Tools of Change

Web-Based Social Marketing Resources (2023)

Compiled by Jay Kassirer, Tools of Change, and Cullbridge Marketing and Communications
Last updated and all links checked in March 2023

Introduction and Search Terms

The following is online Social Marketing resources are the ones recommended as Topic Resources on www.toolsofchange.com. All links were verified and updated in March 2023. Our website focuses on particular environment, health and safety topics; the following resources reflect that focus. This is *not intended* to be a comprehensive listing of all online Social Marketing resources. We invite additions that relate to our website's planning guide, tools and/or topic areas, as described immediately below on this page. You may find it helpful to use these words as *search terms* when searching this document.

- Topic Areas
  - *Environment:* Clean air, Climate change, Energy, Indoor environments, Pollution Prevention, Sustainable agriculture and wildlife conservation, Sustainable landscaping, Transportation, Waste, Water
  - *Health Promotion*: Active living, AIDS, Cancer, Environmental health, Fitness, Heart health, Indoor environments, Nutrition, Obesity, Sexual health, STBBIs, Tobacco
  - *Safety*: Bullying, Crime, Occupational health & safety, Road safety, and Violence

- Planning Guide: Setting objectives, Developing partners, Getting informed, Targeting the audience, Choosing tools of change, Financing the program, and Measuring achievements.

- Tools of Change: Building motivation, engagement and habits over time, Feedback, Home visits, Incentives, Mass media, Neighborhood coaches and block leaders, Norm appeals, Obtaining a commitment, Overcoming specific barriers, Peer support groups, Prompts, School programs, Vivid personalized credible empowering communication, Word-of-mouth, and Work programs.

We use the definition of *Social Marketing* endorsed by the Boards of iSMA, ESMA, AASM and SMANA, which is as follows.
- Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviours that benefit individuals and communities for the greater social good.

- Social Marketing practice is guided by ethical principles. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programmes that are effective, efficient, equitable and sustainable.

Blogs

The following list identifies a few blogs that are most relevant to Social Marketing, have strong content, and also have good topic search capabilities (topic indexes and/or strong keyword search displays.)

Name and URL	Focus	Comments
Behavior Change for Nature		• Offers perspectives from the frontlines of environmental, social and behavioral change • https://medium.com/in-rare-form
Beyond Attitude	Community-Based Social Marketing, Environment	• Covers such topics as obtaining a commitment, norm appeals, overcoming specific barriers, and prompts. By Ken Donnelly. www.beyondattitude.com/
On Social Marketing and Social Change	Health	• This blog by Craig Lefebvre covers such topics as audience research, behavioral design, distribution channels, media trends, mobile thoughts, obesity prevention, physical activity (active living, fitness), research methods, sexual health, social media, and tobacco https://socialmarketing.blogs.com/ • Predominantly health focused (has index pages for obesity prevention, physical activity, sexual health and Tobacco)

Listservs

Name and URL	Focus	Comments
Fostering a Sustainable Behaviour	Environmental social marketing	• To read and/or join, go to www.cbsm.com
Social Marketing Listserv	Social marketing	• Managed by SMANA on behalf of the allied professional associations listed below. • To read and/or join, go to https://groups.google.com/g/soc-mktg

Professional Associations

- The **International** Social Marketing Association (iSMA) is a federation of individuals and regional member associations. By becoming a member, you join a federation of social marketers from around the world, gaining access to resources such as blogs, conference discounts, listservs, newsletters, online training, free access to Social Marketing Quarterly, and iSMA webinars. iSMA has regional associations in Africa, Australia, Europe, Latin America, and North America. You are encouraged to join through your regional association, which will offer additional locally relevant resources. https://isocialmarketing.org/
- **Africa** Social Marketing Association (no website as of July 2021)
- Asociación **Latinoamericana** de Mercadeo Social (LAMSO) http://www.mercadeosocial.org/
- **Australian** Social Marketing Association (AASM) https://aasm.org.au/
- **European** Social Marketing Association (ESMA) https://europeansocialmarketing.org/
- Pacific **Northwest USA** Social Marketing Association (PNSMA) https://pnsma.org/
- Social Marketing Association of **North America** (SMANA) https://smana.org/

The following are some of the key documents and guidelines developed by these associations.

- Consensus definition of social marketing
- Academic competencies for social marketing
- Consensus Principles and Concepts Paper 2017
- Social Marketing Evidence of Effectiveness 2018
- Code of Ethics 2020

Social Marketing Journals

Name	URL
Journal of Social Marketing	- **http://www.emeraldinsight.com/journal/jsocm**
Social Marketing Quarterly	- **https://journals.sagepub.com/home/smq**

Websites, PDFs

Resource	Focus	Comments and URL
Accelerating Movement Through the Stages of Change for Forest Conservation: a best practice literature review and synthesis	Stages of change, Forest management, Sustainable agriculture	• Documents how to accelerate the movement from one stage of change to the next. The report has three main sections: (1) an introduction to Stages of Change theory, (2) recommendations for accelerating movement at each stage of change, and (3) recommendations for measuring movement from one stage to the next. • https://www.researchgate.net/publication/318421816_Accelerating_Movement_Through_the_Stages_of_Change_for_Forest_Conservation_a_'best_practice'_literature_review_and_synthesis
Active Living for Canadians with a Disability	Active living, Heart health	• Contains guidance on creating accessible and inclusive recreation and sport opportunities for those with disabilities. • https://ala.ca/canadian-practices-in-inclusive-recreation
Ad Council	Environment, Health, Safety	• Covers American radio and TV public service ads (PSAs) on a wide range of topics • www.adcouncil.org
Air Quality and Behavioral Impacts of Anti-Idling Campaigns in School Drop-Off Zones	Air, Environmental health, Transportation	• The authors studied two anti-idling campaigns in Salt Lake County, Utah to understand if reduced engine idling leads to behavioral change and subsequent reduction in traffic-related air pollution exposure of the related school. They found a 38% decrease in idling time following an anti-idling campaign and an 11% decrease in the number of vehicles idling at the school drop-off zones. http://www.mdpi.com/2073-4433/13/5/706/pdf

American Council for an Energy-Efficient Economy (ACEEE) – Behavior and Human Dimensions	Energy	• Provides research reports on ways users can change their behavior to save energy, and ways that these behaviors can be encouraged and amplified. Some examples follow. https://www.aceee.org/program/behavior
		    ○ Valuing Efficiency by Clicking on Energy Efficient Real Estate Listings: A controlled experiment. This 2020 study found that voluntary labeling programs, in which only the most efficient homes receive labels, are less effective than programs where all homes are labelled.
		    ○ After the Audit: Improving residential energy efficiency assessment reports. This 2019 study suggests a number of strategies that assessors can use to increase the chances that customers will follow through on their recommendations.
		    ○ How to Talk about Home Energy Upgrades (2017)
		    ○ Energy Behavior Change Programs: Status & Impacts This 2016 report reviews the variety of energy behavior program options, and the degree to which they successfully change behavior and save energy.

Association for Commuter Transportation	Transportation	• This site offers information for TDM practitioners, including a library of TDM plans, market research summaries (USA), and related reports. Monthly webinar recordings are available to the public six months after presentation. https://www.actweb.org/
Association for Commuter Transportation of Canada	Transportation	• This site offers information for TDM practitioners in Canada, including presentations from the association's annual TDM Summits, tools and resources for National Rideshare Week, research into the TDM business case, and ways to enhance TDM through the development approval process. www.actcanada.com

