



Southwest Ohio Branch
AMERICAN PUBLIC WORKS ASSOCIATION

Fostering Sustainable Behavior Workshop

*“...Slow Down in the Work Zone ▪ Click It or Ticket ▪ Conserve Water ▪ Save Energy
▪ Don’t Pollute ▪ Recycle ▪ Compost ▪ Wash Hands to Prevent Disease...”*

Is your organization charged with implementing programs that incorporate similar themes? If so, then you probably already know that information alone is not the answer to a successful program. The goal of most Public Education and Outreach programs is not simply to inform the public, but to empower the public to take specific action which ultimately leads to sustainable behavior change. Learn how to move beyond brochures and information intensive programs.

About the Workshop: The sustainable behavior workshop contains essential information for *any* organization that conducts public education with the goal of effecting behavior change in the general public. Attendees will be introduced to a stepwise program for creating successful education and outreach programs that accomplish more than the distribution of information. Individuals will learn techniques that will enable them to: create effective messages, identify target audiences, evaluate and quantify program effectiveness, and provide meaningful metrics supporting allocation of resources for program development.

Dr. McKenzie-Mohr’s one-day workshop provides a comprehensive introduction to a concept called “community-based social marketing” and how it is being applied throughout the world to foster sustainable behavior. Those who attend the introductory workshop will learn the five steps of community-based social marketing (selecting behaviors, identifying barriers, developing strategies, conducting a pilot, and broad scale implementation) and be exposed to numerous case studies illustrating its use.

About the Speaker: For over twenty years Dr. McKenzie-Mohr, an environmental psychologist, has been incorporating scientific knowledge of behavior change into the design and delivery of community programs. He is the author of the best-selling book, “Fostering Sustainable Behavior,” and he has provided training internationally for over 40,000 environmental program planners in the use of community based social marketing. Further, this approach is now being utilized in thousands of environmental programs worldwide.



Sponsored by the Butler County Storm Water District



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Registration Form

First Name _____ Last Name _____

Employer _____ Title _____

Mailing Address _____ City _____ State ____ Zip _____

Phone _____ Fax _____ E-mail _____

Date: September 3, 2009

Time: 9:00 AM to 4:30 PM

Location: Butler County Princeton Road Campus
1802 Princeton Road
Hamilton, OH 45011

Cost: \$100.00 Pre-registration
\$125.00 Registration at the door
(Please make check out to Ohio Chapter APWA)

RSVP: Register on-line: <http://ohio.apwa.net> or
Submit registration form and payment to:
Butler County Engineer's Office
Attn: Angie Weber
1921 Fairgrove Avenue
Hamilton, Ohio 45011-1965
Fax: (513) 785-4156
Phone: (513) 785-4157
E-mail: webera@bceo.org

Continental breakfast and lunch will be provided.

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