They’re Shore Beautiful!: Plant ES Natives Campaign Sowing Seeds of Change

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Plant ES Natives
Campaign Kick-off

Please join us to celebrate the kick-off of the Plant ES Natives Campaign & to dedicate the Demonstration Landscape at the Wildlife Observation Platform
Willie Warf
Friday, April 24, 2009
3:00 p.m.
They’re Shore Beautiful!
Knowledge is not enough.
RUSTLE THE LEAF

Viable solutions now exist for every single one of our major environmental problems.

I mean—except, how to convince people.
JUST DO IT.
Social Marketing focuses on affecting what people DO.
How Does Social Marketing Work?

• Shifts the focus from the message to the audience

• Offers benefits to the “consumer”

• Identifies barriers/obstacles – “Why marketing surveys/trend analysis are important in business world.”
Plant ES Natives Campaign Planning Team – It Does Take a Partnership

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
Virginia Master Naturalists
Virginia Master Gardeners
Barrier Islands Center
Pre-Campaign Research

• Focus groups with landowners, garden centers and nurseries

• Individual interviews with local garden centers and nurseries

• Present results to Plant Native Team and focus groups for validation

• Written survey in local newspaper and analysis
Why Do You Plant?
“Survey Said...”

For beauty (92-94%)
Like to feed birds and butterflies (82%)
For relaxation & feeling close to nature (82%)

Why Not Natives?
Focus Groups Said...

Natives are scraggly and ugly
Lack of availability locally
Uncertainty about what is native
Key Audiences

“Survey Said...”

Nature-oriented gardeners, interested in saving money, time, but still having a beautiful garden
A Community-based Social Marketing strategy utilizes “tools” that have been shown to be effective in changing behavior.
Prompts –

• Make the prompt noticeable

• Make the prompt self-explanatory

• Present the prompt in as close proximity as is possible to where the action is to be taken

• Use prompts to encourage people to engage in positive behaviors
Prompts – Selling Behavior

Banners

Plant Tags
Norms –

• Make the Norm Visible
• Use Personal Contact to Reinforce Norms
• Engage the Community
Demo Gardens – Change Taking Root

Insert photo of coast guard
State Natural Area Preserves
Eastern Shore of Virginia

Marks & Jacks Island
Parramore Island
Wreck Island
Wm. B. Trower Bayshore
Kiptopeke State Park
Magothy Bay
Savage Neck Dunes
Cape Charles Coastal Habitat
Parker's Marsh
Mutton Hunk Fen
Regional Native Plant Guide – Showcasing “They’re Sure Beautiful”
Signage – Telling the Story Where It Happens
Branding the Campaign - Information at the Ready

Website

Exhibit

Decals

Radio
Community Leaders – Passing the Spade
A Growing Norm?
We Sure Hope So!

• 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
An increase in sales of native plants

• Suppliers sell out of ES natives
• Compare pre- and post-campaign sales
• See increase in requests for ES natives
• Suppliers gradually increase inventory of ES natives
Garden Center Feedback

• native plant sales up 8-10% since 2009 at center

• center planning to grow 40 native plants to meet demand

• increasing number of people asking for natives

• new center planning educational seminars focused on native plants
Mid-Campaign Survey

• 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.
Enhance Your Success -

KNOW AND LISTEN TO YOUR AUDIENCE
• Target the markets that are most ready to act (early adopters).
• Understand audience barriers to behavior change.
• Find what motivates them.

KEEP IT SIMPLE
• Promote single, simple, do-able behaviors.
• Make it easy.
• Use effective communication techniques.

KEEP LISTENING AND ADAPT YOUR STRATEGY

Encourage desired behavior, but don’t demand it.
Next Steps in the Campaign

- Focus on Community Leader Program –
  - Outreach Kit
  - Training
  - Teams

- Plant ES Natives Spring and Fall Celebration Day in 2013

- Behavior change survey in late spring-early summer 2013

- Expansion of Campaign Team
Other Native Plant Efforts in Coastal Virginia:
add cover of sm book

- Virginia Native Plant Marketing Partnership
- New Native Plant Social Marketing Campaign in Northern Virginia
- Development of Regional Native Plant Lists

Other Resources:
- New book - “Social Marketing to Protect the Environment” – edited by McKenzie-Mohr and other experts in social marketing
- Fostering Sustainable Behavior Listserv - www.cbsm.com
- Plant More Plants Campaign - www.plantmoreplants.com
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NOAA
National Oceanic and Atmospheric Administration
U.S. Department of Commerce

Virginia Coastal Zone Management Program

40th Anniversary 1972-2012
Coastal Zone Management Act
Enhancing our coasts and our lives
Questions?

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