Resource	Focus	Comments and URL
Banning Fossil Fuel-Related Advertising	Air, Climate, Environmental health, Pollution prevention	• Both France and the City of Amsterdam have now banned fossil fuel-related ads. In 2022, France became the first country in the world to ban adverts for fossil fuel-related products. Ads for natural gas were allowed until the new rules came into effect in June, 2023. In 2021 the City of Amsterdam became the first city in the world to ban ads from fossil fuel and aviation companies. Car and air transport products and services running on fossil-fuels could no longer be advertised in the city centre and city subway stations. http://www.euronews.com/green/2022/08/24/france-becomes-first-european-country-to-ban-fossil-fuel-ads-but-does-the-new-law-go-far-e • See also http://policyoptions.irpp.org/magazines/october-2022/the-case-for-banning-fossil-fuel-ads/ • *Note:* Advertising restrictions are also being used for junk food. For more details, see this resource listing.
Barriers and Facilitators to HIV Prevention Interventions for Reducing Risky Sexual Behavior Among Youth Worldwide	AIDS and STBBIs	• This open-access, mixed methods systematic review synthesizes global evidence on barriers and facilitators to HIV prevention interventions for reducing risky sexual behavior among youth based on peer-reviewed quantitative, qualitative or mixed methods studies. http://bmcinfectdis.biomedcentral.com/articles/10.1186/s12879-022-07649-z
Behavioral Scientist	Environment, Health	• Behavioral Scientist is a non-profit digital magazine that offers readers original, thought-provoking reports from the front lines of behavioral science. Behavioral topics include: business, culture, education, environment, government, health, history, law, science, society, and technology. • https://behavioralscientist.org/
Behaviour Change Techniques in Cardiovascular Disease Smartphone Apps to Improve Physical Activity and Sedentary Behaviour: Systematic Review and Meta-Regression	Active Lining, Fitness, Heart health	• This systematic review compares the efficacy of various behavior change techniques used in smartphone app interventions for improving physical activity and sedentary behavior in people with cardiovascular disease. The review searched six databases (Medline, CINAHL Plus, Cochrane Library, SCOPUS, Sports Discus, EMBASE) from 2007 to October 2020. Forty behavior change techniques were identified across the 19 included app-based interventions. The techniques that had larger positive associations with increasing physical activity focused on the practical skills of behavior change and belonged to the 'goals and planning', 'feedback and monitoring', 'repetition and substitution' and 'social support' categories. Negative impacts were found when monitoring behavioral outcomes and physiological responses not directly related to physical activity (e.g. blood pressure), which may have shifted participants' attention away from the desired behaviors themselves. http://ijbnpa.biomedcentral.com/articles/10.1186/s12966-022-01319-8
Behaviour Change Techniques in Brief Interventions to Prevent HIV, STI and Unintended Pregnancies: A systematic review	AIDS/HIV, STBBIs, Contraception	• This guideline recommends the use of brief behaviour intervention and communication programmes to promote sexual health and to prevent HIV, STIs, and unintended pregnancies in primary health services, particularly sexual and reproductive health services. Based on a review of 37 included studies. • http://www.ncbi.nlm.nih.gov/pmc/articles/PMC6159869/
Behaviourally Effective	Sustainable agriculture and	• Includes recommendations for developing new communications strategies and evaluating current communications against best-practice behaviour change principles. https://community.invasives.com.au/wp-

Resource	Focus	Comments and URL
Communications for Invasive Animals Management: A Practical Guide	wildlife conservation, Sustainable landscaping	content/uploads/sites/4/2020/07/InvasiveAnimalsCommsGuide2015_web.pdf
Best Workplaces for Commuters	Transportation	• This site offers extensive case studies, tools, resources, and research related to workplace commuting initiatives. The Best Workplaces for Commuters program provides national recognition for qualifying employers in the United States. http://www.bestworkplaces.org
Bike Lanes Key to Reducing Traffic Congestion	Transportation	• Efforts to reduce the environmental impacts of transportation infrastructure have generally overlooked many of the efficiencies that can be obtained by considering the relevant engineering and economic aspects as a system. … More bicycle trips mean fewer car trips, which can mean less congestion for people in cars and buses. But when bicycle use rises but cities don't add bike lanes, traffic congestion actually gets worse. "Quantifying the total cost of infrastructure to enable environmentally preferable decisions: the case of urban roadway design." http://iopscience.iop.org/1748-9326/8/1/015028/article
Bike Train Planning Guide ("Bicycling to School Together")	Transportation	• A Bike Train is an organized bike ride to and from school. It is supervised by chaperones who work with students to assure everyone's safety and fun. Students may begin cycling to school from one designated location or be picked up at designated stops along the way. • http://www.walkbiketoschool.org/wp-content/uploads/2017/01/SRTS_BikeTrain_final.pdf
Blueprints for Healthy Youth Development	Bullying, Crime, and violence prevention	• This is a registry of scientifically proven and scalable interventions that prevent or reduce the likelihood of antisocial behavior and promote a healthy course of youth development and adult maturity. Published by Centre for the Study and Prevention of Violence at the University of Colorado. http://www.blueprintsprograms.org/
Both Diet Change and More Efficient Farming Practices Required for Sustainability	Climate change, Nutrition, Sustainable agriculture	• Changing consumers' diets and using more efficient farming methods globally are both essential to stave off irreversible damage to the environment, a new study says. http://www.sciencedaily.com/releases/2017/06/170615213258.htm
Brief Interventions to Prevent Sexually Transmitted Infections Suitable for In-Service Use: A systematic review	AIDS/HIV, STBBIs	• A small number of interventions were found to be effective in reducing Sexually Transmitted Infections (STIs) among young people and in promoting self-reported STI-risk behavior change in men who have sex with men. https://www.healthevidence.org/view-article.aspx?a=interventions-prevent-sexually-transmitted-infections-suitable-service-29840
Bringing the Concept of Climate-Smart Agriculture to Life	Climate change, Sustainable agriculture	• This report offers the most complete overview to date of agricultural technologies considered climate-smart around the world, including specific barriers to their adoption. http://ciat.cgiar.org/wp-content/uploads/COP_CSA_Synthesis_ToPrint.pdf
Calling Climate Change a 'Crisis" May Not Do What	Climate change	• Focusing on and using terms like "climate emergency" and "climate crisis" can backfire if they increase fear, decrease efficacy beliefs and hope, and reduce news credibility. https://link.springer.com/article/10.1007/s10584-

Resource	Focus	Comments and URL
You Think		021-03219-5
		• See also
		o https://grist.org/language/calling-climate-change-a-crisis-or-emergency-stu/
		o https://behavioralscientist.org/we-need-to-change-the-way-we-talk-about-climate-change/
Campbell Collaboration	Crime, Nutrition	• Features systematic reviews that help people make well-informed decisions about the effects of interventions in crime and social justice, disability, nutrition, and social welfare. http://campbellcollaboration.org
Cancer Control P.L.A.N.E.T	Cancer, Environmental health, Tobacco	• Data and resources to help planners, program staff, and researchers design, implement and evaluate evidence-based cancer control programs. Includes sections on US state cancer profiles, research synthesis, programs, evaluation, and comprehensive plans. http://cancercontrolplanet.cancer.gov/
Cardiovascular Disease Prevention and Risk Factor Management Among Midlife and Older Adults	Active Living, Fitness, Heart health, Nutrition	• This scientific statement from the American Heart Association presents evidence of effective behavioral intervention programs that are feasible for adoption in primary care settings for cardiovascular disease prevention and risk management in middle-aged and older adults. It also highlights resources, practical approaches to appropriately engage and refer patients to these programs, and opportunities to enhance them. Based on a review of meta-analyses and systematic reviews of primary care feasible intervention trials published from January 2005 through July 2020. http://www.ahajournals.org/doi/10.1161/CIR.0000000000001026
CDC's Guide to Writing for social media	Mass media, Social media	• How to write more effectively for multiple social media channels, particularly Facebook, Twitter, and mobile phone text messaging. http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/GuidetoWritingforSocialMedia.pdf
CDC Center for Injury Prevention and Control	Bullying and violence, Crime, Injury, Occupational health and safety, Road safety,	• Provides resources on home and recreational safety, motor vehicle safety, violence prevention, traumatic brain injury and injury response http://www.cdc.gov/injury/
		• The Web-based Injury Statistics Query and Reporting System (WISQARS) is an interactive, online database that provides fatal and nonfatal injury data from a variety of sources. Researchers, practitioners, the media, and the public can use WISQARS data to learn more about the public health and economic burden of injury in the United States. Users can search, sort, and view the injury data and create reports, charts, maps, and slides. Users can filter by various attributes such as age, sex, race/ethnicity, and date. For transportation-relation injuries one can also filter for mode of transport of the person injured. Users can also filter for various types of assaults and injuries. The Cost of Injury Reports module provides cost estimates for injury deaths, hospitalizations, and emergency department visits where the patient was treated and released. It allows users to create reports of medical costs (e.g., treatment and rehabilitation), work loss costs (e.g., lost wages, fringe benefits, and self-reported household services), and combined costs (medical plus work loss) based on a number of variables including:intent and mechanism (cause) of injury, body region and diagnosis of injury, geographic location (for deaths only), sex, and age. http://www.cdc.gov/injury/wisqars/
		• See also "CDC Division of Violence Prevention"
CDC Division of Nutrition, Physical	Active living, Fitness, Heart	• Includes Social Marketing case studies and additional resources related to breastfeeding, nutrition, obesity, and

