



WHEN

ALIGNING COMMUNICATION

BELIEF

METHODS TO MOVE

IS NOT

AUDIENCES TO ACTION

ENOUGH

G R A P H I C D E S I G N E R

D E A N N I

G A R C I A

S U S T A I N A B L E

D E S I G N I N S T R U C T O R

**72 PERCENT
OF AMERICANS
ACCEPT THAT**

**CLIMATE
CHANGE
IS A REAL
PHENOMENON**



**THE PROBLEM
IS SYSTEMIC,
NOT
INDIVIDUAL.**



**BUT INDIVIDUAL
CHOICES MATTER.**

THE 6 AMERICAS

ALARMED

CONCERNED

CAUTIOUS

DISENGAGED

DOUBTFUL

DISMISSIVE

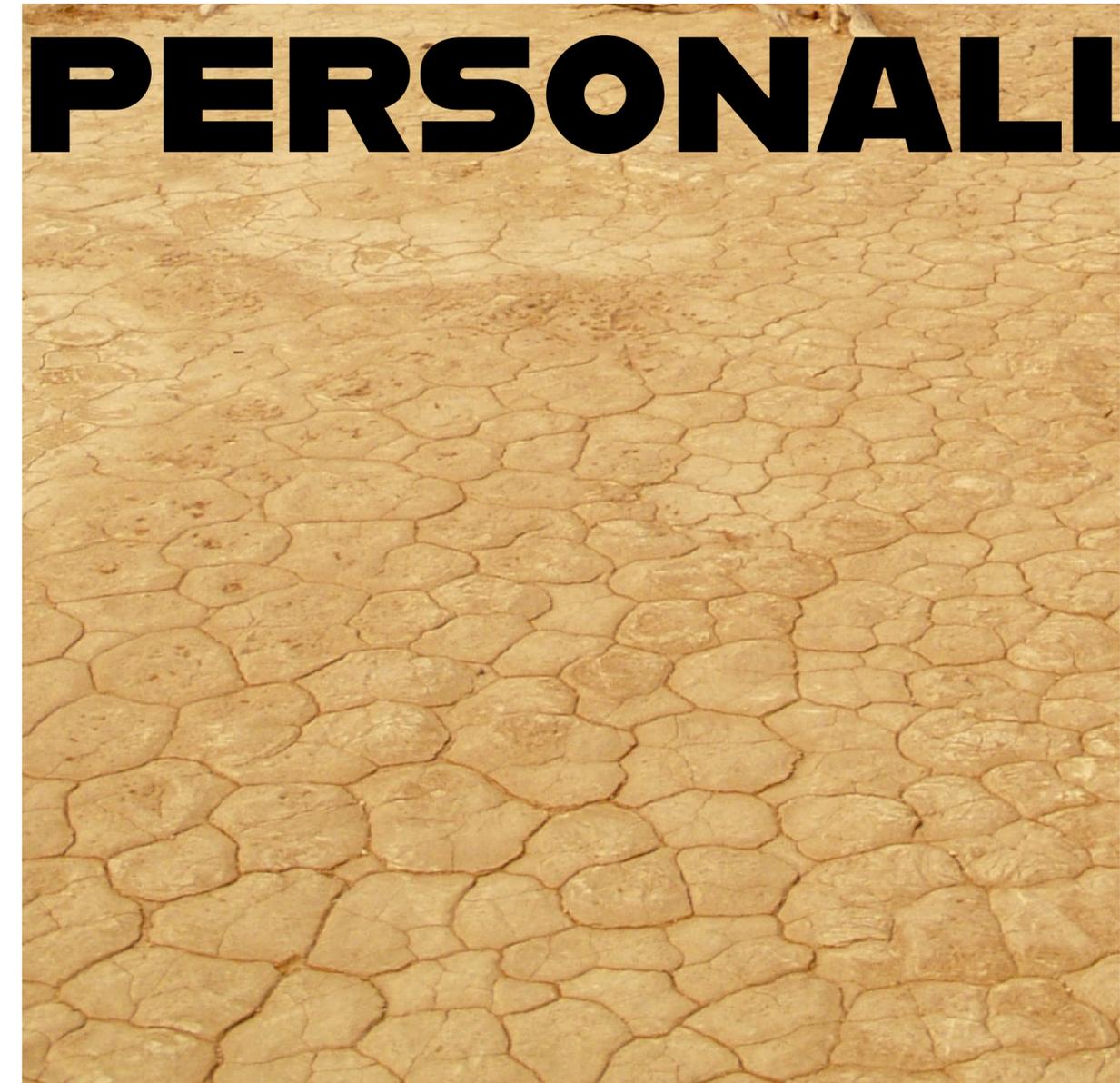
THE 6 AMERICAS

75 PERCENT

ALARMED
CONCERNED
CAUTIOUS

DISENGAGED
DOUBTFUL
DISMISSIVE

**CLIMATE
CHANGE WILL
AFFECT ME
PERSONALLY.**



**43 PER
CENT**





**PSYCHOLOGICAL
DISTANCING**

**COGNITIVE
REMOVAL FROM
THE PROBLEM**

