

# Commercial Break...



**Eat Maine Lobster  
for Thanksgiving...**

# Using Social Marketing to Support Climate Change Adaptation in Maine

CZM Regional Meeting  
November 2008  
Kathleen Leyden  
ME Coastal Program



# Climate Variability and Coastal Community Resilience: Developing and Testing a National Model of State-based Outreach

Two year project – Maine and Oregon

Funded by NOAA's Climate Change Office – Sector Applications Research Program

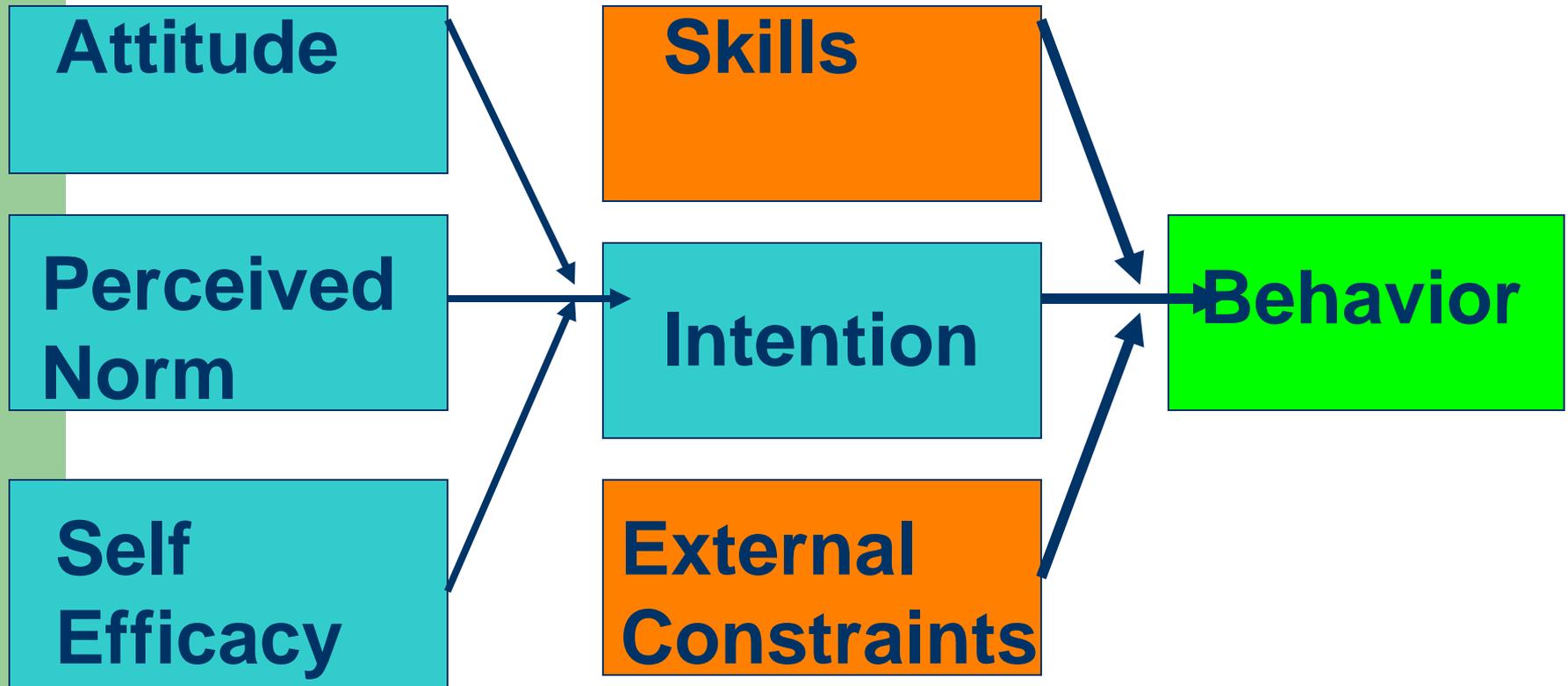
<http://www.cpo.noaa.gov>

Budget \$115,000 for two years in each state (plus in-kind)

# What is social marketing?

- **social marketing** A marketing message designed to promote a social concern or political idea...
- Research about audience(s)
- Targeted messaging
- Evaluation of results