Resource	Focus	Comments and URL
Activity and Obesity	health, Nutrition, Obesity	physical activity. https://www.cdc.gov/nccdphp/dnpao/index.html • Interactive database provides national and state-level data about the health status and behaviors of Americans as well as environmental or policy supports. Categories include breastfeeding, fruits and vegetables, physical activity, sugar drinks, television watching, and obesity/weight. https://www.cdc.gov/nccdphp/dnpao

CDC Division of STD Prevention	Cost-effectiveness, HIV / AIDS, Sexual health, STBBIs	• Contains sections on Effective Interventions, Training, and Statistics https://www.cdc.gov/std/program/default.htm
		   o Effective Interventions (2016): https://www.cdc.gov/std/program/interventions.htm
		   o Guide to HIV Program Cost-effectiveness. This guide consists of two sections. The first section introduces the basic concept of cost-effectiveness analysis. The second section provides the sources of basic model inputs commonly used in the literature. Significant publications in the field and other related sources are also provided at the end. https://www.cdc.gov/hiv/programresources/guidance/costeffectiveness/index.html

CDC Division of Violence Prevention	Bullying and violence prevention,	• Contains links to Data Sources and sections on Prevention Strategies, Research, and Resources for each of the following topics: Adverse Childhood Experiences; Child Abuse and Neglect; Child Sexual Abuse; Elder Abuse; Intimate Partner Violence; Sexual Violence; and Youth Violence (including bullying). https://www.cdc.gov/violenceprevention/
		   o Characteristics of School-Associated Youth Homicides - United States, 1994-2018. Summarizes data from the U.S. School-Associated Violent Death Surveillance System. http://www.cdc.gov/mmwr/volumes/68/wr/mm6803a1.htm?s_cid=mm6803a1_w.
		   o Dating Matters®: Understanding Teen Dating Violence Prevention Training for Educators is a free, online course available to educators, school personnel, youth mentors, and others dedicated to improving teen safety and health. https://vetoviolence.cdc.gov/apps/datingmatters/
		   o Introductory online course on violence prevention at https://vetoviolence.cdc.gov/apps/main/home
		   o Technical Packages for violence prevention (best available evidence) https://www.cdc.gov/violenceprevention/communicationresources/pub/technical-packages.html .

CDC Heart Disease Communications Kit	Heart health, Nutrition, Tobacco	• This online kit includes social media messages, shareable graphics and videos. https://www.cdc.gov/heartdisease/communications_kit.htm
CDC Public Health Image Library	Health	• Provides photographs, illustrations, and multimedia files, with image collections for environmental health, natural disasters, anatomy, biological sciences, heart health, nutrition, chemicals and drugs, diseases (including AIDS) and organisms. Most of the images in the collection are in the public domain and are thus free of any copyright restrictions. http://phil.cdc.gov/phil/home.asp
CEE Energy Efficiency Program Library	Energy	• This public version of the CEE Behavior Program Summary provides a 2015 overview of members' behavioral programs and related evaluations. https://library.cee1.org/content/2015-cee-behavior-program-summary-public-version/
Centre for Climate Change Communications	Climate change	• The Centre's *Climate Change in the American Mind* program tracks and provides ongoing reports on public understanding of climate change and support for climate policies. Also works with specific intermediaries to

Resource	Focus	Comments and URL
		influence public dialogue on climate change (e.g., weathercasters, health professionals, and the EcoRight.) Based at George Mason University. https://www.climatechangecommunication.org/ • Debunking Handbook (2020): www.climatechangecommunication.org/wp-content/uploads/2020/10/DebunkingHandbook2020.pdf
Changing Climates of Conflict: A social network experiment in 56 schools	Bullying and violence	• This 2016 study with 56 schools (some acting as controls) demonstrates the power of peer influence for changing climates of conflict and suggests which students to involve in those efforts. By engaging a small set of students to take a public stance against typical forms of conflict at their school, the intervention reduced overall levels of conflict by an estimated 30%. https://www.pnas.org/content/113/3/566
Changing Transportation Behaviours: A Social Marketing planning guide	Active living, Fitness, Transportation,	• The guide's worksheets walk you through each step of the Social Marketing planning process, provide quick access to the key questions to ask, and link to associated recommendations for further details. www.toolsofchange.com/en/topic-resources/detail/103 • Available in French at https://www.researchgate.net/publication/312188770_Modification_des_habitudes_de_transport_Guide_de_planification_de_marketing_social
Child Trends: Research to improve children's lives	Bullying and violence, Children and youth, Health	• Child Trends is a leading American research organization focused exclusively on improving the lives of children and youth, especially those who are most vulnerable. Their website includes research briefs on: Child welfare, Early childhood, ECDC, Education, Families and parenting, Health, Juvenile justice, Poverty and inequality, Race equity, School health, Social and emotional development, Teen pregnancy and reproductive health, Trauma, and Youth development. The website is also home to the Early Childhood Data Collaborative (ECDC), which helps coordinate inter-state data on childhood, and provides tools and resources to encourage data-driven state policy changes. www.childtrends.org/
Children Can Foster Climate Change Concern Among Their Parents	Climate change	• This 2019 study looks at an educational intervention designed to build climate change concern among parents indirectly through their middle school-aged children in North Carolina, USA. Parents of children in the treatment group expressed higher levels of climate change concern than parents in the control group. The effects were strongest among male parents and conservative parents, who, consistent with previous research, displayed the lowest levels of climate concern before the intervention. Daughters appeared to be especially effective in influencing parents. Our results suggest that intergenerational learning may overcome barriers to building climate concern. https://doi.org/10.1038/s41558-019-0463-3

Climate Outreach	Air, Climate change	• A site from the United Kingdom with practical, evidence-based reports and guides for communicating about climate change. The following are examples of their reports. https://climateoutreach.org/
		
		     o The Air we Breathe (2020) For U.K. audiences, Images showing air pollution (compared to images of floods, heat stress, and infectious disease) were found to be more effective for visually communicating the health impacts of climate change: the health consequences of climate impacts other than air pollution are not yet visually salient in the public mind.
		
		     o Communicating Flood Risks in a Changing Climate. This 2015 report identifies nine principles for

Resource	Focus	Comments and URL
		communicating about flooding in a changing climate.
		o [Engaging the Public on Climate Risks and Adaptation (2019)](#)
		o [Messages to Mobilise People of Faith on Climate Change](#) This 2015 report and separate fact sheet provide top-line conclusions on language about climate change that could mobilise activity across the world's five main faith groups: Buddhist, Christian, Hindu, Jewish and Muslim.
		o [Mainstreaming low-carbon lifestyles](#) (2019) The importance of values and sense of identity.
		o [Uncertainty Handbook](#) This 2016 handbooks outlines twelve practical and easy-to apply principles for smarter communication about climate change uncertainties.
Combination of Walkability and Greenery Boosts Activity Levels	Active living, Fitness, Heart, Nutrition, Obesity, Transportation	• People are most physically active when their environments are both highly walkable and very green, according to a study by Marquet et al (2022), published in Environment International. This study contributes evidence that higher levels of physical activity occur in environments with more dense, diverse, and well-connected built environments, and with higher amounts of vegetation. These data suggest that urban planners, landscape architects, and policy makers should implement and evaluate environmental interventions to encourage higher levels of physical activity. https://www.sciencedirect.com/science/article/pii/S0160412022002446?via%3Dihub

• See also https://www.mdpi.com/1660-4601/17/24/9202 for a Finnish study with similar findings.

