

HOW TO BALANCE THE CARROT + THE STICK

brooke sadowsky
08.17.2017

A LITTLE MORE ABOUT ME

I am passionate about:

Understanding human behavior and motivators

Asking the question “why?”

Using the power of marketing to do good

Exploring cultures

Building capacity in others

Being silly



TODAY'S TOPIC

Balancing motivation and enforcement when reducing illegal activity

4 lessons learned about the role of enforcement when promoting legal behaviors

THE CHALLENGE

Which do we tackle to see results?

A lack of enforcement that is needed to catch those doing illegal activities?

or

The fact that people continue to conduct illegal activity?

THE ANSWER IS

**We need to
tackle both**

LESSON #1
ENFORCEMENT ALONE DOES NOT
EQUAL BEHAVIOR CHANGE

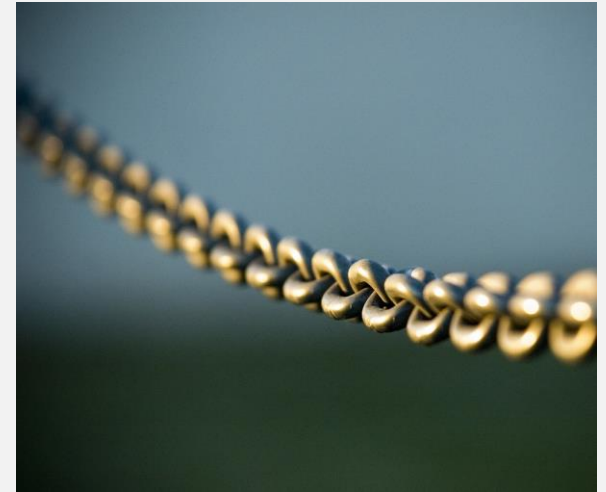
BENEFITS OF A STRONG ENFORCEMENT SYSTEM



Authority is
WATCHING



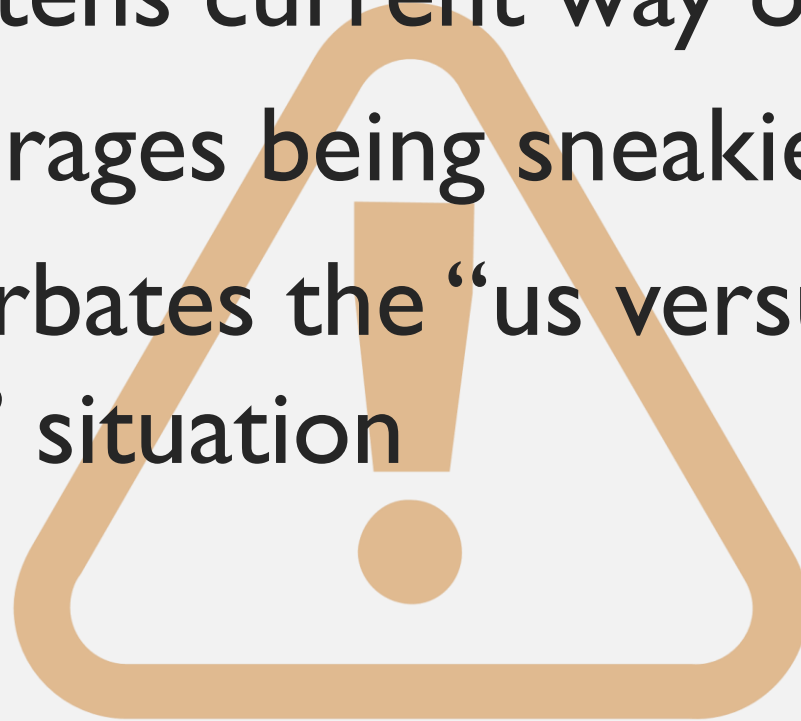
Consequences



Active
protection

HOWEVER, ENFORCEMENT ALONE WILL NOT CHANGE SOCIAL NORMS

- Threatens current way of life
- Encourages being sneakier
- Exacerbates the “us versus them” situation



BEHAVIOR CHANGE ALSO REQUIRES

MOTIVATION, through:

- Demonstrating ideal behavior
- Emotional triggers
- Social cues
- Benefits
- Confidence

Along with a slew of other things, like infrastructure, legislation, systems, and more.



