

Leading Audiences to Take Action!

A New Approach from the Field of Conservation Psychology



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American Public Gardens Association
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Mission & Vision

Mission

- The Santa Barbara Botanic Garden fosters the conservation of California's native plants through our gardens, research, and education, and serves as a role model of sustainable practices.

Vision

- The Santa Barbara Botanic Garden envisions a world where society understands the interdependency between people and plants, and acts to preserve the natural world

*“Education is not the filling of a pail,
but the lighting of a fire” Plutarch*



Backcountry Adventure



Conservation Psychology

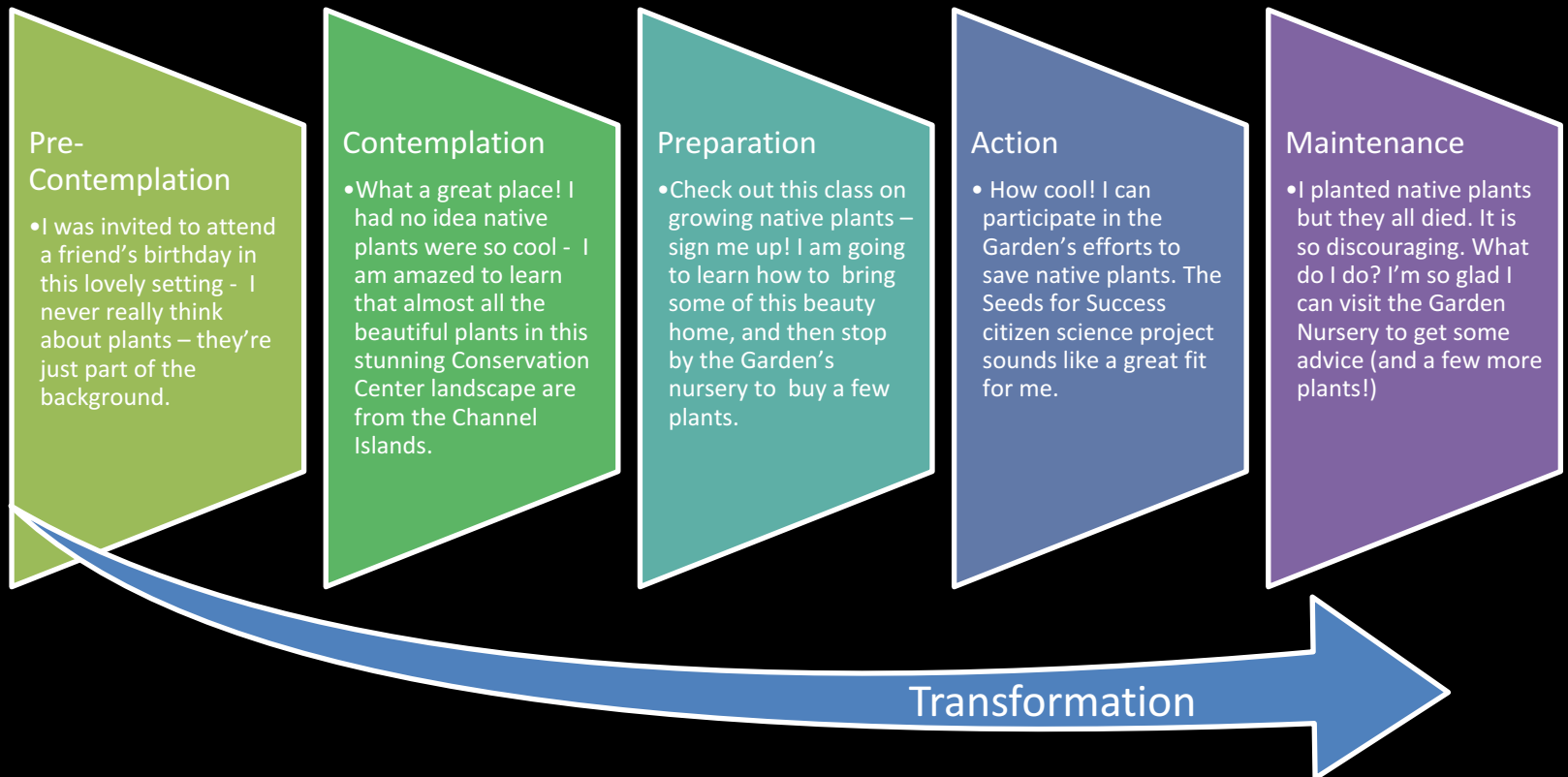
The scientific study of the reciprocal relationships between humans and the rest of nature, with the goal of encouraging conservation of the natural world

- Combines fields of psychology and social marketing
- *Fostering Sustainable Behavior*: An introduction to community based social marketing, Doug MacKenzie-Mohr
- Antioch University Conservation Psychology Institute

Enable transformative experiences
by inspiring
the appreciation of native plants



Change Continuum



Pre-contemplation: Nothing needs to be changed

“Botanic garden? I came to see the giant Rubik’s cube!”

“My kid brought home a family pass. Why not check it out – it’s free fun!”

“I heard there was a cool art exhibit at that new Conservation Center.”



Contemplation:

Maybe something needs to be changed

“What a great garden! I didn’t know about all these beautiful native plants. They sure are worth protecting.”

“Maybe we could add a few of these fantastic easy to grow drought-tolerant native plants to our home garden.”



Preparation: I've got to do something about this – but what?

“This class about growing native plants looks great! I'm signing up!”

“How cool to see what is happening in the conservation lab. I could volunteer and learn more about how to protect California native plants.”

“ This sounds fun: I'll go to a Citizen Science meet-up and see how I can participate in one of these intriguing projects.”



Action: I'm working hard to change

"I'm taking the plant phenology training at the Garden. I'll be contributing to data collection about climate change."

"I'm taking out my front lawn, and replacing it with these beautiful, native, drought-tolerant plants."

"I'm going to join the X-Stream Science team, collect information about the plants and animals of Mission Creek, and staff a Discovery Station!"



Maintenance: I need a boost right now

“I planted natives, but they died. I’m so glad the Garden nursery staff offers advice and encouragement, or I might give up!”

“It’s great the Garden offers such memorable trips to the Channel Islands – it motivates me to continue volunteering for restoration efforts to remove invasive plants.”



Connecting the Dots: Education & Interpretation



Garden Interpretive Master Plan



*“Education is the most powerful
weapon that you can use to change
the world.” Nelson Mandela*



The Challenge

- How do we MOVE people along the behavior change continuum, from one level to the next?
- No program can take people through all the stages.
- Handout
 - What are you doing in each change category?
 - Some activities can be in more than one category
 - KEY: What are some strategies to move people along the change continuum?

Behavior change handout on the back table. If they run out (thanks for your enthusiasm!), please email me for a copy. Please put 'change' in the subject line.

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