

Using Audience Segmentation to Improve Participation in Invasive Species Management



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To Design Effective Behaviour Change Interventions

- Define issue in human behavioural terms
- Understand your target audience
- Select appropriate tools for specific contexts
- Evaluate and reflect

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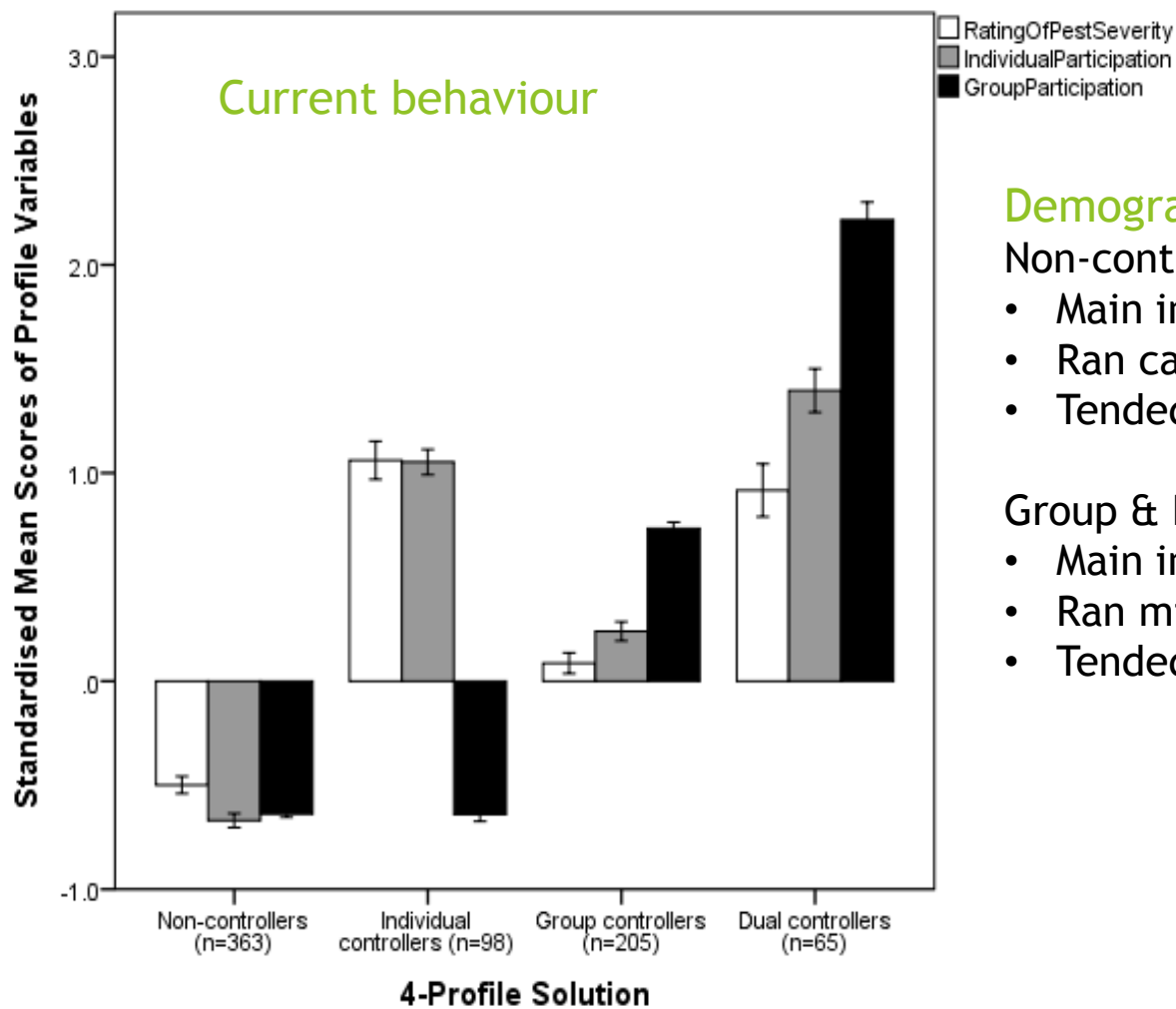


Segmenting your audience allows you to:

- determine who should be targeted
- optimise intervention design
- select best delivery methods
- ensure audiences engage