THE IDEAL COMBINATION

A communication program that

promotes the social norm of acceptable behavior

in conjunction with

improving enforcement of illegal activity



LESSON #2
ENFORCERS ARE PEOPLE TOO



IMPROVEMENTS TO ENFORCEMENT SYSTEMS

1. Equipment, resources, and gear.
2. Skill building, communication improvements, and increased motivation.



MOTIVATING ENFORCERS

- Indicator of authority to wear (a badge or uniform)
- Recognition for when they've done well
- Feel they're part of something important
- Feel confident in their abilities



LESSON #3

SELF-COMPLIANCE IS THE BEST FORM OF COMPLIANCE

SELF-COMPLIANCE IS COST EFFICIENT AND SUSTAINABLE

As more people willingly stop doing illegal activities, a new social norm emerges



then the audience enforces the behavior themselves



which reduces the burden on the enforcement teams



LESSON #4
DON'T PROMOTE THE RISK UNTIL
IT'S REAL



CLICK IT OR TICKET.



Safety belt enforcement is being stepped up everywhere. It doesn't matter where you drive, they'll be looking for you. Simply, law enforcement writes tickets to save lives. So buckle up or you will get a ticket. No exceptions.

IF THE TEAM IS NOT YET EQUIPPED TO ENFORCE THE LAW

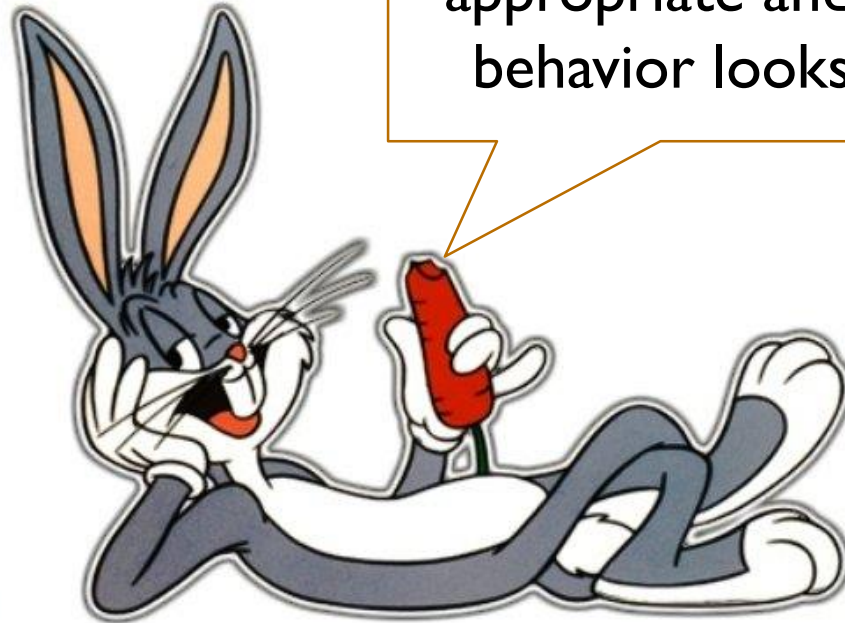


Then don't include that message in your communications campaign

Instead, focus on promoting the right behavior

IN SUMMARY

BALANCE THE CARROT + THE STICK



Establish, encourage, and reinforce what appropriate and legal behavior looks like

Improve a weakened enforcement system

THE FUN
DOESN'T HAVE
TO END HERE!



@brooke2cents



@brookes2cents



brookes2cents.com/
changing-demands-webinar/

Sign-up to receive more guidance on
marketing for social change
in your inbox every-other-Wednesday

brooke's 2cents

Posts Who's brooke? Cool Free Stuff **Join us!**

Why we are sheep that follow the herd

August 3, 2017 / Human Behavior



A story about me eating alone Recently, I've been recalling a memory of eating dinner alone at a free hotel buffet. There were at least 10 other people in the dining area with me; everyone else was eating as a couple or a three-top. I was comfortably eating my food while occasionally glancing at the mounted flat-screen TV showing the [...]

READ MORE

THANK YOU!!!
& WE HAVE TIME FOR
QUESTIONS