Beyond the Data:

Tools for moving conservation agriculture from knowledge to action

Conversation

Your story
Getting to know farmers
>Motivational interviewing
Client Discovery
>Farmer personas

Influencing Action

Selecting priority actions: Benefits & Barriers
Science of behavior change
Supporting change: 6 factors of Influence

Clarifying the Message

Design Essentials
Communications Design: 35 Tools

Risk Communication

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NORTH CENTRAL SARE Sustainable Agriculture Research & Education

N EXTENSION

Your Story

How do you know your work is worth doing? (Mission, practice benefits...)

What individual, experience, or observation taught you that?

What is that story?

What did you learn from that? How were you changed?

How do you want to advance thinking/ make a change?

Conservation Mad Lib

I want to tell you a little about (who/what taught me)

You see, (who/what) taught me (story of how I changed)

Because I believe (why my work is worth doing)

If more people only understood (how I want to make change)

Our Story

What values and experiences do we share?

Which of these shared values move farmers toward conservation?

What is in it for farmers to adopt conservation?

Why are farmers well positioned to lead in conservation?

Story of Now

What is the change you want to make?

What is the hope or motivating goal behind that change?

What choice are we calling farmers to make?

What can be achieved if we act?

What is the first step?

Farmer persona: Conservationist

Name: Sarah   Age: 30

Quote: "Let's give it a try and see what happens."

Motivations: Willing to try new things and practices that seem different if they could help the land in the long run.

Goals: Take the best care of their land for the present and future.

Trusted advisors: Conservation groups, NRD, and sometimes ag tech companies and researchers

They have a strong conservationist identity, are highly interested in innovative conservation approaches, and have strong noneconomic conservation motivations. They also had the highest self-rated quality of life, both past and future.

Opportunities: have these farmers speak to others about agronomic and economic lessons learned.

Farmer persona: Traditionalist

Name: Paul   Age: 72

Quote: "This is how we've always done it."

Motivations: Keep their farm's status quo.

Goals: Continue their family's legacy through their farm.

Trusted advisors: Family, neighbors, and commodity groups.

Traditionalists appear to be the least conservation oriented, least trusting of conservation information sources, and perceive the highest levels of agronomic and economic barriers to conservation practice adoption.

Opportunities: Address perceived agronomic and economic barriers and low conservation efficacy. They also had the highest scores on the social (e.g., neighborhood expectations) and regulatory (e.g., comply with farm program requirements) motivations. Suggests engagement strategies employing local opinion leaders, particularly those connected with commodity groups.

Farmer persona: Deliberative

Name: Julie   Age: 50

Quote: "That sounds like an interesting idea, but I need more information."

Motivations: They care about conservation but are hesitant to make changes that could negatively impact their farm.

Goals: Caring for their land while still producing high quality crops.

Trusted advisors: Conservation groups, NRD, community leaders, scientists

Deliberative group had high levels of trust in sources of conservation information and a high rating of potential benefits from conservation practices, yet low levels of interest in innovative conservation approaches and high levels of perceived agronomic and economic barriers to conservation practice adoption.

Opportunities: This points to a gap between awareness and capacity and suggests opportunities for trusted entities to focus outreach on increasing efficacy and addressing barriers, especially around conservation-focused practices.

Farmer persona: Productivist

Name: Jason   Age: 42

Quote: "How will that policy/practice impact my yield?"

Motivations: Keep their decision-making power on their farm so they can make choices that improve yield and profit.

Goals: Maximize yield and profit

Trusted advisors: Crop consultants

They are highly focused on yield and profit maximization, and are confident in their capacity to manage. They are also most concerned about potential negative impacts of farm policy and the economics of commodity production and report the lowest levels of self-rated future quality of life.

Opportunities: Address yield and profit considerations with conservation agriculture and highlight risk management options.

Audience analysis– customer discovery

Persona name: _____

Picture:	Interests	Powers
Quote:		
Age:	Goals:	Daily Routine:
Profession:		
Bio:		
	Likes/Dislikes:	Motivations:

Idea Ranking

Idea 1:

Impact
(low impact) —————————————————— (high impact)

Innovation
(status quo) —————————————————— (innovative)

Urgency
(not urgent) —————————————————— (extremely urgent)

Ease
(hard) —————————————————— (easy)

Passion
(not excited) —————————————————— (very excited)

Idea 2:

Impact
(low impact) —————————————————— (high impact)

Innovation
(status quo) —————————————————— (innovative)

Urgency
(not urgent) —————————————————— (extremely urgent)

Ease
(hard) —————————————————— (easy)

Passion
(not excited) —————————————————— (very excited)

Idea 3:

Impact
(low impact) —————————————————— (high impact)

Innovation
(status quo) —————————————————— (innovative)

Urgency
(not urgent) —————————————————— (extremely urgent)

Ease
(hard) —————————————————— (easy)

Passion
(not excited) —————————————————— (very excited)

Benefits & Barriers

Consider:	New Action:		Status Quo/ Competing Action:	
	Benefits	Barriers	Benefits	Barriers
Relative Advantage Expected benefits vs cost of change.				
Compatibility Consistent with values, needs, experiences.				
Simplicity: Perceived as easy to understand and use.				
Trialability: Ease of experimenting on a limited basis.				
Observability: How visible is change to others.				

