



SeaWeb Asia Pacific

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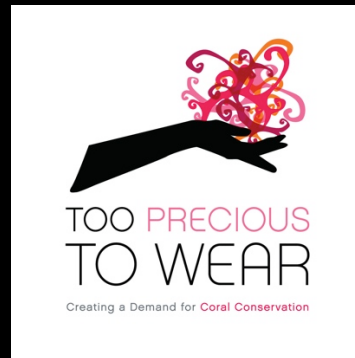
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15 Years of Science to Action



SeaWeb / NOAA Coral Cooperative Agreement

- NOAA Broad Agency Announcement, FY2010 - FY2011
- CRCP Goals and Objectives 2010 – 2015

Objectives/Role:

- Build social marketing capacity
- Strategic advisor/facilitator
- Motivate stakeholders to action
- Share lessons/model

Summary of NOAA CRCP Support for SeaWeb Social Marketing Campaigns

- **FY09:** SeaWeb scoping report to assess the seven U.S. coral jurisdictions' readiness for a campaign (FY09=\$147K)
- **FY10-11:** Initial support for CNMI campaign provided via a NFWF directed grant (FY10=\$110K, FY11=\$113K)
- **FY10-FY12:** 3-year cooperative agreement to:
 - Support completion of CNMI campaign
 - Design, planning and implementation of Hawai'i campaign
 - Lessons learned exercise to benefit U.S. coral jurisdictions.(FY10-FY12=\$565,000 Federal funds plus \$575,000 match funds)

Total CRCP investment to date: \$935,000.
SeaWeb matching contribution: \$575,000.

What is Social Marketing, Anyway?

It's a method that helps us figure out how to "sell" behaviors that benefit society, using commercial marketing techniques.



Fasten your seat belt. **Eat** more fruit.
Pull over to talk on your cell phone.
Don't litter. **Get** a mammogram.

Tip: Social Media are tools used in the approach: Facebook, Twitter, YouTube

What's Involved in Social Marketing?

Behavior

- What specific behavior will you promote?

Audience

- Who will you target?

Barriers

- What will prevent my audience from doing the desired behavior?

Benefits

- What do they already want? What motivates them?

Note: A very, very slimmed down explanation!

CNMI Campaign



Strategic Planning/Training:

- 17 months
- Began Oct. 2010

Implementation:

- 18 months
- Mar. 2012 – Sept. 2013

Partners:

- Division of Environmental Quality (DEQ)
- Mariana Islands Nature Alliance (MINA)
- Coastal Resource Management Office (CRM)
- NOAA Coral (Saipan-based staff)
- CNMI Forestry
- Division of Fish and Wildlife (DFW)

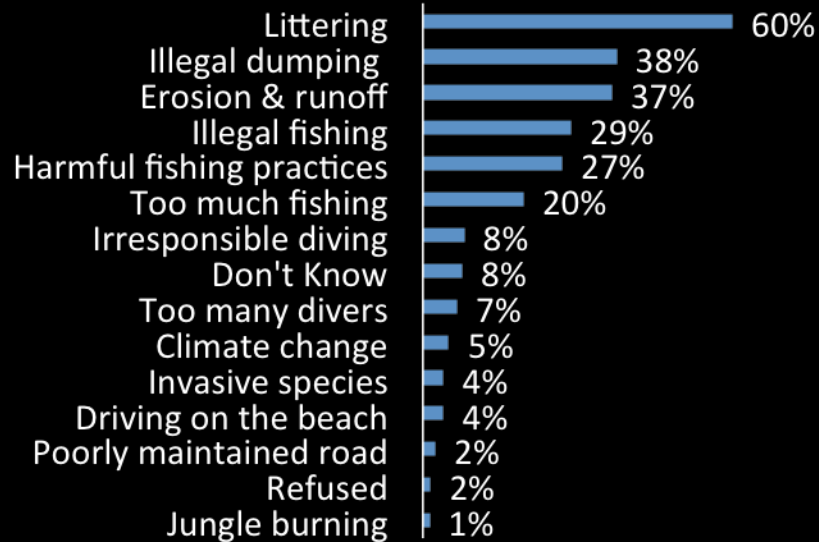
Campaign Goals

- To increase CNMI community engagement and sense of responsibility in conservation initiatives
- To develop a campaign model that can be implemented and/or employed for other conservation efforts in CNMI
- To increase capacity of social marketing approaches within CNMI



What is our activation point?