• See also https://medicalxpress.com/news/2022-06-people-physically-environments-highly-walkable.html and https://medicalxpress.com/news/2020-12-green-environment-middle-aged-people-physical.html |
| **The Communication Initiative Network** | Economic and social development and change, HIV / AIDS, Nutrition, STBBIs | • An online space for sharing the experiences of, and building bridges between, the people and organizations engaged in or supporting communication as a fundamental strategy for economic and social development and change. It does this through a process of initiating dialogue and debate and giving the network a stronger, more representative and informed voice with which to advance the use and improve the impact of communication for development. www.comminit.com

o Includes sections on program experiences, strategies, research, materials, planning models and change theory.

o Issues covered include ageing, children, conflict, debt, democracy and governance, economic development, education, environment, gender, HIV / AIDS, health, immunization and vaccines, natural resource management, new technologies, nutrition, population, sexual health, rights, risk management, tobacco, women, and youth. |
| **The Communicator's Guide to Research, Analysis, and Evaluation** | Setting objectives | • Provides additional details and viewpoints on program research, analysis, and evaluation. For example, its section on "Setting Objectives" (pages 13-16) differentiates between Outputs, Outtakes and Outcomes. https://instituteforpr.org/wp-content/uploads/IPR-Guide-to-Measurement-v13-1.pdf |
| **Community-Based Digital Health and Telephone** | Active living, Fitness, Nutrition | • The Community Preventive Services Task Force (CPSTF) recommends digital health and telephone interventions that are implemented in community settings and focus on improving healthy eating and physical activity among adults interested in improving these behaviors, and digital health and telephone interventions to increase healthy |

Resource	Focus	Comments and URL
Interventions to Increase Healthy Eating and Physical Activity		eating and physical activity among receptive adults in worksite and higher education settings. This report summarizes the effect sizes for 11 outcomes classified as physical activity, dietary, weight-related, and clinical outcomes from a review of 31 studies. http://www.thecommunityguide.org/pages/tffrs-nutrition-and-physical-activity-community-based-digital-health-and-telephone-interventions-increase-healthy-eating-and-physical-activity.html
Community Guide, The (Guide to Community Preventive Services)	Health, Road safety, Violence	• Evidence-based interventions for public health. Includes sections on HIV / AIDS / STBBIs, alcohol, asthma, cancer, diabetes, mental health, motor vehicle injury, nutrition, obesity, oral health, physical activity, tobacco, and violence. www.thecommunityguide.org/
Community Toolbox	Community health and development	• Includes many annotated links to other web-based resources supporting Social Marketing and social change. http://ctb.ku.edu/
Compendium of Evidence-Based Interventions and Best Practices for HIV Prevention	AIDS, Sexual health, STBBIs	• This compendium from the US CDC hosts a collection of summaries of rigorously studied, effective, American behavioral interventions and best practices for reducing HIV. http://www.cdc.gov/hiv/research/interventionresearch/compendium/index.html
Conservation Social Sciences: What? How? and Why?	Wildlife conservation	• This 2015 report presents a series of papers that were given as part of a workshop titled "The conservation social sciences: Clarifying what? how? and why? to inform conservation practice", that occurred at the North American Congress for Conservation Biology in Missoula, Montana in July 2014. https://www.researchgate.net/publication/269701769_The_Conservation_Social_Sciences_What_How_and_Why
Contractor-Led Social Marketing: Efficacy of an energy educator home visit in advance of a Building Analyst (auditor) home visit	Energy	• According to this 2018 report, participants who received an energy education visit before an energy audit adopted more low-cost, one-time energy conservation changes such as adjusting refrigerator/freezer temperatures and lowering hot water temperature. However, they did not invest more in home-energy renovations or other costly changes such as replacing inefficient appliances. https://osf.io/rc4n8/?view_only=2a500d9f20cf452daad9f8362aa8792b
CrimeSolutions	Crime prevention	• CrimeSolutions is intended to be a central, reliable resource to help practitioners and policymakers understand what works in justice-related programs and practices. Its purpose is to assist in practical decision making and program implementation by gathering information on specific justice-related programs and practices and reviewing the existing evaluation and meta-analysis research against standard criteria. http://crimesolutions.ojp.gov/
DATING MATTERS®: Understanding Teen Dating Violence Prevention	Violence prevention	• DATING MATTERS® is a free, online course available to educators, school personnel, youth leaders, and other youth-serving professionals dedicated to improving teen safety and health. Follow a school administrator throughout his day as he highlights what teen dating violence is and how to prevent it through graphic novel scenarios, interactive exercises, and information gathered from leading experts. http://vetoviolence.cdc.gov/apps/datingmatters/
Designing Waste	Prompts,	• This 2018 article reports on three experiments exploring the impact of waste disposal signage design on disposal

Resource	Focus	Comments and URL
Disposal Signage for Maximum Impact	Signage, Waste	behavior. Conclusions: Icons and pictures are better than words. Consistent ordering of signs improves performance. Permitted-only signs are as good, or better, than permitted and prohibited signs. Attention to the perception of environmental cues can improve impacts. https://doi.org/10.1016/j.jenvp.2018.07.009
Do Activity Monitors Increase Physical Activity in Adults with Overweight or Obesity? A systematic review and meta-analysis	Active living, Fitness, Heart health, Obesity	• Do activity monitors increase physical activity in adults with overweight or obesity? A systematic review and meta-analysis. https://www.healthevidence.org/view-article.aspx?a=activity-monitors-increase-physical-activity-adults-overweight-obesity-29835
Exploring Consumer Interest in Shared, Automated, and Electric Mobility.	Transportation	• This open-access study identifies seven potential constructs of "automobility engagement" that might help explain consumer interest in shared, automated, and electric mobility, based on a survey of 3,658 Canadians. It also calls for caution when estimating the impact of shared, automated, and electric mobility on climate mitigation. http://www.sciencedirect.com/science/article/pii/S136192092200181X
Effect of Product Placement on Purchase and Diet	Nutrition	• Storewide confectionery sales declined, and fruit and vegetable sales increased, when nonfood items and water were placed at checkouts and aisle ends opposite, and an expanded fruit and vegetable section was repositioned near the store entrance. http://journals.plos.org/plosmedicine/article?id=10.1371/journal.pmed.1003729
Effect of Sustained Smoking Cessation Counseling by Telephone and Provision of Medication vs Shorter-term Counseling and Medication Advice on Smoking Abstinence	Cancer, Tobacco	• In this randomized clinical trial of 303 patients, conducted at 2 National Cancer Institute designated Comprehensive Cancer Centers, sustained telephone counseling over 6 months and provision of free medication compared with 4-week telephone counseling and medication advice resulted in 6-month biochemically confirmed quit rates of 34.5% vs 21.5%, a difference that was statistically significant. Among patients recently diagnosed with cancer, sustained cessation counseling and free medication may increase the likelihood of smoking abstinence compared with shorter-term counseling, but the generalizability of the study findings is uncertain and requires further research. Published in 2020. https://jamanetwork.com/journals/jama/article-abstract/2771608
Effective Behavior Change Techniques to Promote Physical Activity in Adults with Overweight or Obesity: A Systematic Review and Meta-Analysis	Active living, Fitness, Heart health	• Multicomponent behavior change interventions are typically used in weight management, but results are largely heterogeneous and modest. This study aimed to identify the most effective behavior change techniques for increasing physical activity in digital and face-to-face behavior change interventions in adults with overweight/obesity.Four databases were searched for eligible studies up to October 2019. Evidence suggests that using goal setting, social incentive, and graded tasks might help improve PA in digital interventions while avoiding inconsistent self-monitoring of behavior. In face-to-face interventions, prompting behavioral practice and rehearsal might lead to better PA outcomes. http://pubmed.ncbi.nlm.nih.gov/33949778/
Effectiveness of a Communication for Behavioural Impact Intervention to	Nutrition, Heart health	• This behavior change intervention, implemented in four wards and four communes in Vietnam for one year, included mass media communication, school interventions, community programs, and a focus on high-risk groups. It was effective in lowering average population salt intake and improving knowledge and behaviors. Published in 2016.

Resource	Focus	Comments and URL
Reduce Salt Intake in Vietnam		http:/onlinelibrary.wiley.com/doi/10.1111/jch.12884
Effectiveness of Decision Aids for Smoking Cessation in Adults: A quantitative systematic review	Tobacco	• This 2018 review found that decision aids may be effective in increasing smoking cessation knowledge and decisional quality while increasing quit attempts. There is, however, inconclusive evidence to support the definitive effectiveness of decision aids for long term and sustained smoking cessation. https://www.healthevidence.org/view-article.aspx?a=effectiveness-decision-aids-smoking-cessation-adults-quantitative-systematic-34360
Effectiveness of Physical Activity Promoting Technology-Based Distance Interventions Compared to Usual Care (Systematic review, meta-analysis and meta-regression from 2017)	Active living, Fitness, Heart health	• This 2017 review found that technology-based delivery of interventions seems to be more effective than usual care in promoting physical activity, particularly in interventions targeting health care patients. http://www.healthevidence.org/view-article.aspx?a=effectiveness-physical-activity-promoting-technology-based-distance-34303
Effectiveness of School-Based Bullying Prevention Programs: A systematic review	Bullying and violence	• Of the 32 articles in this 2014 review, 17 assess both bullying and victimization, 10 assess victimization only, and 5 assess bullying only. Of the 22 studies examining bullying perpetration, 11 (50%) observed significant effects; of the 27 studies examining bullying victimization, 18 (67%) reported significant effects. www.sciencedirect.com/science/article/pii/S1359178914000743
Effectiveness of Social Marketing Interventions to Promote Physical Activity Among Adults: A systematic review	Active living, Fitness, Heart health	• This 2016 review found that the presence of more Social Marketing benchmarks in interventions increased the likelihood of success in promoting physical activity. The presence of more than 3 benchmarks improved the success of the interventions; specifically, all interventions were successful when more than 7.5 benchmarks were present. Further, primary formative research, core product, actual product, augmented product, promotion, and behavioural competition all had a significant influence on the effectiveness of interventions. doi.org/10.1123/jpah.2015-0189 and https://journals.humankinetics.com/view/journals/jpah/13/11/article-p1263.xml
Effectiveness of Social Marketing Strategies to Reduce Youth Obesity in European School-Based Interventions: A systematic review and meta-analysis	Heart health, Nutrition, Obesity	• This 2016 review found that the inclusion of at least 5 SMBC domains (from the National Social Marketing Centre's Social Marketing benchmark criteria) in school-based interventions could benefit efforts to prevent obesity in young people. http://academic.oup.com/nutritionreviews/article/74/5/337/1752275

