

## Strategies to Motivate Action

Learn more about behavior change strategies and Fostering Sustainable Behavior at [www.cbsm.com/pages/guide/preface](http://www.cbsm.com/pages/guide/preface) and The Psychology of Sustainable Behavior at [www.pca.state.mn.us/sites/default/files/p-ee1-01.pdf](http://www.pca.state.mn.us/sites/default/files/p-ee1-01.pdf)

### Steps to achieve sustainable behavior change

- Select behaviors
- Identify barriers and benefits to taking action
- Identify a strategy to overcome specific barriers
- Choose activities to support each strategy
- Pilot your plan
- Evaluate, make necessary changes and implement broadly

### Common barriers and effective strategies to help overcome each barrier

What you may hear	Barrier	Strategy
"I've been meaning to do that." "That sounds interesting."	Lack of motivation – value action	Commitment
"That sounds hard." "I'm not interested."	Lack of motivation – don't value	Social norms, modeling Incentives
"I always forget to do that." "I can't remember how to take action."	Forget to act	Prompts
"How does that work?" "What happens when I take that action?"	Lack of information	Communication Social diffusion
"I'm afraid I'm going to do it wrong."	Lack skills; anxiety	Let people try an activity Social diffusion
"I can't take that action." "I don't have that service."	External barriers	Make it easy to act: infrastructure, tools, supplies

Source: [www.cbsm.com](http://www.cbsm.com) Dr. Doug Mckenzie-Mohr

## Best Practices for Youth Environmental Education

Youth projects should utilize best practices for youth environmental education.

### Best practices for youth environmental education

- Develop awareness, increase knowledge.
- Encourage youth leadership focused on issues relevant to their lives.
- Incorporate outdoor, experiential, service learning, or place-based education.
- Be hands-on, build skills, and promote environmental stewardship.
- Inquiry-driven, engaging higher level thinking skills, and interdisciplinary.
- Promote community partnerships.