

Recycling Behaviors

Invest. Educate. Reinforce.



Adrian Hernandez, M.S.

- Councilmember Position 4, City of Pearland, TX
- Executive Director, Keep Pearland Beautiful

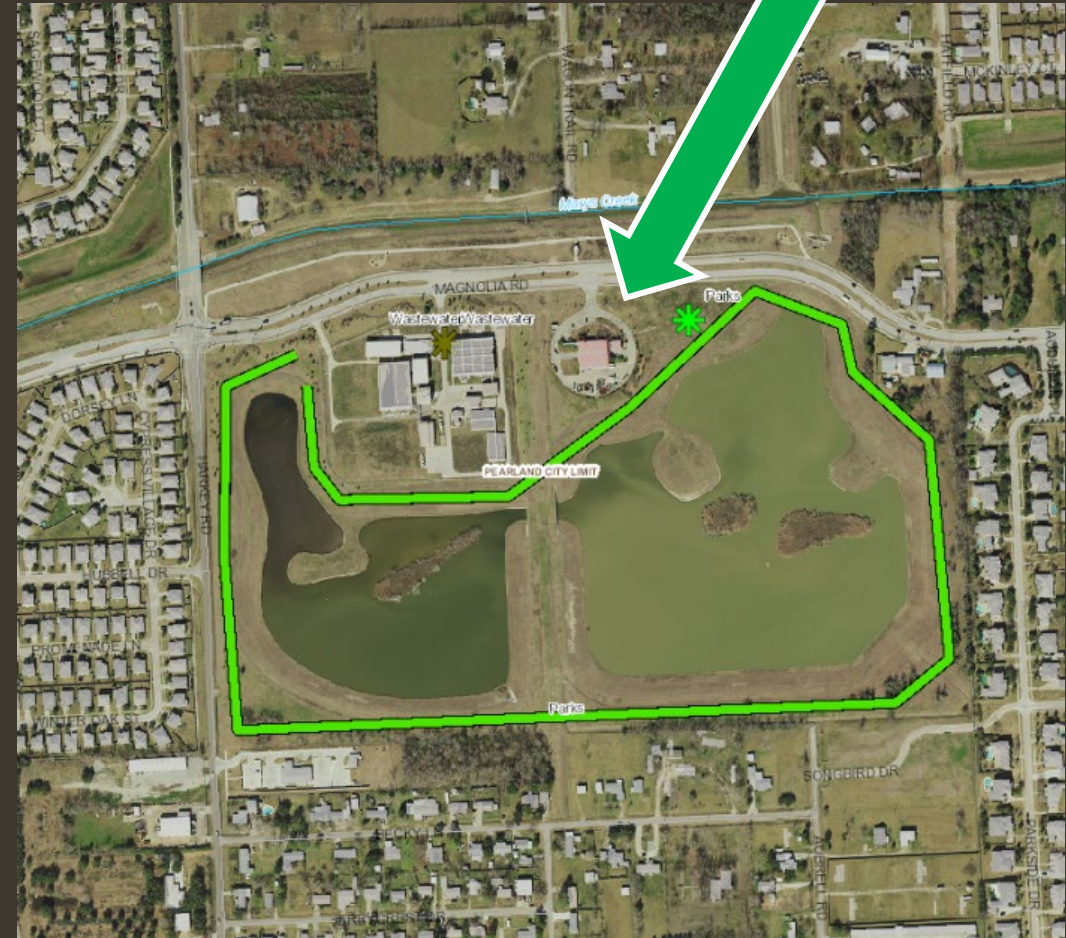


Founded in 1982 as Clean Pearland.

Assumed operation of city recycling center in 2016.