Random sample of 731 WA rural landholders



Demographics

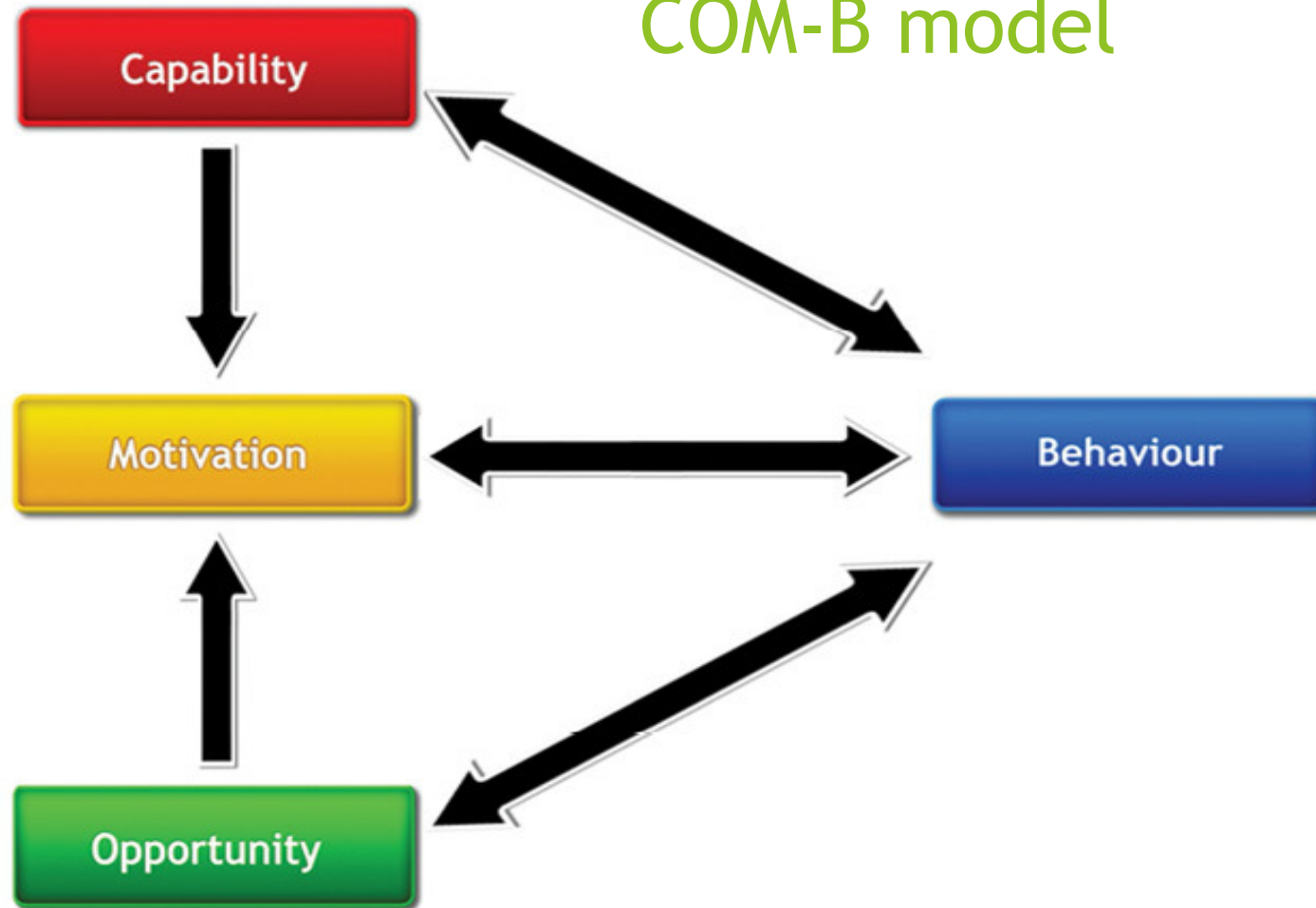
Non-controllers

- Main income off-farm
- Ran cattle only, 'other' or no enterprise
- Tended to be older

Group & Dual controllers

- Main income on-farm
- Ran mixed enterprises
- Tended to have larger properties (dual)

COM-B model



Michie et al.(2011). The behaviour change wheel: A new method for characterising and designing behaviour change interventions. *Implementation Science*, 6(42), 1-11.