Resource	Focus	Comments and URL
Effectiveness of Technology-Based Interventions for Smoking Cessation: An umbrella review and quality assessment of systematic reviews	Tobacco	• This 2021 umbrella review included five systematic reviews with a total of 212 randomized controlled trials and 237,760 participants. Fourteen intervention approaches were identified and classified into three categories: stand-alone web-based; stand-alone mobile phone-based and multicomponent interventions. Incorporating web and/or mobile-based interventions with face-to-face approach improved the rate of smoking cessation. However, there was no consistent evidence regarding the effectiveness of stand-alone Internet or mobile-based interventions. Further research is needed to evaluate stand-alone web-based and mobile phone-based interventions. https://www.healthevidence.org/view-article.aspx?a=effectiveness-technology-based-interventions-smoking-cessation-umbrella-review-40664
Effects of Feedback on Energy Conservation: A meta-analysis	Energy, Feedback	• This 2015 article analyzes past theoretical and empirical research on both feedback and pro-environmental behavior to identify unresolved issues and utilizes a meta-analysis of 42 feedback studies published between 1976 and 2010 to test a set of hypotheses about when and how feedback about energy usage is most effective. https://www.apa.org/pubs/journals/releases/bul-a0039650.pdf
Effects of Interventions for Preventing Road Traffic Crashes: an Overview of Systematic Reviews	Road safety	• This overview of 35 systematic reviews found that road safety campaigns reduced the number of road traffic crashes by 9%. Mass media campaigns reduced crashes across all studies and all levels of crash severity by 10%. The studies were all from high-income countries. Enforcement (e.g. sobriety checkpoints) and engineering interventions (e.g. converting intersections to roundabouts) had even greater impacts. No evidence was found to indicate that post-license driver education was effective in preventing road traffic injuries or crashes. http://bmcpublichealth.biomedcentral.com/articles/10.1186/s12889-021-12253-y
ELTIS	Transportation	• Large collection of brief transportation case studies linked to articles with more detail. Includes sections on cycling, pricing, transit (public transport) and walking. http://www.eltis.org
Emissions Disclosure Requirements Lower CO2 Output	Air, Climate	• When large power plants were required to disclose their carbon dioxide output, emissions fell by more than 7%, while at some small plants, exempt from disclosure, emissions rose at least 25%. This illustrates the Hawthorne Effect and the power of Norm Appeals. https://www.nber.org/papers/w28984
Energy Cooperatives	Climate, Energy	• REScoop.eu is the European federation of citizen energy cooperatives. www.rescoop.eu
Engaging Farmers for Sustainability	Sustainable agriculture	• This 2015 article looks at what influences some farmers to adopt conservation practices. https://us2.campaign-archive.com/?u=c88e9882ca3b7e7be3a427bc0&id=2a1be1d31e&e=[UNIQID]
Engaging Teachers to Communicate Scientific Consensus on Climate Change and Other Topics	Climate change, School programs	• When consensus about a risk or mitigating behavior is newly developed and/or not clearly understood, communicating that consensus through teachers / instructors can be critical. While this 2016 blog entry focuses on climate change, it may also apply to new understandings in many topic areas. • "Climate Change's Unseen Consensus" https://www.usnews.com/opinion/knowledge-bank/articles/2016-02-18/teachers-need-to-communicate-the-scientific-consensus-on-climate-change
Enhancing Domestic Water Conservation Behaviour: A review of empirical	Climate change, Water	• This paper, published in 2019, is a great summary of what works and under what conditions, based on a review of empirical studies about *Behaviour Influencing Tactics* (BITs) for domestic water conservation. The BITs are knowledge transfer, self-efficacy, social norms, framing, tailoring, emotional shortcuts, priming, & nudging. The literature suggests that a conjunctive use of a variety of BITs into overall strategy is required. Repetitive messages,

Resource	Focus	Comments and URL
studies on influencing tactics		primes, and nudges that reinforce previously introduced normative messages, tailored feedback, and knowledge, seem to be promising approaches to sustaining water conservation behavior in the long run. https://www.sciencedirect.com/science/article/pii/S0301479719309272
EPPI-Centre	Environment, Health, Safety	• Contains reviews of research evidence related to Active Living and Transportation (walking and cycling), Road safety, Heart health (cardiovascular disease), HIV / AIDS, Nutrition, Obesity, Tobacco (smoking), Conflict resolution, Crime, Education, and Employment. http://eppi.ioe.ac.uk
Evaluation Issues and Systematic Review: Active school transportation	Active living, Fitness, Transportation	• An earlier systematic review found large heterogeneity in the effectiveness of interventions in increasing active school transportation (AST) and highlighted several limitations of previous research. This 2018 study provides a comprehensive update of that review. Interventions may increase AST among children; however, there was substantial heterogeneity across studies and quality of evidence remains low. Future studies should include longer follow-ups, use standardized outcome measures (to allow for meta-analyses), and examine potential moderators and mediators of travel behavior change to help refine current interventions. http://bmcpublichealth.biomedcentral.com/articles/10.1186/s12889-017-5005-1
Evidence-Based Cancer Control Programs (EBCCP)	Active living, Cancer, Fitness, Nutrition, Obesity, Tobacco	• EBCCP is a searchable database of evidence-based cancer control interventions and program materials from the U.S. National Cancer Institute. Topics include specific cancers, diet / nutrition, obesity, physical activity, sun safety and tobacco. https://ebccp.cancercontrol.cancer.gov/
Evidence-Based Intervention in Physical Activity: Lessons from around the world	Active living, Fitness, Transportation	• Reviews physical activity interventions, that were published between 2000 and 2011. Originally published by the Lancet in 2012. 380(9838), 272-281. https://www.researchgate.net/publication/229435002_Evidence-based_intervention_in_physical_activity_Lessons_from_around_the_world
Evolution of Bikesharing	Active living, Fitness, Transportation	• This 2017 tracks the rapid rise of bicycle-sharing schemes (BSSs) in cities at a global scale. Of the estimated 1,600 schemes in operation in 2017, approximately 95 percent were launched since 2007, with more than 200 in 2017 alone. Recent technological transformations and innovations are dramatically reshaping our cities and increasing their options to introduce and manage bike-sharing services as a new mode of transport. The rapid evolution of technological advancements in BSSs, such as dockless bike-sharing schemes, electric bicycles, and increased private sector involvement, are prompting cities to ensure that legislation and regulations are in place to adequately safeguard cycling efficiency and safety. https://wrirosscities.org/sites/default/files/the-evolution-bikesharing.pdf
Examining the Effectiveness of School-Bullying Intervention Programs Globally: a Meta-analysis	Bullying and violence prevention	• This paper describes six program components that can improve the impact of school-bullying intervention programs: taking a whole-school approach, anti-bullying policies, classroom rules, information for parents, informal peer involvement, and working directly with victims. http://link.springer.com/article/10.1007/s42380-019-0007-4
Expanding the Energy Efficiency Pie: Serving More	Energy	• This 2015 report summarizes program designs and participation rates for U.S. energy efficiency programs in a range of residential and commercial sectors. http://aceee.org/research-report/u1501

