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
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
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
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

Learn more about social norms here: brookes2cents.com/socialnorms/
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!

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

@brooke2cents

@brookes2cents

brookes2cents.com/changing-demands-webinar/
THANK YOU!!!
& WE HAVE TIME FOR QUESTIONS