



Waterways: behaviour change

Name

Creating the message

<p>How will you create your positive message? <i>What are the words or actions that will motivate your audience?</i></p>	<p>How can you encourage others to change their behaviour? <i>Think about what motivates you to change? How could this help motivate others?</i></p>
<p>Who do you want to influence? <i>Who is your audience and what do they respond to?</i></p>	<p>How can you use the data collected from your clean-up activity to help create your behaviour change message? <i>What rubbish did you collect most and least of?</i></p>
<p>What is the impact of the rubbish you collected on wildlife and their habitat? <i>What do you know about the animals and plants in your environment?</i></p>	<p>How can you communicate these important messages? <i>You could create a poster, social media post, art display made from collected rubbish, a performance or a newspaper article.</i></p>





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What are the next steps in communicating your message?

Steps	Actions
<p>Who will deliver your message? <i>Who are the key players in your team? Who else can you involve?</i></p>	
<p>Where and when will you deliver it? <i>What special events are coming up? What will best suit your audience?</i></p>	
<p>How will you know it's a success? <i>What can you measure?</i></p>	
<p>What can you improve for next time? <i>What worked well and what didn't?</i></p>	