NOAA, Saipan Wide



SEM-Pasifika, Laolao User Survey

Threat named	% of Respondents
Erosion & Runoff (too much soil going into the ocean)	31.61%
Littering	30.97%
Poorly Maintained Road	17.42%
Illegal Dumping	14.84%
Too Much Fishing	5.81%
Harmful Fishing Practices	5.16%
Irresponsible Diving	3.87%
Illegal Harvesting	2.58%
Driving on the Beach	1.94%
Jungle Burning	1.29%
Too Many Divers	0.65%
Crime/Traffic	6.45%
Other	5.16%

*Other threats include: too much vegetation (2), water quality (2), boats (1), lack of restrooms (2), too few pavilions (1)



Tip: Start where your audience IS.

Behavior Findings

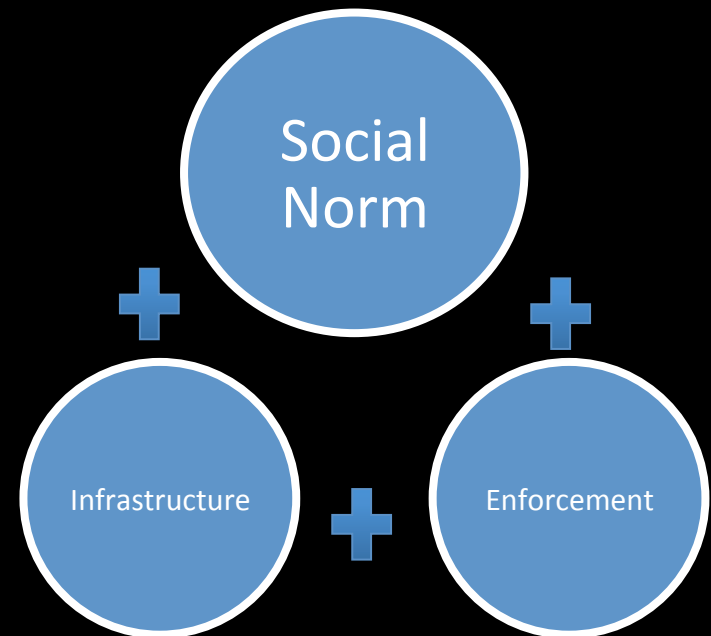
Who is our audience?

- 47% neighbor villages; 53% other
- 28% female; 72% male
- Most under 45
- 63% picnic, BBQ; 47% to fish

Who is the “litterer?”

- Age, gender are not factors
- Anyone can be a litterer

Why do people litter?



The Dialogue



The Messengers



Video PSAs

Story-telling



"There is a swimming hole about 30 feet wide, and six or seven feet deep, just inside the reef. We spent so many hours swimming there. Laolao Bay is the backdrop of all our family's memorable times."

—FATHER JESSE REYES, SAN JOSE CHURCH

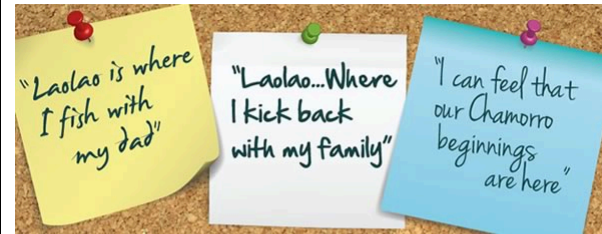
Get Involved
Keep it Litter Free



www.ourlaolao.com



Community Stories



Perspective

Hannah Isabel

I am currently away from home attending college. Places like Laolao are one in a million, holding memories for many people. Only now have I come to really appreciate the beauty of...

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[Like](#) [Tweet](#) [Share Your Story](#)

The Place for Families

Jose Quan

When I was a kid, Laolao Beach was always the destination for family events. Birthdays, bbqs, easter egg hunts, bonfires, camp outs - the list goes on. 20 years later, I still find...

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Off-beat, Unconventional



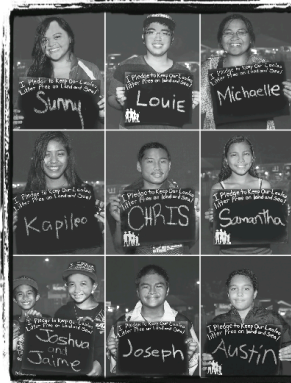
Flash mobs, guerrilla marketing, and more

Pledges & Commitments



Together, we are keeping
Laolao Bay litter-free.

Join us and take the Pledge.
www.ourlaolao.com



Post-Implementation Findings:

Littering rates

Year-to-Year Comparison

- 69 percent less litter in year two of the campaign, compared to year one.

Month-to-Month Comparison

- 69 percent less litter, comparing March 2012 (baseline) to March 2013.
- 88 percent less litter, comparing July 2012 to July 2013.