Resource	Focus	Comments and URL
Customers, Saving More Energy Through High Program Participation		
Factors Influencing Health Behaviours in response to the Air Quality Health Index	Air, Environmental health	• This research looked at the predictors, motivators, and barriers at the individual level, of following and acting on advice provided through the Air Quality Health Index program. Published in 2016. • http://pubs.ciphi.ca/doi/abs/10.5864/d2016-002
Food Pantries Can Make the Healthy Choice the Easy Choice	Nutrition	• Whether it be displaying cabbage in an attractive bin, making whole wheat bread visible at multiple points throughout the food pantry line or adding a shelf tag that explains the health benefits of oatmeal, subtle changes to a food pantry environment have been shown to encourage clients to make healthful choices. http://hungerandhealth.feedingamerica.org/wp-content/uploads/legacy/mp/files/tool_and_resources/files/fea-16-002-fea-nudges-quickstart-rd4.v1.pdf
Food Recovery Network	Food waste, Nutrition	• Food Recovery Network is a national nonprofit that unites students at colleges and universities to fight food waste and hunger by recovering perishable food that would otherwise go to waste from their campus' dining halls and donating it to those in need. Its goal is to change the norm from food waste to food recovery - resulting in the recovery of surplus food to feed everyone who is hungry in the U.S. https://www.foodrecoverynetwork.org/
Food Waste: From measurement to management	Climate change, Food waste	• This 2019 document provides a much-needed framework for managing food waste, including food surplus, food loss and food waste. It also provides an overview of the literature on drivers of in-home food waste and translate them into guidelines for effective intervention development. http://doi.org/10.1007/978-3-030-20561-4_16
Fostering a Sustainable Future	Community-based social marketing, Environment, Health, Safety	• Includes a guide to Community-Based Social Marketing, and sections with articles, brief case studies, graphic examples, and an archived listserv. Covers environmental topics (composting, energy efficiency, household waste disposal, litter reduction, pollution prevention, recycling, reuse, source reduction, transportation, water efficiency, watersheds and more). Also covers tools such as: commitment, social diffusion, prompts, norms, communication, incentives, and convenience. www.cbsm.com
Fostering Forest Conservation and Management among Woodland Owners	Sustainable agriculture, Forest management	• A 2016 summary of time-tested behavior-change theories and models, and lessons from social movements, that can be used to help foster forest conservation actions and a culture of sustainable forestry among woodland owners. More broadly, the findings are relevant to a range of programs promoting multiple, complicated, or long-term behavior changes. http://www.cullbridge.com/aff.pdf
FrameWorks	Framing, Messaging	• Provides research reports and toolkits addressing a wide range of topics, and information and training on framing. Topics include Climate change, Environment, Environmental health, Food, Fitness, Framing, Health, Housing, Sustainable agriculture, Nutrition, Obesity, Tobacco, Violence https://www.frameworksinstitute.org/
Getting Practical: Integrating Social Norms into Social	AIDS, Norm appeals, Sexual health, STBBIs,	• This step-by-step guide is written for people in the field of social and behaviour change who know how important social norms are but who may be unsure of how what they know about social norms should change their strategies,

Resource	Focus	Comments and URL
and Behavior Change Programs		audiences, and messages. Specifically, it was designed to help country-level programme planners, designers, and monitoring/research staff to be aware of, fortify, or shift norms that influence their programme's behavioural objectives and to monitor the effects of those programmes on social norms. *Getting Practical* uses examples from family planning and reproductive health, but any SBC programme can use this tool. Includes English and French versions of an 84 page guidebook and a deck of 97 PowerPoint slides. https://www.comminit.com/health/content/getting-practical-integrating-social-norms-social-and-behavior-change-programs
Getting Your Feet Wet	Water	• Downloadable Social Marketing guide for watershed programs (2006). https://fyi.extension.wisc.edu/wateroutreach/files/2015/12/GettingYourFeetWet1.pdf
Global Burden of Disease	Environment, Health, Safety	• A comprehensive picture of what disables and kills people across countries, time, age, and sex. The Global Burden of Disease (GBD) provides a tool to quantify health loss from hundreds of diseases, injuries, and risk factors, so that health systems can be improved, and disparities can be eliminated. Collected and analyzed by a consortium of more than 7,000 researchers in more than 156 countries and territories, the data capture premature death and disability from more than 350 diseases and injuries in 195 countries, by age and sex, from 1990 to the present, allowing comparisons over time, across age groups, and among populations. The flexible design of the GBD machinery allows for regular updates as new data and epidemiological studies are made available. In that way, the tools can be used at the global, national, and local levels to understand health trends over time, just like gross domestic product data are used to monitor a country's economic activity. • Topics include Air, Active living, Cancer, Environmental health, Fitness, Heart health, Obesity, Occupational health & safety, Tobacco • http://www.healthdata.org/gbd
Global Status Report on Road Safety	Road safety	• This 2018 report provides a snapshot of the road safety situation globally, highlighting the gaps and the measures needed to best drive progress. https://www.who.int/publications/i/item/9789241565684
Guide for Selecting an Effective Crime Prevention Program	Crime prevention	• This 2015 report provides practical guidance on the evidence-based approach in crime prevention, proposes a step-by-step framework to guide program selection and implementation, and suggests key elements for sustainability. https://www.publicsafety.gc.ca/cnt/rsrcs/pblctns/gd-slctng-ffctv-prgrm/index-en.aspx

Guides from the Federation of Canadian Municipalities	Environment	• Provides guides, reports, toolkits and videos to help build stronger municipalities, with resources covering Affordable Housing, Energy, Low Carbon, Transportation Land use, Waste, Water, Women in government https://fcm.ca/en/resources
		• Topics include Climate change, Energy, Transportation, Waste, Water
		    o Guide for Engaging Students to Increase Public Transit Ridership (2018): https://fcm.ca/en/resources/gmf/guide-engaging-students-increase-public-transit-ridership
		    o Community Energy Efficiency Financing: How to design and deliver a home upgrade financing program https://fcm.ca/en/resources/gmf/factsheets-community-efficiency-financing

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Gun Policy Analysis	Crime and violence prevention	• Rand Corporation reviewed thousands of studies to identify all available evidence for the effects of thirteen gun policies in the USA on eight outcomes. Updated regularly. https://www.rand.org/research/gun-policy.html
Habit and Climate Change (and Related Behaviors)	Climate, Energy, Transportation	• Many climate-relevant behaviours are habitual rather than intentional. Since changing contexts can effectively break habits, interventions may be more effective when habits are disrupted - for example, when people have recently relocated, and through the use of incentives, nudges and competitions. Linking behavior to identity and a stable context, can create durable habits. http://www.sciencedirect.com/journal/current-opinion-in-behavioral-sciences/vol/42/suppl/C
Health Communication and Social Marketing Campaigns for Sexually Transmitted Disease Prevention and Control: What Is the evidence of their effectiveness?	AIDS, Sexual health, STBBIs	• This 2014 review yielded 26 articles representing 16 unique STD testing and/or prevention campaigns. Nearly all campaigns found differences between exposed and unexposed individuals on one or more key behavioral outcomes. Several campaigns found dose-response relationships. Among evaluations with uncontaminated control groups whose campaigns achieved sufficient exposure, sustained campaign effects were observed among targeted populations. https://journals.lww.com/stdjournal/Abstract/2016/02001/Health_Communication_and_Social_Marketing.11.aspx
Health Communication Capacity Collaborative Implementation Kits	Health	• The Health Communication Capacity Collaborative (HC3) was a five-year (2012 – 2017), global project funded by USAID, to strengthen developing country capacity to implement state-of-the-art social and behavior change communication (SBCC) programs. It developed a number of kits for planning and managing social and behavior change programs, as well as how-to guides for a range of standard Social Marketing planning steps. Topics include Breastfeeding, Ebola, Emergency preparedness, Family planning, Gender, Malaria, Nutrition, Service delivery, Service providers. Administered by Johns Hopkins Bloomberg School of Public Health Center for Communication Programs with funding from USAID. https://sbccimplementationkits.org/
Health-Evidence.ca	Environment, Health, Safety	• A free, searchable online registry of systematic reviews on the effectiveness of public health and health promotion interventions. The content has been quality rated. Bilingual (English and French). • A wide range of environment, health and safety topics are covered including AIDS/HIV, Environmental health, Fitness, Nutrition, Safety, Transportation, Water quality • Published by McMaster University with government funding, www.health-evidence.ca

Hints (Health Information National Trends Survey)	Cancer, Environmental health, Nutrition, Tobacco	• HINTS collects nationally representative data routinely about the American public's use of cancer-related information. The survey:
		  o Provides updates on changing patterns, needs, and information opportunities in health
		  o Identifies changing communications trends and practices
		  o Assesses cancer information access and usage
		  o Provides information about how cancer risks are perceived