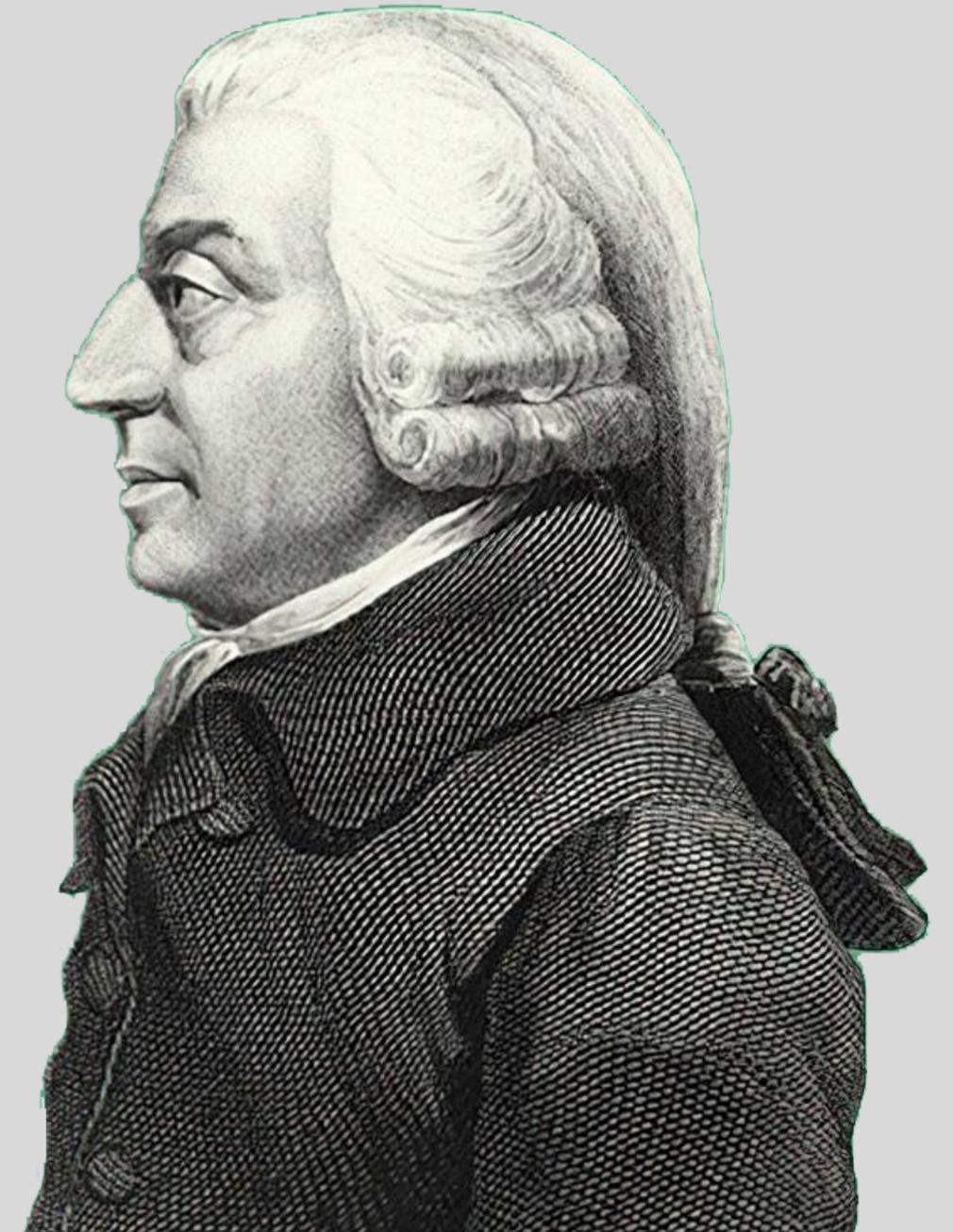


**85 PER
CENT**

**ARE TAKING
NO ACTION**

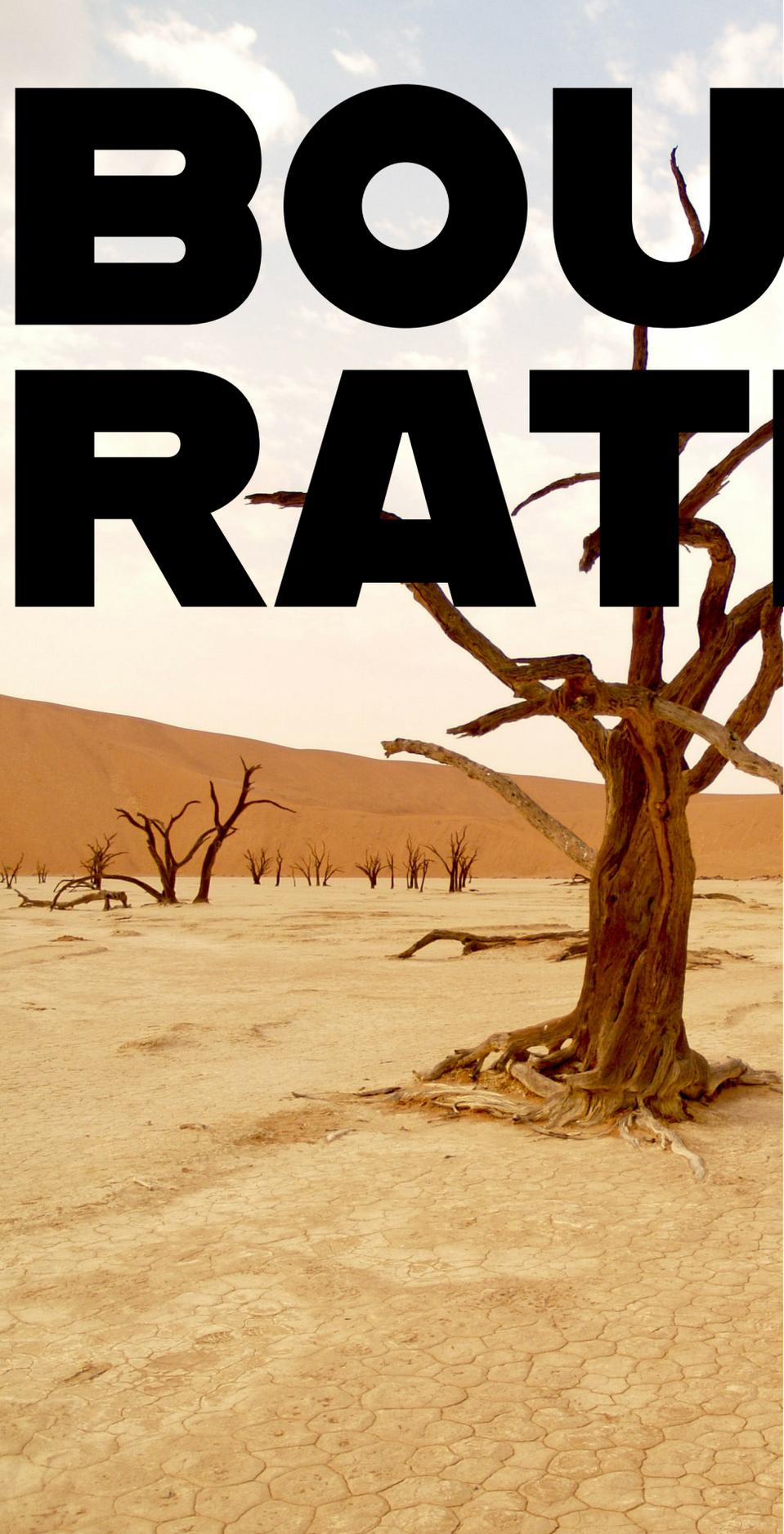
ADAM SMITH

**HUMANS AS
RATIONAL ACTORS**

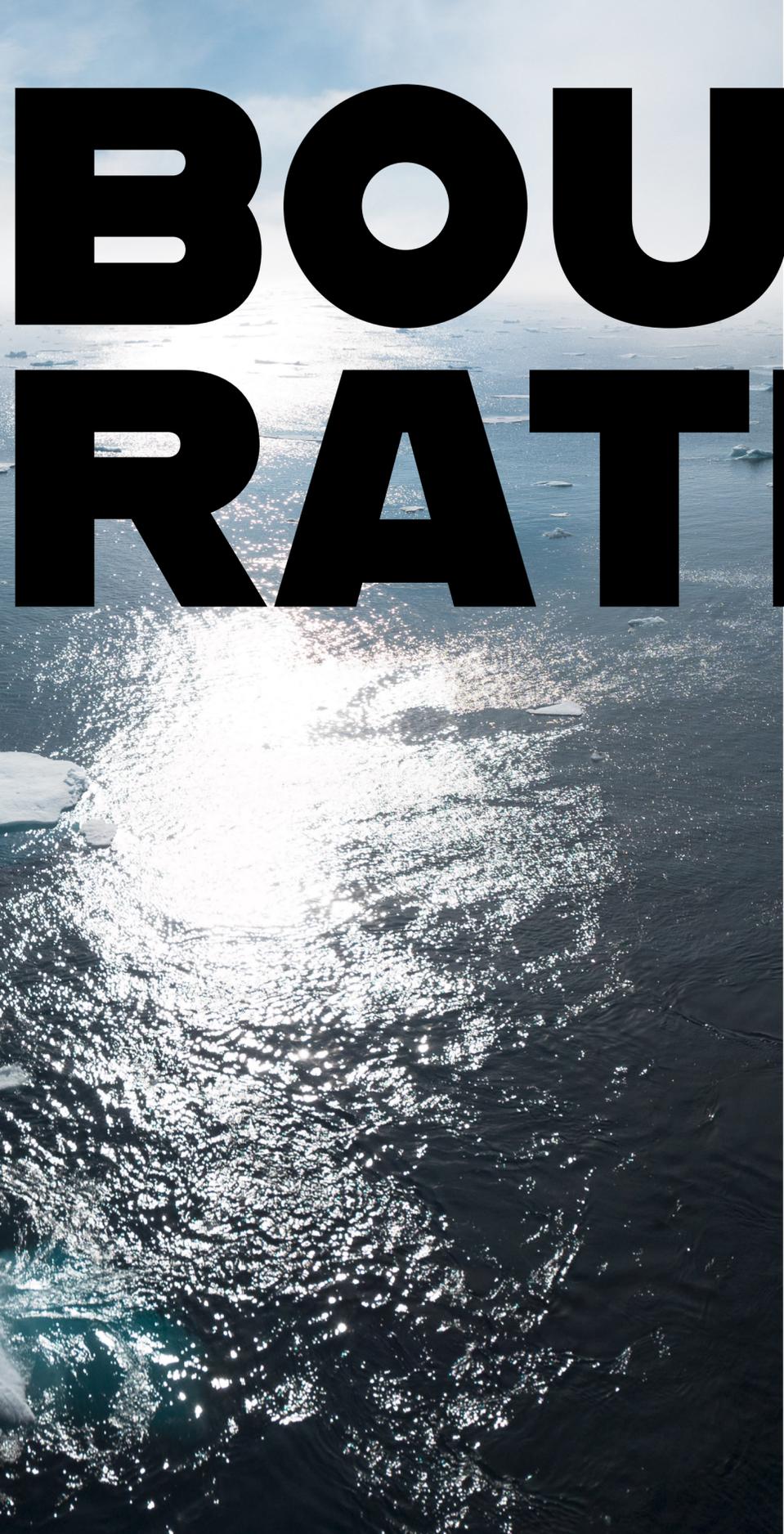


BOUNDED RATIONALITY

11



**AIMING FOR A
SATISFACTORY
OUTCOME, NOT AN
OPTIMAL ONE**



BOUNDED RATIONALITY

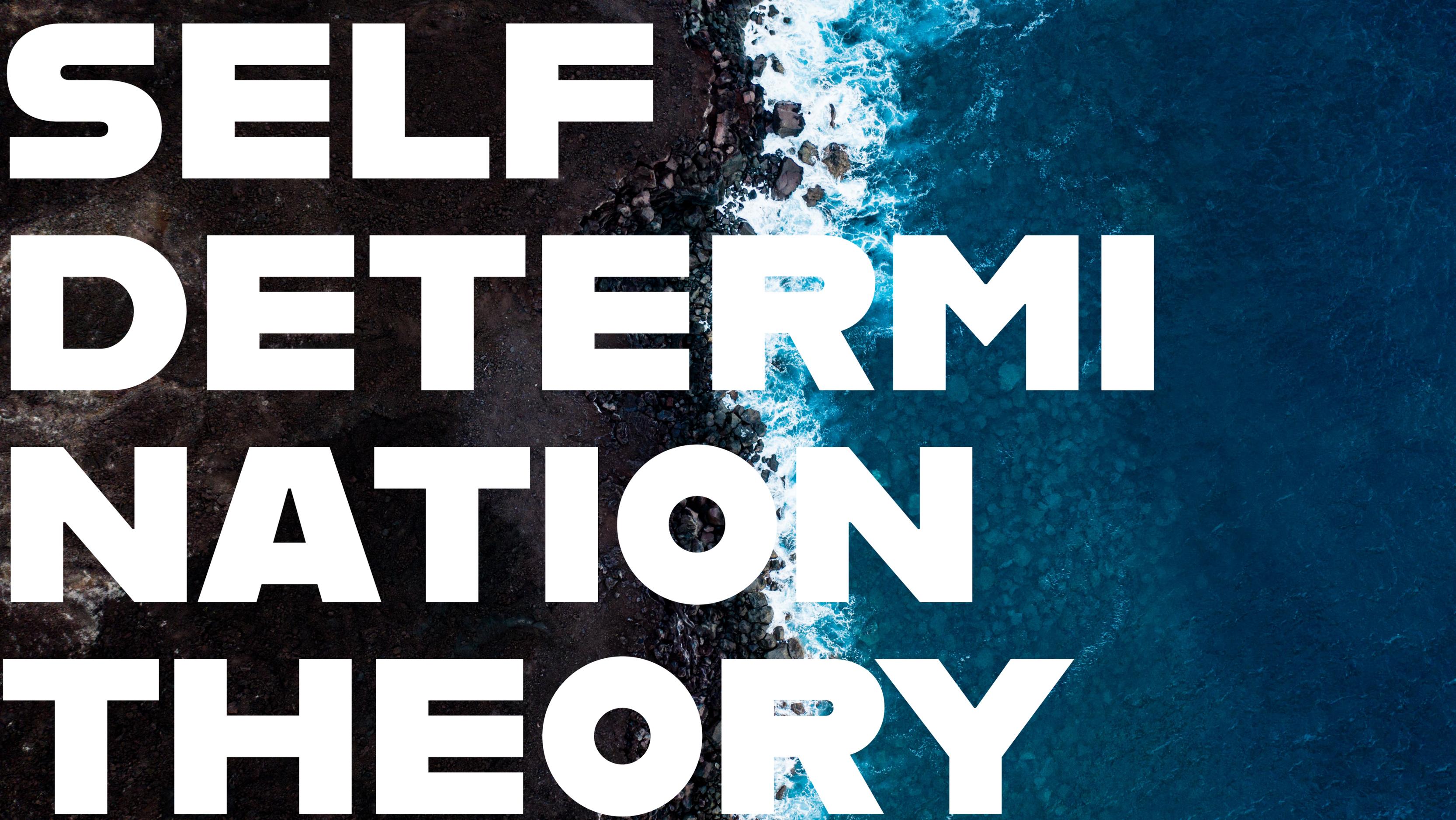
12

**MORE COMPLEXITY
LEADS TO MORE
SHORTCUTS**

MORE

IS NOT

BETTER



**SELF
DETERMINI
NATION
THEORY**

An aerial photograph of a rocky coastline. The left side shows dark, jagged rocks meeting a dark, sandy beach. The right side shows the ocean with white-capped waves crashing against the shore. The water transitions from a deep blue to a lighter turquoise near the rocks.