Rogers, 2003

Benefits & Barriers

Type of behavior change: <u>Cover crops</u>

	Cover Crops		Fallow	
	Benefits	Barriers	Benefits	Barriers
Relative Advantage Expected benefits vs cost of change.	Soil health	Potential yield loss. Cost of seed, planting, termination Management time Learning curve		
Compatibility Consistent with values, needs, experiences.	Stewardship identity. Growing crops identity.	How to plant & terminate? Timing/Labor. Equipment Rental arrangements		
Simplicity: Perceived as easy to understand and use.	Can choose single cover crop species.	New crops. Adds uncertainty to diseases, irrigation. Adds complexity to key seasons (harvest & planting). Adds more of year to be making decisions, watching weather.		
Trialability: Ease of experimenting on a limited basis.		Takes several years to see. Monitoring impact: cost, soil, carry-over.		
Observability: How visible is change to others.	Easy to see non-growing season	Look bad germination/termination		

Source 1: PERSONAL MOTIVATION	Source 2: PERSONAL ABILITY

Source 3: Social Motivation	Source 4: Social Ability

Source 5: Structural Motivation	Source 6: Structural Ability

Message Design Case Study

How are they making it EAST?

    Easy:

    Attractive:

    Social:

    Timely:

What type of frames are they using? Moral frame? Positive/Negative frames?

Who is the messenger?

How effective has it been? What improvements would you suggest?

35 Tools TO BUILD YOUR MESSAGE

Strategies to Make it **Easy**

1. **Main point first** – we best remember the first and last things we hear.

2. **KISS** – break a complex action into the most basic steps. Only ask for their one next step.

3. **Reinforce repeatedly** – we hear something 7-10 times before we act.

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4. **Tell a story** – we best remember and identify with narratives.

5. **Rules of thumb** – create catchy, intuitive, basic guidelines.

6. **Analogy** – use a simple, vivid comparison.

7. **Defaults** - 'opt-in' for beneficial choices. 'Opt-out' for negative choices.

Strategies to Make it **Attractive**

1. **Framing** – Messages that cue people about shared values.

2. **Make it local.**

3. **Disclose outcomes** – emphasize the benefits and open about costs.

4. **Emotional affect** – what feeling will you convey.

5. **Personalized** – show you know and care.

_____

6. **Bright colors & photos**

7. **Novelty or rarity** – how is this unique.

8. **Conflict** – strategically show how the action is part of struggle.

9. **Human interest** – tell a story about a similar person's actions.

10. **Prominence** – how is action important.

11. **Scarcity** – is it only available to certain people, for a certain time

12. **Gamify** – make competitive, fun, low risk, with easy failure.

13. **Good behavior** - Remind people of their own past successes.

> " *People will forget what you said, people will forget what you did, but people will never forget how you made them feel.*
> — Maya Angelou

35 Tools TO BUILD YOUR MESSAGE

Strategies to Make it **Social**

1. **Opinion leaders** – messengers should be influential and most like audience.

2. **Social groups** – connect to other groups the audience identifies with.

3. **Ego** – how will actions allow to convey consistent, positive self-image.

4. **Cues** – show when there is success.

5. **Reciprocity** – provide value to the audience up front.

6. **Social norms** – emphasize the number of people already taking action.

7. **Identity** – allow audience to share their values with others.

8. **Accountability** – provide public acknowledgement of mutual responsibilities.

9. **Benchmarks** – data that shows how the person compares to others desired actions.

10. **Model actions** – allow audience to observe others' actions and practice.

Strategies to Make it **Timely**

1. **Immediate action** – provide a tool or action they can do right away.

2. **Commitments** – verbal, written, and public agreements to action.

3. **Pre-commitment** – Reward action up front, revoke if expectations are not met.

4. **Teachable moment** – provide information when they are ready to learn.

5. **Address time lags** – Bring long term benefits into the present.

> *We change best by feeling good, not feeling bad.*
> — B.J. Fogg

Campaign plan

Who do we want to reach? (Audience analysis/persona)	
What action do we hope they will do: (Benefits and Barriers)	
Ability goals: (6 sources abilities)	
Motivation goals: (6 sources motivations)	
Existing resources: (content, programs, etc)	
New resources needed:	