Resource	Focus	Comments and URL
		o Offers a test bed to researchers to test new theories in health communication
		• Topics include Environmental health, Nutrition, Tobacco
		• Includes data sets, survey instruments, summaries and presentations.
		• http://hints.cancer.gov/
A History of Household Recycling in Canada, UK, USA, and Elsewhere/	Waste	• History of household blue box recycling in Canada: http://www.toolsofchange.com/en/case-studies/detail/19 (see the note at the bottom of the case study) and https://wastewiki.info.yorku.ca/history-of-blue-box-recycling/ • History of household recycling in the UK, USA, and elsewhere https://www.hintonswaste.co.uk/news/history-of-recycling-timeline/ , https://www.history.com/news/recycling-history-america and https://www.buschsystems.com/resource-center/page/a-brief-timeline-of-the-history-of-recycling
HIV and STI Testing Preferences for Men Who Have Sex with Men in High-Income Countries	AIDS, Sexual health, STBBIs	• This open-access scoping review looks at, for men who have sex with men, what attributes of an HIV/STI testing service they prefer, and what attributes discourage them from getting tested. http://www.mdpi.com/1660-4601/19/5/3002/htm
HIV Self-Testing is Associated with Increased Uptake and Frequency of Testing in RCTs	AIDS, Sexual health, STBBIs	• HIV Self-Testing is associated with increased uptake and frequency of testing in RCTs. Such increases, particularly among those at risk who may not otherwise test, will likely identify more HIV-positive individuals as compared to standard testing services alone. http://onlinelibrary.wiley.com/doi/10.7448/IAS.20.1.21594/abstract
HIV/STI Prevention Interventions: A Systematic Review and Meta-analysis	AIDS, Sexual health, STBBIs	• This review of randomized and non-randomized controlled trials assessed the effectiveness of HIV/STI prevention interventions for people living with HIV in high income settings. It discusses the types and common characteristics among effective interventions. www.ncbi.nlm.nih.gov/pmc/articles/PMC5758728/
How to Communicate the Scientific Consensus on Climate Change	Climate change	• This 2014 study used an online national quota sample to compare three approaches to communicating the scientific consensus on climate change, namely: (a) descriptive text, (b) a pie chart and (c) metaphorical representations. http://bit.ly/1jVovLK
How to Craft a Climate Change Communication	Climate change	• This 2011 blog post provides an illustrated, step-by-step example of how to craft an action-based climate change communication that incorporates lessons from behavioral psychology. http://www.enablingchange.com.au/How_to_craft_a_climate_change_communication.pdf
How to Spur Consumer Recycling, Reduce Contamination	Waste	• This report summarizes the findings of a literature review on recycling behavior, commissioned in 2020 by the U.S. Can Manufacturers Institute. The main findings focus on bin design, convenient collection, messaging and norm appeals, choice of messenger, and incentives. http://sustainablebrands.com/read/behavior-change/behavior-change-research-shows-how-to-spur-consumer-recycling-reduce-contamination
How to Talk about Home Energy Upgrades	Energy	• It's not just about money. People invest in home energy upgrades for a variety of reasons. This report explores these motivations and unveils, based partly on a representative survey of nearly 2,000 homeowners, the best strategies for encouraging them to invest in energy efficiency. Includes a tip sheet. http://aceee.org/research-

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		report/b1701
Idle-Free Zone (Vehicle Idling)	Environmental health, Transportation	• This is the place to go for information and tools related to idling prevention programs. You'll find research, tools and findings, prepared articles, and ready-to-use graphics. A site newsletter provides news, a variety of graphics, presentations, and other ideas for your idle-free campaign. https://www.nrcan.gc.ca/energy/efficiency/communities-infrastructure/transportation/idling/4397
Illegal Dumping Research Report	Waste	• This research report explores the motivations of people who dump waste illegally, and the influential factors which may bring about a change in behaviour among these groups of people. This research provides a benchmark for monitoring changes in attitudes, behaviours and experiences relating to illegal dumping. http://www.epa.nsw.gov.au/illegaldumping/research.htm
The Impact of Comics vs Photographs on Knowledge, Attitude and Behavioural intentions	Environment, Health, Safety	• This 2017 study compares two modes of visually presenting information - one using photographs and the other using cartoons - on audience's knowledge, attitudes and behavioural intentions. http://www.tandfonline.com/doi/full/10.1080/1051144X.2016.1278090
The Impact of the Berkeley Excise Tax on Sugar-Sweetened Beverage Consumption	Nutrition	• In March 2015, Berkeley California became the first US jurisdiction to implement a tax ($0.01/oz) on sugar-sweetened beverages. Consumption of SSBs decreased 21% in Berkeley and increased 4% in comparison cities. Water consumption increased more in Berkeley (+63%) than in comparison cities (+19%; P<0.01). http://ajph.aphapublications.org/doi/abs/10.2105/AJPH.2016.303362
The Impact of Voluntary Programs on Polluting Behavior: Evidence from pollution prevention programs and toxic releases	Pollution prevention	• A 2012 report on the impacts of pollution prevention ("P2") programs on toxic pollution. Six program types were identified: technical assistance, educational outreach, grants, awards, filing fees, and non-reporting penalties. Filing fees led to a significant (22%) increase in reported releases whereas non-reporting penalties led to a significant (23%) decrease in reported releases. Technical assistance programs led to significant (20%) reductions in facility level releases. https://www.researchgate.net/publication/239806770_The_Impact_of_Voluntary_Programs_on_Polluting_Behavior_Evidence_from_Pollution_Prevention_Programs_and_Toxic_Releases
The Impact of Wearable Motion Sensing Technology on Physical Activity in Older Adults	Active living, Fitness, Heart health	• This meta-analysis investigated how different wearable activity trackers (pedometers and accelerometers) may impact physical activity levels in older adults. Nine studies met the eligibility criteria. There were four using accelerometers, four using pedometers, and one comparing accelerometers and pedometers, for a total number of 939 participants. Accelerometers, but not pedometers, increased physical activity in older adults. https://www.healthevidence.org/view-article.aspx?a=impact-wearable-motion-sensing-technology-physical-activity-older-adults-34271
Improve Your School Arrival and Departure Procedures	Road safety, Transportation	• This toolkit for school safety committees provides a step-by-step guide for school communities seeking to improve safety on their campuses during student arrival and departure times. http://www.feetfirst.org/wp-content/uploads/2013/12/Arrive-Depart-Handbook-FINAL-for-FF-website.pdf

Resource	Focus	Comments and URL
Incorporate Sexual Pleasure into Sexual and Reproductive Health and Rights Programs to Improve Outcomes	AIDS, Sexual health, STBBIs	• This systematic review and meta-analysis from 2005 to 2020 found that incorporating sexual pleasure considerations into Sexual and Reproductive Health and Rights programs improved condom use and related outcomes. http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0261034
Incorporating Home Water Reports to Minimize Home Water Use During Droughts	Water	• This open access study used a large-scale framed field experiment to evaluate the short- and long-run effects of Home Water Reports on water usage during drought conditions. http://www.sciencedirect.com/science/article/pii/S0095069621000851
Individuals Who Walk at a Brisk or Fast Pace are More Likely to Have a Lower Weight	Active living, Fitness, Heart health, Obesity, Transportation	• This 2015 peer reviewed study finds that individuals who walk at a brisk or fast pace are more likely to have a lower weight when compared to individuals doing other activities. Do All Activities "Weigh" Equally? How Different Physical Activities Differ as Predictors of Weight." http://www.ncbi.nlm.nih.gov/pubmed/25989894
Insights from Smart Meters: Ramp-up, dependability, and short-term persistence of savings from Home Energy Reports	Energy	• This 2015 analysis presents easily available data to determine the ramp-up, dependability and short-term persistence of savings in Home Energy Reports (HERs). https://www.energy.gov/eere/analysis/articles/insights-smart-meters-ramp-dependability-and-short-term-persistence-savings
International Journal of Behavioural Nutrition and Physical Activity	Active living, Fitness, Heart health, Nutrition	• Contains open access research articles focusing on the behavioral features of diet and physical activity https://ijbnpa.biomedcentral.com/
Is Eco-Friendly Unmanly? The Green-Feminine Stereotype and Its Effect on Sustainable Consumption	Environment	• Why are men less likely than women to embrace environmentally friendly products and behaviors? Building on prior findings that men tend to be more concerned than women with gender-identity maintenance, this 2016 article argues that this green-feminine stereotype may motivate men to avoid green behaviors to preserve a macho image. It also shows that men's inhibitions about engaging in green behavior can be mitigated through masculine affirmation and masculine branding. www.academic.oup.com/jcr/article/43/4/567/2630509/Is-Eco-Friendly-Unmanly-The-Green-Feminine
Limiting Global Warming to 1.5 to 2.0°C - A unique and necessary role for health professionals	Climate change, Environmental health	• This short paper was written in 2019 to engage health professionals in efforts to mitigate and adapt to climate change. Its central message is that climate solutions are health solutions, and health solutions are economic solutions. Health professionals are among the people best positioned to make sure that the public and policy makers understand this. http://journals.plos.org/plosmedicine/article?id=10.1371/journal.pmed.1002804

