Appendix A: Collection of Case Studies

Guide to Model Program Case Studies

Solid Waste Management Districts (SWMDs) are responsible for providing a solid waste management plan. Each plan will provide a detailed outline of the outreach and marketing plan that the SWMD will implement to achieve Goal 4 of the 2009 State Plan.

A SWMD will have the option of developing its own outreach programs and/or selecting programs from a compilation of programs that will be developed by Ohio EPA. This compilation will consist of outreach and education programs that have successfully resulted in changing reduction and recycling behavior. These "model" programs will be programs that have been implemented by other SWMDs in Ohio, and the implementing SWMD has information documenting the success of the program. By providing these programs as models, Ohio EPA has determined that these programs meet the requirements of Goal 4 provided the programs are implemented effectively. Although these programs can meet the requirements of Goal 4, ensuring success will mean that the SWMD will need to adapt the program to that SMWD's specific local circumstances.

The purpose of the compilation of model programs is to simplify the solid waste management plan preparation process by giving SWMDs the ability to select proven programs rather than research and develop new programs.

All SWMDs will retain the ability to develop their own outreach programs, and no SWMDs will be required to implement any model programs. Regardless of whether a SWMD develops its own programs or selects programs from the compilation of model programs, development and selection of programs will occur within the context of the best practices.

Social Marketing

In the 2009 State Plan, the Ohio EPA directs SWMDs and Authorities to implement programs that do more than create awareness about recycling. Instead, the Ohio EPA wants programs that focus on changing behavior. To do this, the Ohio EPA encourages SWMDs to use an approach called social marketing. Social marketing is a behavior-changing method that merges the fields of psychology and marketing. Just as marketing uses a variety of outlets to sell a product, social marketing uses marketing principles to persuade the target audience to change behaviors, develop new attitudes, or believe new ideas. A category of social marketing that is becoming more prevalent throughout the environmental field is community-based social marketing (CBSM).

The CBSM process involves 5 steps in order to be successful:

1. Select a behavior;
2. Identify the barriers and benefits to the selected behavior;
3. Develop strategies to eliminate the barriers of the selected behavior;
4. Pilot and monitor the strategies; and
5. Implement and monitor successful strategies on a broad-scale.

Within the CBSM process, there are certain strategies that have been proven to be successful. These strategies include commitments, communication, convenience, incentives, prompts, and social norms and diffusion.

- ➤ Commitment: An agreement to perform the desired behavior.
  - ○ Examples:
    - ▪ Pledge cards and online pledges

- ➢ Communication: essential to convey messages that are simple, memorable, consistent, and frequently used.
  - o Examples:
    - ▪ Newsletters and social media

- ➢ Convenience: making the behavior as accessible as possible.
  - o Examples:
    - ▪ Free recycling bin delivery and manicured drop-off sites

- ➢ Incentives: a reward for performing the desired behavior.
  - o Examples:
    - ▪ Pay-As-You-Throw and competitions
- ➢ Prompts: messages that remind people to act in certain way. A prompt must be displayed at the site that the behavior occurs in order to be successful.
  - o Examples:
    - ▪ What to recycle magnets, stickers or posters

- ➢ Social norms and diffusion: Social norms are behaviors widely accepted within a community, while social diffusion is the manner in which those behaviors are spread throughout the community.
  - o Examples:
    - ▪ "We Recycle" window decals and bin stickers and public displays of citizens recycling

Case Study Introduction and Terms

The case studies have been compiled based off of various model program categories. These categories and case studies have been identified after extensive research and investigation. The idea behind these case studies is to provide examples of programs that can help achieve the goals of the State Plan. Each case study has the following information included:

- ➢ **Target Audience:** The target audience category identifies the people that the program is focused towards. The category may also identify secondary groups that could also be affected by the program.

- ➢ **Social Marketing Strategy:** The social marketing strategies that the program pertains to are listed here (See above section for strategies). This category may not be used for each case study.

- ➢ **Goal/Objective:** The Goal and Objective category identifies the purpose of the program and why a SWMD would implement it.

- ➢ **State Plan Goal:** The State Plan Goals that the program pertains to are listed here.

- ➢ **Summary:** A brief overview of the program and what it entails.

- ➢ **Barriers to Desired Behavior:** The barriers to desired behavior are referring to the barriers of the selected behavior (first step of CBSM).

- ➢ **Barriers with Implementation:** The barriers with implementation are those obstacles that can be encountered when carrying out a program.

➢ **Considerations:** The considerations category explains any additional information that would be valuable to know when implementing a similar program.

➢ **Measurement Methods:** The measurement methods are the means to determine the success of the program.

➢ **Overall Results and Metrics:** The overall results are what were discovered through the measurement methods after the program has been implemented.

Any additional information that is needed can be received by using the contact information at the bottom of each case study.