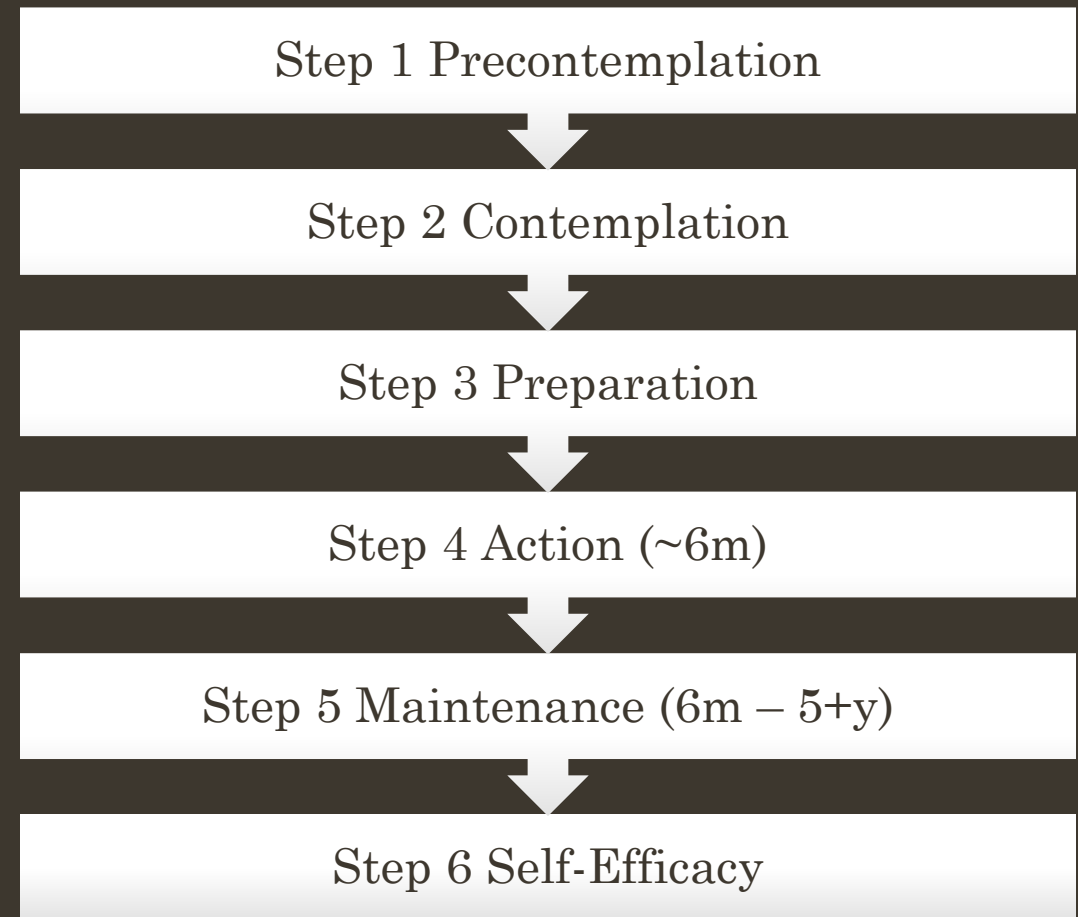
Serves 4 counties, 30+ cities...
~4,500 – 5,000 cars monthly.

Stella Roberts
Recycling Center



Invest in Education

- Human behavior is influenced by a complex system of environmental inputs and relationships.
- Consistency is not just important, it's crucial. Don't be afraid to beat the same drum with different sticks.
- Short-term “fixes” are not helpful and may hinder overall progress in behavioral influence.
- Providing clear and accessible “steps” for people seeking information to become better recyclers. (TTM)



Educate your Constituency

- Understand that you are seen as an authority on recycling and environmentalism.
- Utilize high quality information at all times to not break trust with audience.
- Know where your audience lives. Go beyond demographics and understand psychographic profiles as well.
- Deliver dynamic content to appeal to all learning styles and scaffold to encourage mastery.



Educate your Constituency

Below is a table that illustrates the correlation between the method of instruction and the ability to recall:

	Recall 3 hours later	Recall 3 days later
Telling (when used alone)	70 percent	10 percent
Showing (when used alone)	72 percent	20 percent
<i>Blending of telling and showing</i>	85 percent	65 percent

Reinforce Behaviors

- Provide incentives to motivate individuals to adopt intended behavior.
- Provide opportunities to give constructive feedback and recognition. Do these separately for maximum impact.
- Be specific when communicating praise with your audience. Avoid temptation to compare behaviors.
- Vary methods and don't devalue achievements. Appreciation vs Recognition.
- **WORK TOGETHER!** Build partnerships to increase effectiveness.

Socio-Ecological Model



Questions?

Adrian Hernandez

E-Mail: adrian@mykpb.org

Phone: (281) 489-2795