Post-Implementation Findings:

Brand Awareness / Message Recall

- 54 percent heard of the Our Laolao campaign
- 91 percent of those who had heard of Our Laolao directly referenced the “litter-free” message



CNMI & Social Marketing

The Our Laolao Campaign Today

- MINA

Social Marketing Capacity in CNMI

Have seen increased use of...

- Strategy development
- Clear and dynamic branding
- Pledges and commitments
- Targeting specific behaviors

West Maui Campaign



Strategic Planning/Training:

- 10 months
- Began Sept. 2012

Implementation:

- 10 months
- June 2013 – March 2014
(6-month, no cost extension)

Partners:

- West Maui Ridge to Reef Initiative
- NOAA Coral Staff (Hawai'i-based)
- Maui Nui Marine Resource Council
- Sierra Club
- Coral Reef Alliance
- Maui Nui Digital Bus
- Hawaiian Islands Humpback Whale NMS
- Convergent Conservation
- Maui Cultural Lands
- West Maui community members (3)

Kumuwai = A water source The head of a watercourse or stream; An 'āina kumuwai (watershed region); A source of plenty (kumu + wai)

Campaign Goals

- West Maui residents are aware that actions on land, can affect marine resources
- Provide simple activation points for West Maui target audience to engage in desirable behaviors
- To increase capacity of social marketing approaches within Hawai'i



What Research Told Us...

Focus Group Key Finding:

- People feel that big business is responsible: visitors, agriculture, developers
- But when prompted: Offered up solutions

IMPLICATION: Make people feel that they take CAN make a difference

- Their actions DO matter; it has a cumulative effect
- Create opportunities for individual solutions to the problem

What Research Told Us...

Focus Group Key Finding:

Respondents showed points of pride and strength in community

“When someone is having hardship, people pitch in and help out.”

“It’s an old village. People know each other.”

“There is a resurgence of history and culture, more than on other islands..”

IMPLICATION:

- Message: focus on sense of community, special place

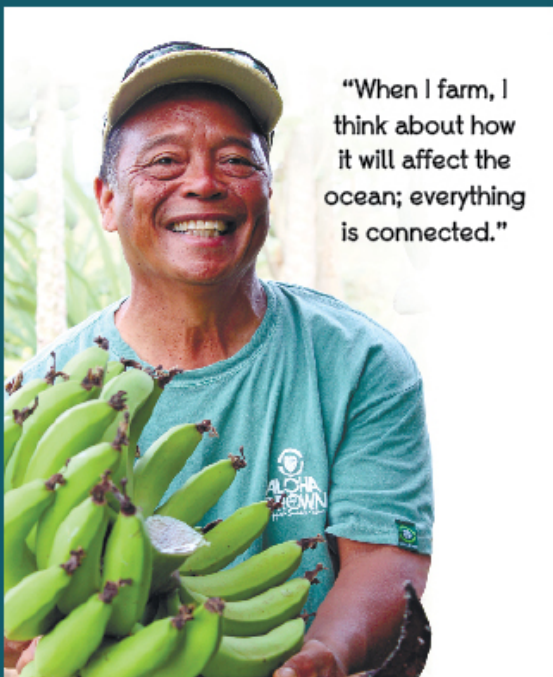
Behavior Objectives

8 ways to reduce polluted runoff

1. Use Fertilizer Wisely
2. Handle Pesky Pests Right
3. Pick Up After Your Pooch
4. Water Smart Outdoors
5. Plant Pono
6. Install A Rain Garden
7. Car Wash Like A Greenie
8. Lend A Hand (Volunteer)




Messengers



“When I farm, I think about how it will affect the ocean; everything is connected.”

Charley Dofa uses organic gardening techniques to prevent polluted runoff.

What can you do for our ocean?
WESTMAUIKUMUWAI.ORG



REAL PEOPLE, REAL STORIES

West Maui Kumuwai highlights the stories of West Maui, from its people to its places, that inspire us. We want to feature those who share our passion and commitment to our ocean.

We'd love to hear from you, too. To add your own voice, go to [Share Your Story](#).



[click here.](#)

[Read more...](#)



West Maui Community Stories: Pulling weeds to plant roots

Kahana teen's passion for native plants strengthens his connection to West Maui

January 9, 2014

Lahaina News

[Save |](#)

KAHANA - While some of his friends are playing video games or surfing the Internet, 14-year-old Jake Kuiper prefers a different hobby: caring for native plants.