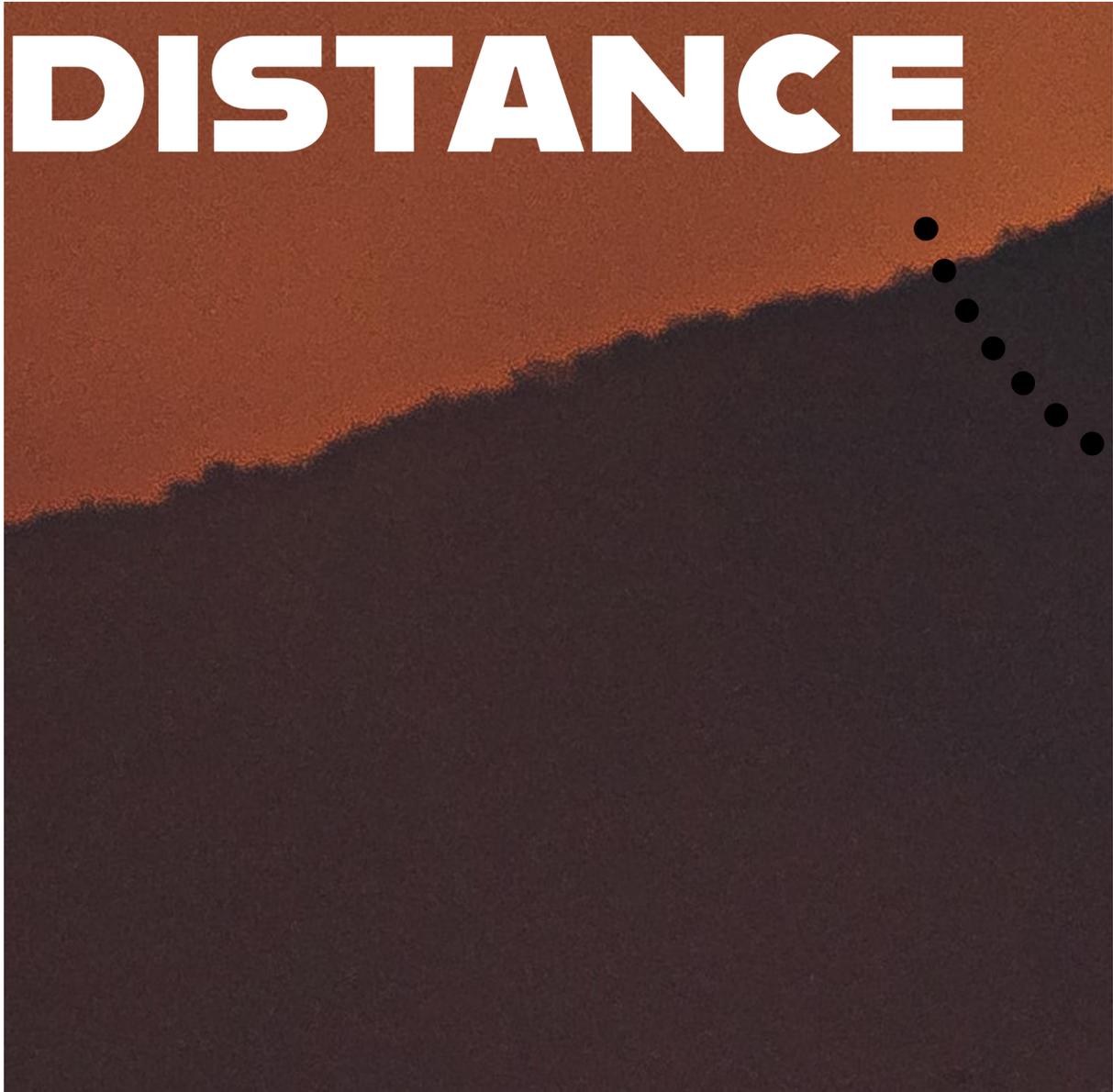
SDT

AUTONOMY

COMPETENCE

RELATEDNESS

LOW EFFICACY REINFORCES PSYCHOLOGICAL DISTANCE





**EVERYONE
YOU KNOW
AND TRUST
IS ALREADY
DOING IT**

**CHANGE
THE SOCIAL
ENVIRONMENT
TO CHANGE THE
ATTITUDE**

COM-B

CAPABILITY

OPPORTUNITY

MOTIVATION

NEED ALL 3 TO GET

TO A BEHAVIOR



**MAKE
HELMET
HAIR
SEXY**

PROBLEMS

- **PSYCHOLOGICAL DISTANCE MAKES THE PROBLEM FEEL SMALL AND FAR AWAY**
- **WE FEEL POWERLESS TO MAKE A DIFFERENCE**
- **WE MAKE DECISIONS BASED ON EMOTIONS AND INTUITIONS, NOT FACTS**