Dual process theory of thought

System 1

Fast / Automatic

Emotional

- Impulses / Drives
- Habits
- Beliefs



System 2

Slow / Effortful

Logical

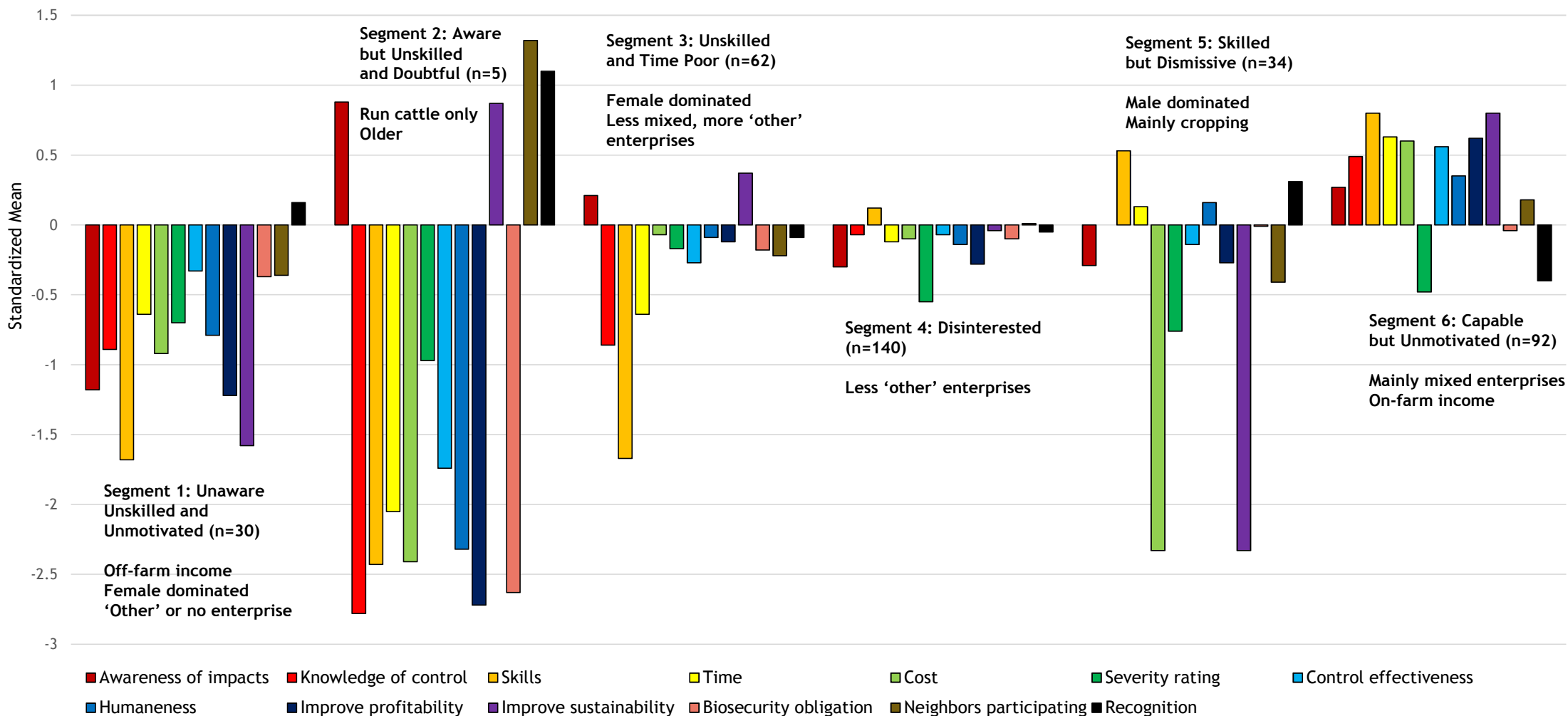
- Reflection
- Planning
- Problem solving



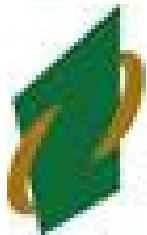
Link COM-B to appropriate techniques

	Education	Training	Enablement	Restriction	Environmental restructuring	Persuasion	Modelling	Incentives	Coercion
CAPABILITY									
Awareness of issue	✓	✓	✓						
Skills to perform behaviour	✓	✓	✓						
Confidence to effectively implement	✓	✓	✓						
OPPORTUNITY									
Availability of physical resources			✓	✓	✓				
Availability of technology			✓	✓	✓				
Social / cultural acceptability			✓	✓	✓				
MOTIVATION									
Values / Beliefs	✓					✓	✓		
Achievement of outcomes	✓					✓	✓	✓	
Community participation	✓					✓	✓	✓	✓

363 non-controllers



Funding Acknowledgements

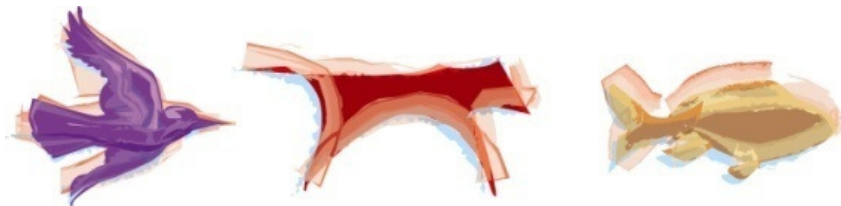


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