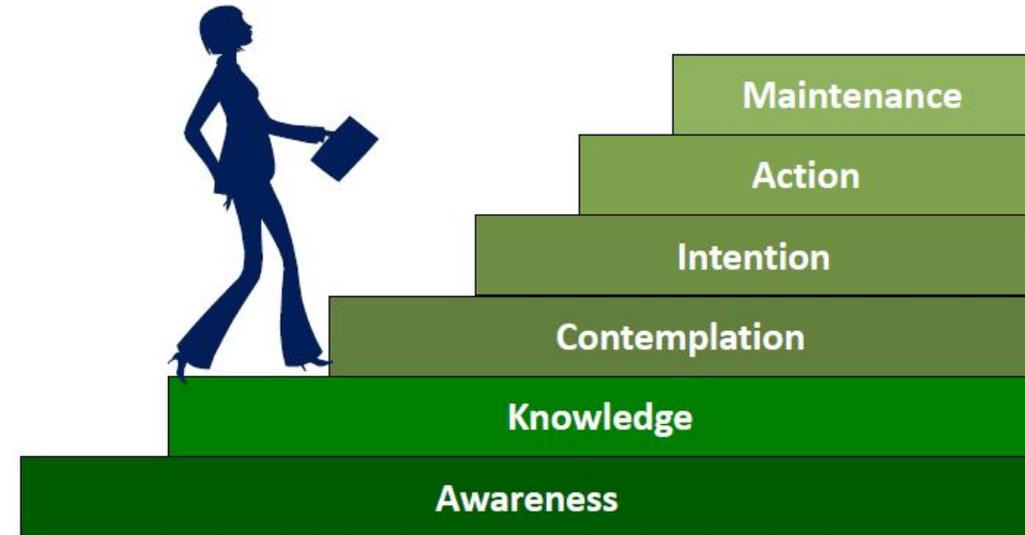
- ✓ Keep it small
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- ✓ Identify a support system
- ✓ Commitment & accountability
- ✓ Reward the behavior
- ✓ Try a 30-day challenge



If you want to
change
attitudes, start
with a change
in behavior.

- William Glasser

Stages of Behavior Change



Our Future Research Questions...

Consumers might be ready for SUP change



- Lessons from the “sudden” action on straws
- Demographics of consumers... Changing
- Millennials and GenZ increasing purchasing power
- Raised in an environmentally-conscious world
- Awareness of marine debris & SUP
- Environmental GUILT... What can one person do?
- Increasingly fashionable to be environmentally conscious
- Pay more for higher quality items
- Ready to accept individual responsibility for global impacts



“It is the least I can do”

Let's NOT stop here.



Thank you.

Keep the conversation going.

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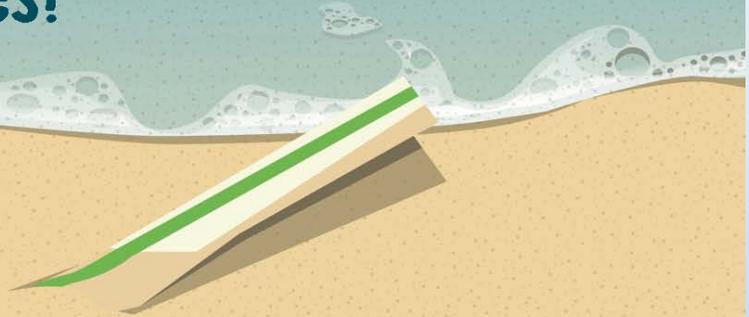
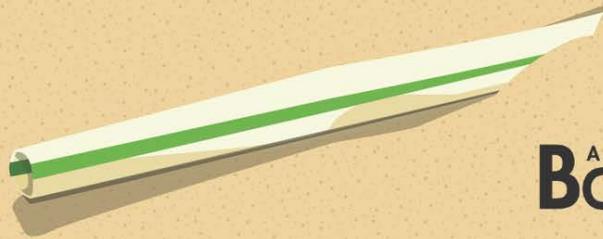




END

REALLY
DO YOU NEED A STRAW?

Straws are one of the top ten marine debris items found on our beaches!



ASBURY PARK
BOARDWALK

ReThink
Disposable
www.rethinkdisposable.org