SOLUTIONS

- **FOCUS ON ACTION-ORIENTED MESSAGES**
- **EMPHASIZE SOCIAL NORMS AND PRESSURES**



NARRATIVE TRANSPORTATION

**RELATING THE
STORIES OF
OTHERS TO OUR
OWN EXPERIENCES**



GUATEMALA



ALSO
GUATEMALA



**LEVELS OF
PROCESSING**

**VISCO
BEH
REF** **GENERAL
HAVI
LECTIVE**

LEVELS OF PROCESSING

VISCERAL

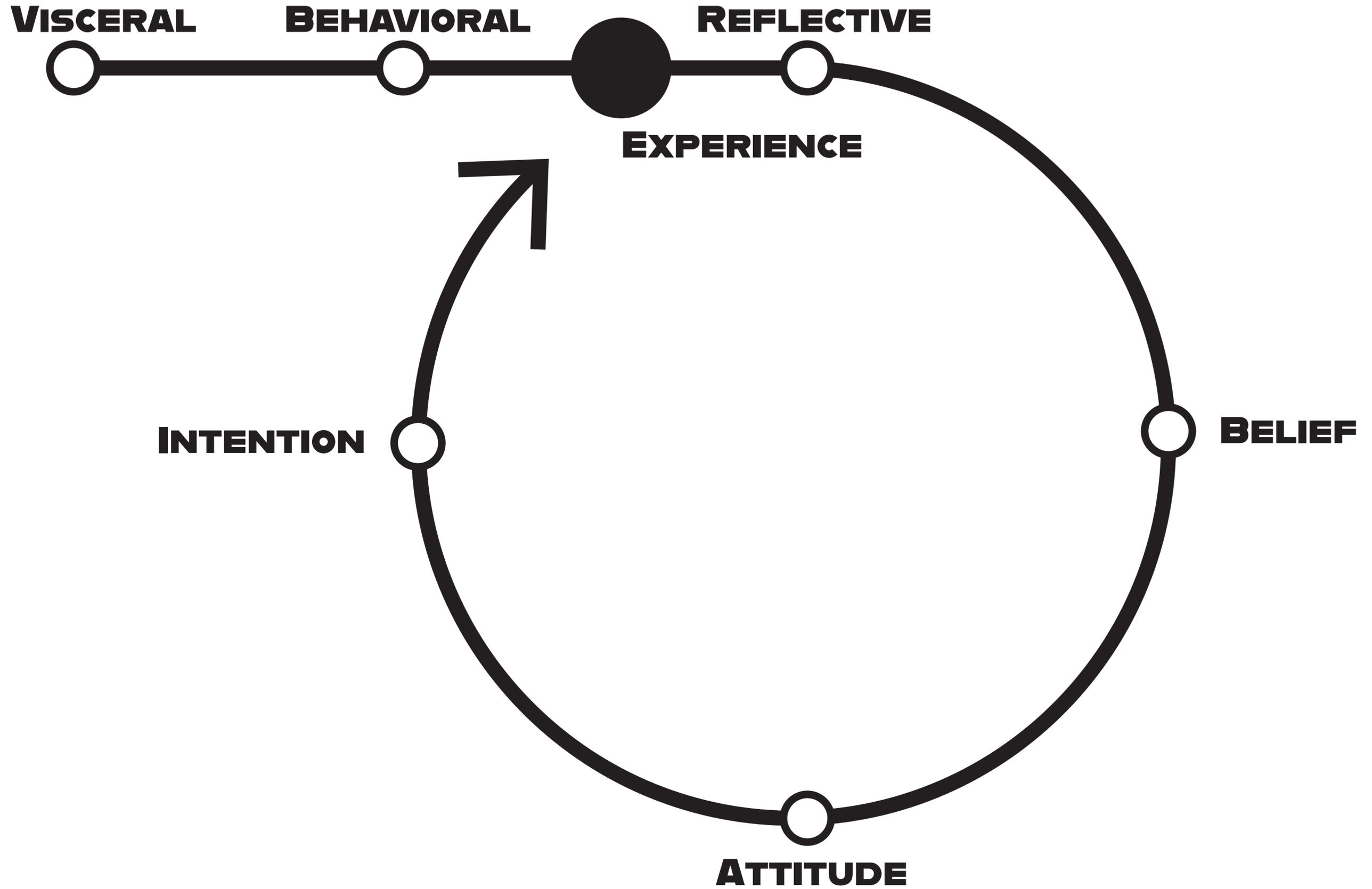