"Many plants endemic to Hawaii have already gone extinct, and I don't want to see that continue," said Jake, a freshman at Seabury Hall.

Jake is serious about his interest in plants. Over the last six months, the Kuiper family house has been transformed into a native plant nursery, which includes a well-manicured Hawaiian native plant bed and rows of potted seedlings. "I've lost my whole parking area,"

Print Ads



Fertilize Your Lawn,
INSTEAD OF BABY BEACH


**RAIN AND IRRIGATION
CAN CARRY EXCESS
FERTILIZER TO OUR OCEAN.**

Be pono: Follow the label,
try organic or slow-release
products, and sweep
fertilizer off paved surfaces
and into the grass.

Take the Fertilizer Pledge at
WESTMAUIKUMUWAI.ORG




WEST MAUI
Kumuwai
A MOVEMENT FOR OCEAN HEALTH



Hey Car,
Meet Lawn

If 100 people on West
Maui washed their car
on the lawn (or at a
commercial car wash)
up to 12,000 gallons
of polluted water
would be kept out of
our ocean.

Give your grass a chance.
Take the Car Wash Pledge at
WESTMAUIKUMUWAI.ORG



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A MOVEMENT FOR OCEAN HEALTH

Events



Yes, a seaweed-eating contest.



Barrier Removal

Ocean Preferred Products



Ocean-Friendly Landscaper



Big news! Your landscaper has pledged to use ocean-friendly yard care practices on your property.

We couldn't be more proud, and thought you'd be too.

What's the Yard Service Pledge?
The Yard Service Pledge is a landscape program aimed at reducing the amount of pollutants entering our ocean. Your landscaper has committed to ten or more landscape techniques that will stop polluted runoff before it starts.

What is Polluted Runoff?
When we over irrigate our lawn, or when it rains, water can run off to lower areas, and make its way into our streams and ocean. On its journey, water can pick up and carry substances from hard surfaces, such as driveways or roads, which can cause harm to marine life, and ultimately affect our unique Maui way of life. (And that's no good.)

Will the Look of My Yard Change?
Not to worry. We bet you won't see any major changes in the appearance of your landscape. Your landscaper's commitment, however, can make a big difference in the health of our ocean—and we think that's swell. (Get it?)

Is There Anything I Can Do To Help?
We're glad you asked. To celebrate your landscaper's pioneering ways, display the "I Take Action" sticker on your curbside garbage bin (or another visible spot near your yard). This show of support lets your neighbors know that your yard is ocean-friendly—and you're proud of it! If you'd like, send us a photo of your yard at westmauikumuwai@gmail.com and we'll share it with others! Want to do more? Go to our website to find ways you can take action on your own.

Who are We?
West Maui Kumuwai was named "The Maui News 2013 People Who Made a Difference." We're a coalition of individuals, business, and organizations focused on reducing land-based sources of pollution to protect our ocean and our unique West Maui way of life. We offer ways in which you can take action to curb these pollutants at home, in your yard, and in the community. Join us! WestMauiKumuwai.org

Measurements

So far (the campaign is still underway)...

Ocean Preferred Products

- Four stores have joined the program
- Increase in desirable products, 30% (anecdotal estimate from one manager thus far)

Landscaper Pledge

- Three have committed; a combined 222 residential and commercial acreage

Participants

- 11 community events, projects, and meetings to date; 520 participants
- 50 individual pledges

Gaining trust/respect of community:

- “The Maui News 2013 People Who Made a Difference”
- West Maui residents called WMK: “A breathe of fresh air”



Hawai'i & Social Marketing

WMK Campaign Today

- Transitions next month (March)

Social Marketing Capacity in Maui

Have seen increased use of...

- Pledges/Commitments
- Messaging to audience's values
- Interest in a social marketing opp – Kahului-Paia
- Utilizing media for exposure



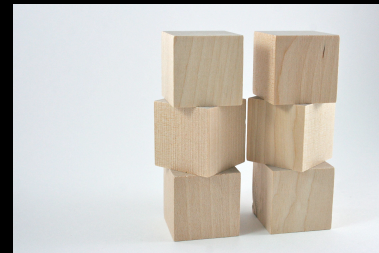
Lessons Learned

- Staff Appropriately
- In-Person Pledges are Best
- Content Development is Key
- Use PR Strategies
- Social Media Worked (for us)
- Ensure Enabling Conditions



The “Musts” to embark on a social marketing campaign

- Staff trained in SM
- Time for Strategy Development
- Commitment to Approach
- Ability to Do, or Hire for Market Research
- Creativity for Tactics
- Funds for Development and Implementation (even if small)



Mahalo!

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