

The background of the slide features a close-up photograph of lush green, heart-shaped leaves and several light purple flowers with yellow centers, likely from a water hyacinth plant. The lighting is bright, creating highlights on the leaves and petals.

Identifying Stakeholders and Targeting Messages

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I-S Stakeholders

Stakeholders

 Those affected by I-S

 Those with influence over I-S issues

 Those who bear the costs

 Those who can do something about I-S

 Categories above can be divided into:

 Direct

 Indirect



What is Your Intent?

 Invasive species efforts might have various purposes:

 Creating general awareness

 Educating



 Changing behavior

 Prevention

 Mitigation



How do you change behavior anyway?






-  Many different theories (I stopped counting at 10.)
-  Different approaches fit different purposes and contexts



"Human behavior flows from three main sources: desire, emotion, and knowledge." Plato



Stages of Change Model

-  **Not on the Radar:** May or may not be aware; has no intent to make a change.
-  **Thinking About Changing:** Aware and thinking about making a change.
-  **Preparing to Change:** Recognizes need and intends to change the behavior soon.
-  **Action:** Has made a change and it has "stuck" for a short time.
-  **Maintenance:** Changed behavior is maintained.



Stages and Roles

Not on the Radar

- 🐚 Info/knowledge
- 🐚 Examples
- 🐚 Publicity

Thinking About Change

- 🐚 Alternatives
- 🐚 Cost/benefit info
- 🐚 Anecdotes

Preparing to Change

- 🐚 Demonstration
- 🐚 Specifics re "How To"
- 🐚 Technical assistance

Action

- 🐚 Incentives/rewards
- 🐚 Help - teams/groups
- 🐚 Adaptations

Maintenance

- 🐚 Follow-up & Feedback
- 🐚 Recognition



Example Message Strategies

- Use vivid, personalized info when possible - target different interests separately
- Identify any potential monetary loss implications - direct or indirect
- Summarize/simplify complex information (but make the detail available)
- Present choices when possible



Pulling it Together

Stages of Change

Stakeholder

Not on
Radar

Considering
Acting

Planning
to Act

Taking
Action

Maintaining



Pulling it Together

Stakeholder	Stages of Change				
	Not on Radar	Considering Acting	Planning to Act	Taking Action	Maintaining
Non-ag rural landowners					
Lake shore landowners					
Municipal officials					



Pulling it Together

Stakeholder	Stages of Change				
	Not on Radar	Considering Acting	Planning to Act	Taking Action	Maintaining
Non-ag rural landowners	<ul style="list-style-type: none"> •Info •Examples •Publicity 	<ul style="list-style-type: none"> •Alternatives •Cost/benefit •Anecdotes 	<ul style="list-style-type: none"> •Demos •How To •Assistance 	<ul style="list-style-type: none"> •Incentives •Help •Adaptations 	<ul style="list-style-type: none"> •Feedback •Recognition
Lake shore landowners	<ul style="list-style-type: none"> •Info •Examples •Publicity 	<ul style="list-style-type: none"> •Alternatives •Cost/benefit •Anecdotes 	<ul style="list-style-type: none"> •Demos •How To •Assistance 	<ul style="list-style-type: none"> •Incentives •Help •Adaptations 	<ul style="list-style-type: none"> •Feedback •Recognition
Municipal officials	<ul style="list-style-type: none"> •Info •Examples •Publicity 	<ul style="list-style-type: none"> •Alternatives •Cost/benefit •Anecdotes 	<ul style="list-style-type: none"> •Demos •How To •Assistance 	<ul style="list-style-type: none"> •Incentives •Help •Adaptations 	<ul style="list-style-type: none"> •Feedback •Recognition



Think Segments/Think Mix

- At what stage(s) of change are our primary audiences?
 - You likely don't have the luxury of tailoring to many sub-groups.
- What mix of messages/approaches fits the needs of our primary audiences?
 - General info
 - How to's
 - Demos
 - Publicity
 - Recognition, etc.





The End