lizard brain stuff
subconscious

BEHAVIORAL

learned through experience
subconscious

REFLECTIVE

post-event reflection
conscious

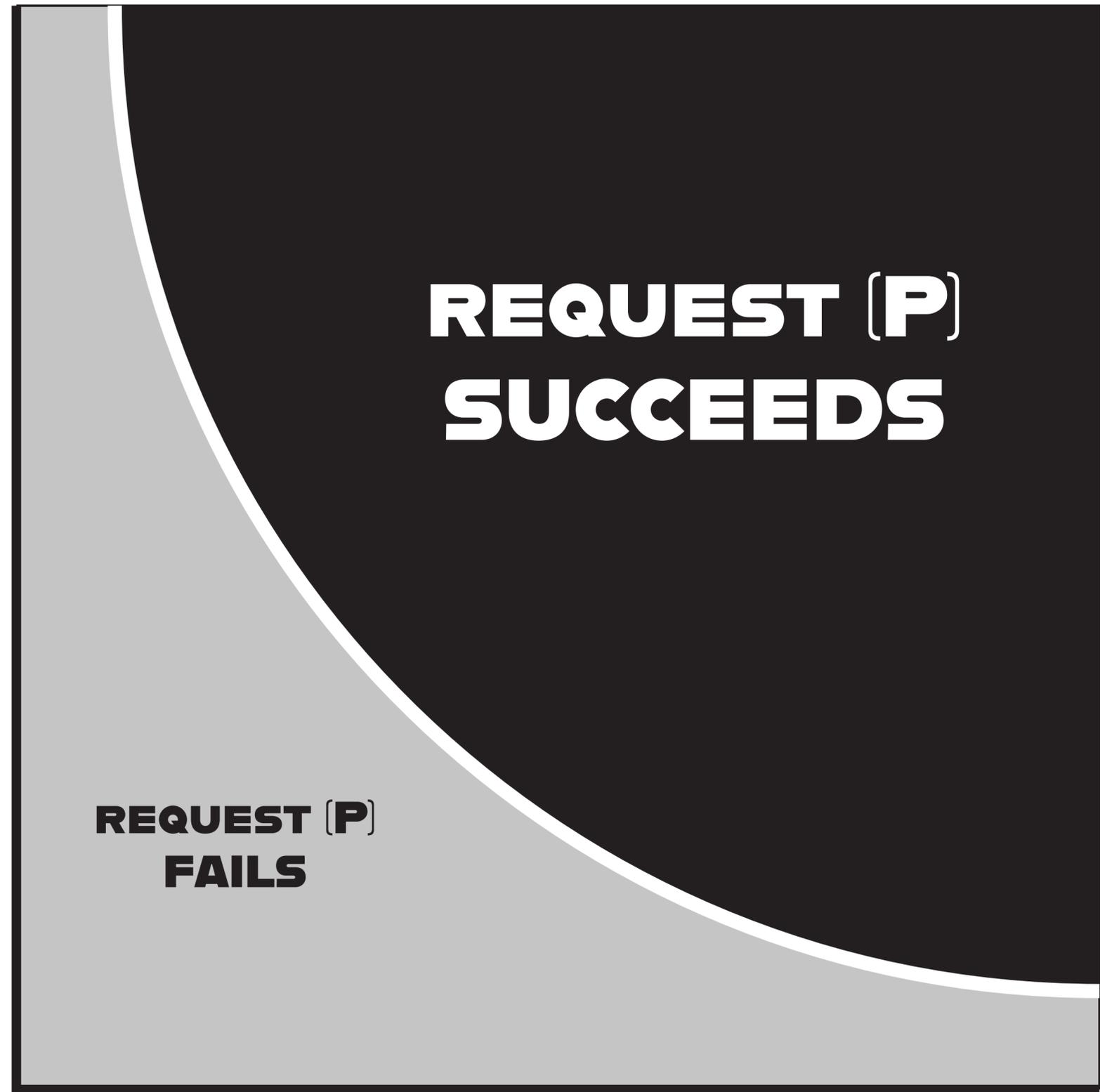


SMART

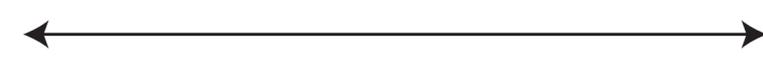
**HIGH
MOTIVATION**

MOTIVATION [M]

**LOW
MOTIVATION**



HARD TO DO



EASY TO DO

ABILITY [A]