# Outreach Practice Guided by Social Science, Social Science Tested through Outreach Practice



from An Integrative Model of Behavioral Prediction (Fishbein & Yzer 2003)

# Methods

Advisory Comms  
Focus Groups  
Stakeholder  
Surveys

Content &  
format informed  
by stakeholder  
research; pilot  
products with  
stakeholders

Track outcomes  
among  
stakeholder  
groups; update  
products

Assess  
Needs

Develop  
Educational  
Materials,  
Opportunities

Evaluate &  
Revise



# Questions

- Beliefs about climate change?
- Erosion, storms, property damage, higher tides?
- Evidence in Maine?
- How concerned are you?
- Whose responsibility is it to take action?
- What would you do?
- What would work, what wouldn't?
- What would motivate you?

# Results – Coastal Property Owners



# Coastal Property Owners – Attitudes and Values

- Mid to long-term ownership of primary residences – desire to keep property in the family
- Personally concerned about climate change and impacts in ME; govt and individuals should prepare for effects (85%)
- Mixed results re: acknowledgement of effects already experienced in Maine, with recognition highest among waterfront property owners

**Motivated audience, already thinking about long term, folks not on immediate shoreline need more information.**

# Coastal Property Owners -- Actions

- If damaged, would rebuild using storm-resistant methods (68%)
- Slight preference for “soft” vs “hard” alternatives”, but unsure of effectiveness of either. 20% say engineering solutions don’t work
- Regulatory and town planning responses favored over individual action (64% town planning; 65% real estate disclosure; 51% shoreland zoning, 50% land acquisition of vacant property)
- Beach nourishment was least favored option

**Conduct and publicize demonstration projects and/or models of soft and hard alternatives applied in Maine coastal communities and clarify their effectiveness.**

# Property Owners -- Barriers to Action

- Costs – Structural measures --move up, or move back are too expensive, not enough land.
- Lack of information -- effects of climate change in Maine, the effectiveness of various mitigation alternatives, federal, state or local regulations.
- Government --Government (primarily federal and state) is a barrier to protecting property and infringes on private property rights.

**Focus on affordable measures; provide examples of actual costs, publicize resources that can help with more expensive alternatives.**

# Coastal Property Owners - Motivators

- Motivators
  - Actions taken by peers (50%)
  - Leadership from town government (67%)
  - Grants (47%)

**Towns and coastal property owner groups need to be partners in efforts to address climate change effects.**

# Information Sources & Delivery – Property Owners

- Information sources
  - Environmental organizations, property owner groups, town office/code officers, realtors. (Colleges and universities?)
  - High level of familiarity with floodmaps
  - Evaluation of “risks” before purchase is common (60.3%)
  - Distrust of government scientists
- Information delivery
  - newspaper, television, internet (need for validation of internet sources cited), pamphlets, meetings

# Public Officials -- Attitudes

- **Attitudes**

- Prepared to devote time/resources to issue (56%)
- Willing to take action in my work, if I had compelling information about anticipated risks in the future (83%)
- Requires action from me in 2009/2010 (72%)
- Important for my generation of decision-makers (74%)
- Other US communities are addressing climate change (54%)

**These folks are ready to act--credible information will help them do so!**

# Public Officials – Barriers to Action

- Barriers to Action
  - Not enough information (64%)
  - Full plate of activities (53%)
  - New funding needed (82%)
  - Those who assign/influence my work are not communicating a sense of urgency (52%)
  - Lack of unified property owner/government opinions on solutions

**Provide highly relevant information in a way that is easy for busy people. Focus on options that are broadly supported.**

# Public Officials -- Information

- Information Needs
  - convincing climate change impact evidence
  - erosion mitigation strategies; funding, impacts, BMPs
  - Planning -- data/information/maps; bldg codes
  - emergency preparedness

**These folks “know what they don’t know” and have very specific information needs. Provide accurate, concise information on climate change effects, and mitigation strategies**

# Information Delivery to Public Officials

- Primary Sources:
  - newspaper and television
- Secondary Sources:
  - technical journals, government documents, and agency websites
- Preference
  - Direct mail (i.e. hard copy, comes to them)

# Products to Date

- DVD segments
  - Narrator and scientists
  - Photos of storm events that simulate SLR
  - Local People
  - Actual projects

## For More Information

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