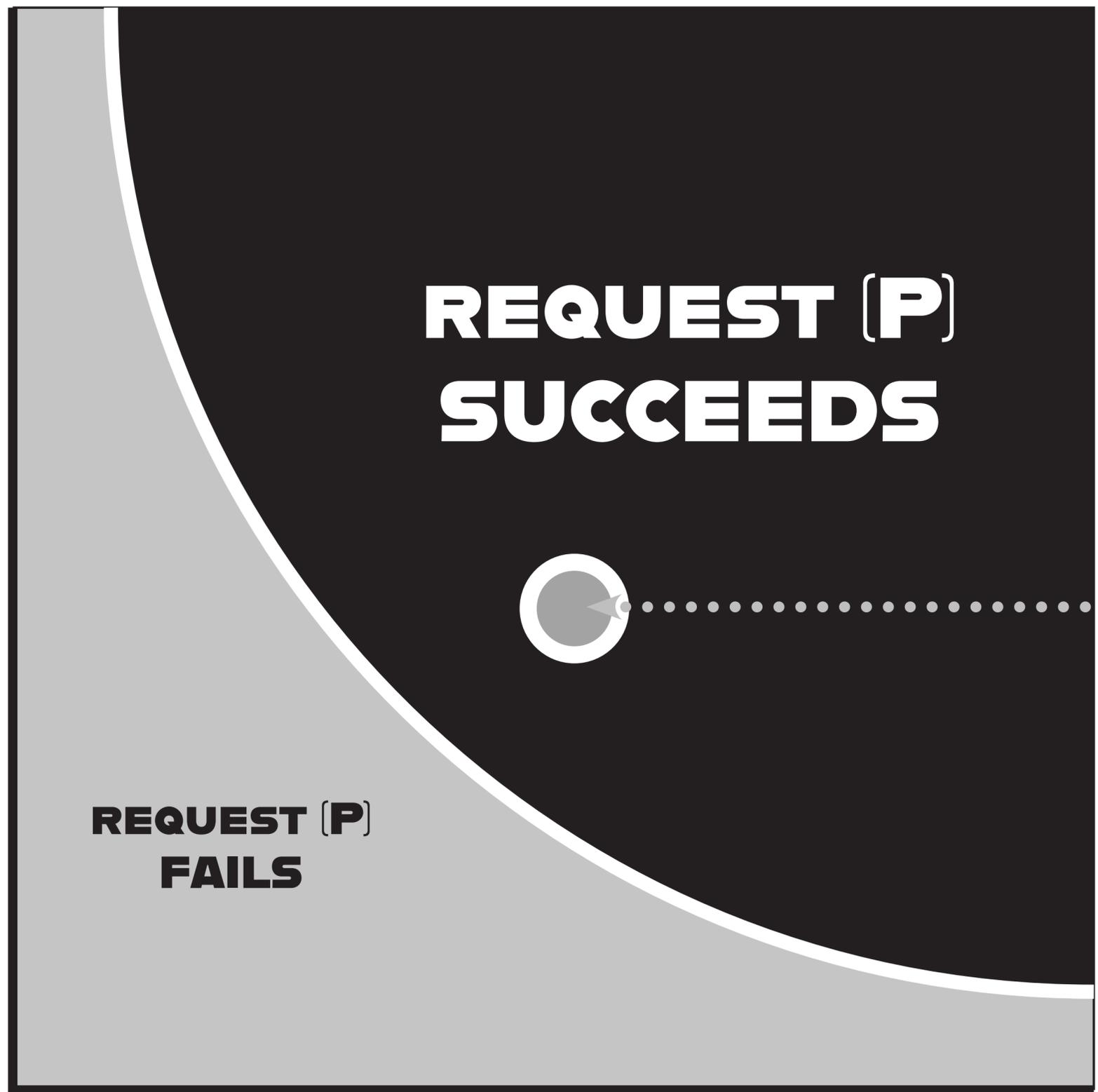
**MOTIVATION
IS TIED TO
IDENTITY**

**HIGH
MOTIVATION**

MOTIVATION [M]



**LOW
MOTIVATION**



**REQUEST [P]
SUCCEEDS**

**REQUEST [P]
FAILS**

**SUFFICIENT
MOTIVATION AND
ABILITY REQUIRES A
REQUEST TO ACT**

HARD TO DO ←————→ **EASY TO DO**
ABILITY [A]

1 KNOW THE AUDIENCE

understand their values and attitudes

2 POSITIVE VISIONS

talk about what's on the other side

3 CONNECT TO VALUES

show how the request relates to their existing identities

4 PROGRESS NOT PERFECTION

reward small, incomplete victories

5 CREATE NEW MYTHS

sustainable cultural myths offer a guide for the future

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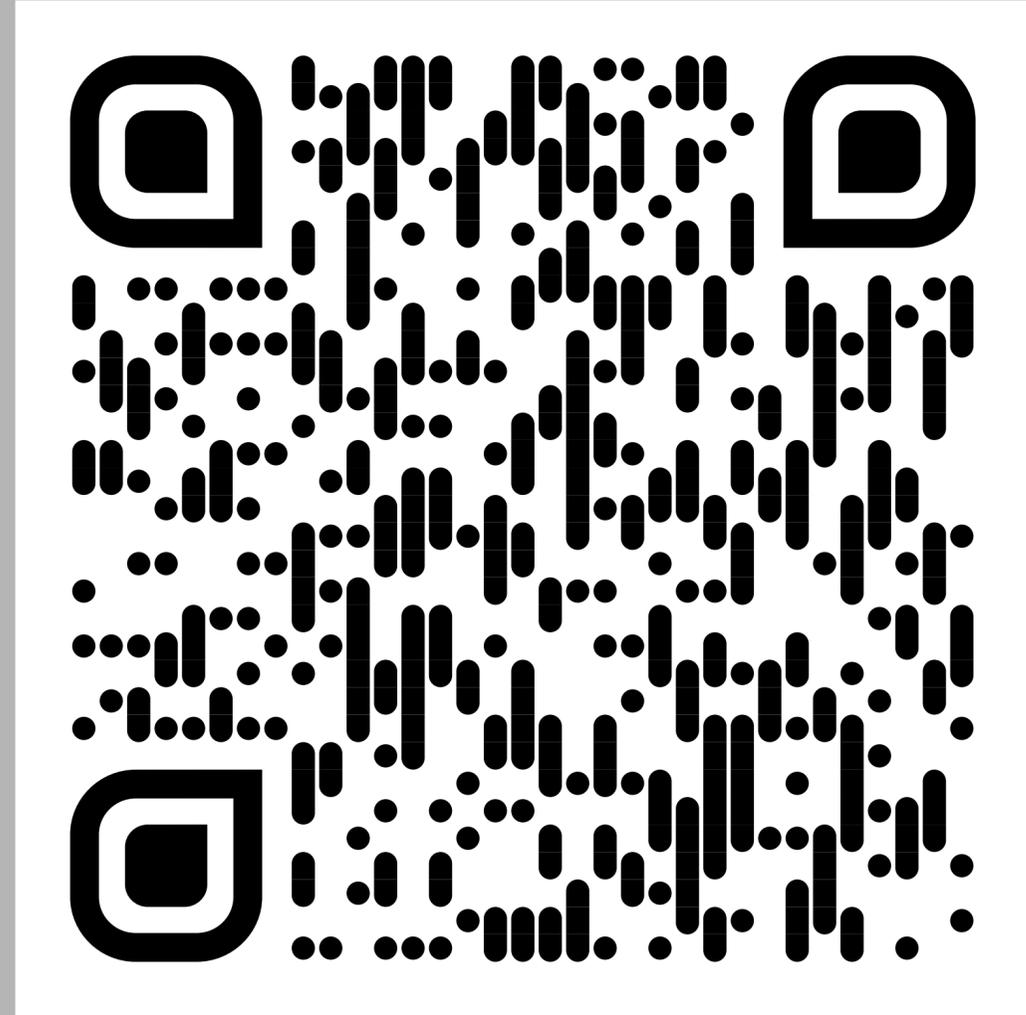
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scan the QR code for more
resources on effective
communication strategies for
behavior change.



THANKS