Resource	Focus	Comments and URL
Long-Run Savings and Cost-Effectiveness of Home Energy Report Programs	Energy	• This 2014 white paper addresses three primary questions about electricity savings from longer-running Home Energy Report programs and savings after the end of treatment. http://www.cadmusgroup.com/papers-reports/long-run-savings-cost-effectiveness-home-energy-report-programs/
Longer-Lasting Actions and Responses to Extreme Events Can Have Great Impact	Climate change	• This 2018 paper links climate science and behavioural science, estimates the potential impact of behavioural programs, and predicts the three types of behavioural programs with the largest impact. "Linking models of human behaviour and climate alters projected climate change." http://dx.doi.org/10.1038/s41558-017-0031-7
Making Heat Visible: Promoting energy conservation behaviors through thermal imaging	Climate, Energy	• Two British studies indicate the value of thermal imaging for making heat loss visible and changing behaviors. Published in 2015. https://journals.sagepub.com/doi/full/10.1177/0013916514546218
Measuring Social and Behavior Change in Nutrition Programs: A Guide for Evaluators	Nutrition	• This toolkit guides the user through the process of conducting an evaluation of any nutrition program that includes a social and behavior change component, whether it is focused on one component of nutrition (e.g., complementary feeding) or is a multi-sectoral nutrition program (spanning food and health systems). http://www.advancingnutrition.org/sites/default/files/2022-04/measuring_sbc_2022_0.pdf
Medical Society Consortium on Climate and Health	Climate, Energy, Environmental health, Transportation	• The Medical Society Consortium on Climate and Health publishes highly credible reports documenting the impacts of climate change on health. medsocietiesforclimatehealth.org/learn/reports/
A Meta-Analysis of the Evaluations of Social Marketing Interventions Addressing Smoking, Alcohol Drinking, Physical Activity, and Eating	Active living, Alcohol, Nutrition, Tobacco	• This 2017 study found that interventions using Social Marketing principles were effective at bringing about statistically significant behavior changes. Interventions designed to effectively change eating, physical activity, and smoking behaviors were effective; those addressing drinking alcohol were not. Interventions that tackled multiple behavior objectives usually failed to succeed. This review showed that marketing mix, exchange strategies, and use of theory were significant factors of program effectiveness. https://www.proquest.com/docview/1898804086?pq-origsite=gscholar#
Messaging Tips for Promoting Green Behaviors	Air, Climate, Energy, Pollution prevention, Transportation, Water	• Two open-access articles in Behavioral Science & Policy (7: 2) provide guidance on crafting messages to promote green behaviors. The first argues that interventions will be most effective if they not only make it easier for people to act (as behavioral science suggests) but also highlight moral reasons for taking action and assure people that their actions make a difference. The second outlines how to implement behavioral interventions that avoid crowding out support for deeper action. http://behavioralpolicy.org/wp-content/uploads/2022/03/BSP_Journal_Volume7_Issue2.pdf • Making it Easier to Take (environmental) Actions is not Enough: Policymakers Must also Emphasize Why Action is

Resource	Focus	Comments and URL
		Necessary (p 91)
		• How to Encourage (pro-environmental) Specific Behaviors Without Crowding Out Public Support for (climate policies') Larger Goals (p 101)
Money Spent on Community-Based HIV Prevention Translates into Treatment Savings	AIDS, Sexual health, STBBIs	• This 2016 study found that money spent on community-based HIV prevention translates into treatment savings: Every $1 spent on community-based HIV prevention programs in Ontario Canada saves $5 in treatment costs. http://link.springer.com/article/10.1007/s10461-015-1109-8
Motivators and Barriers for Using Nutrition Apps	Nutrition	• This 2021 systematic review synthesizes the literature on barriers to and facilitators for nutrition app use across disciplines including empirical qualitative and quantitative studies with current users, ex-users, and nonusers of nutrition apps. https://mhealth.jmir.org/2021/6/e20037
Motor Vehicle Safety Training for Small Businesses	Road safety, Occupational health and safety	• This study, conducted in 2016-2017 by RTI on behalf of the U.S. National Institute for Occupational Safety and Health (NIOSH), looked at what motor vehicle safety topics and products are of greatest use to small businesses. "Workplace safety communications campaigns should be driven by employer, industry, workflow, and culture." https://www.rti.org/insights/workplace-safety-communications-campaigns-should-be-driven-employer-industry-workflow-and
National Center for Safe Routes to School (U.S.A)	Active living, Fitness, Heart health, Pollution prevention, Road safety, Transportation	• This site helps community leaders, parents and schools develop programs and strategies that encourage and enable more children to safely walk and bike to school. It offers news, state contacts, a 'how-to' manual, and extensive resources for marketing, engineering, education, evaluation, enforcement, training, and program development. Publisher: National Center for Safe Routes to School within the University of North Carolina Highway Safety Research Center. Maintained by the UNC Highway Safety Research Center. http://www.saferoutesinfo.org
National Menu of Best Management Practices (BMPs) for Stormwater-Public Education (U.S.A.)	Sustainable agriculture and landscaping, Water	• Provides links to guides, toolboxes, fact sheets and campaign materials https://www.epa.gov/npdes/national-menu-best-management-practices-bmps-stormwater-public-education
National Social Marketing Center (United Kingdom)	Environment, Health, Safety	• Features full-length case studies of Social Marketing programs covering the following topics: Active living, Crime, HIV / AIDS, Nutrition, Obesity, Road safety, Sexual health, STBBIs, Tobacco, Transportation, and Water. As of July 2021, all these case studies involved programs from 2011 and earlier, except for one from 2013. This website also offers a detailed planning guide that offers additional steps and perspectives to those included on this site. For example, their planning guide section called "Scoping" includes additional considerations for Getting Informed. • https://www.thensmc.com/ https://www.thensmc.com/resources/showcase/browse https://www.thensmc.com/content/scoping-1
A National Strategy to Reduce Food	Climate change, Food waste	This 2020 report summarizes a consensus study by the U.S. National Academies of Sciences, Engineering, and Medicine of ways to reduce U.S. food waste at the consumer level. Approximately 30 percent of the edible food

Resource	Focus	Comments and URL
Waste at the Consumer Level		produced in the United States is wasted and a significant portion of this waste occurs at the consumer level. http://www.agri-pulse.com/ext/resources/pdfs/A-National-Strategy-to-Reduce-Food-Waste-at-the-Consumer-Level-prepublication-copy.pdf
Nature Contact, Nature Connectedness and Associations with Health, Wellbeing and Pro-Environmental Behaviours	Environment, Environmental health	• This 2020 study investigated the relationships between three types of nature contact, psychological connectedness, health, subjective wellbeing and pro-environmental behaviours. It suggests that interventions increasing both contact with, and connection to nature, are likely to be needed in order to achieve synergistic improvements to human and planetary health. http://www.sciencedirect.com/science/article/abs/pii/S0272494419301185?via%3Dihub
Norms - The Social Norms Atlas: Understanding global social norms and related concepts	Norms; Health; Sexual and reproductive health; Gender-based, Intimate partner, and School-based violence; Safety	• The Social Norms Atlas is a collective effort led by the Social Norms Learning Collaborative to foster awareness, understanding, and the ability to address a variety of social norms as they relate to development outcomes. https://www.alignplatform.org/resources/social-norms-atlas-understanding-global-social-norms-and-related-concepts
Nudges for Safety Management in the Process Industry	Occupational health and safety	• This 2017 paper explores the use of nudges for managing safety in the process industry. http://www.researchgate.net/publication/320400963
Ocean Visuals - a New Evidence-Based Collection for Media, Non-Profits and Educators	Climate, Sustainable agriculture and wildlife conservation	• This collection offers free images for the media, non-profits, campaigners, and educators. The images depict the connections between the oceans and climate change. http://records.climateoutreach.org.uk/civicrm/mailing/url?u=10269&qid=1329479
Online Interventions for Social Marketing Health Behavior Change Campaigns: A Meta-Analysis	Health	• These findings demonstrate that online interventions have the capacity to influence voluntary behaviors, such as those routinely targeted by Social Marketing campaigns. Given the high reach and low cost of online technologies, the stage may be set for increased public health campaigns that blend interpersonal online systems with mass-media outreach. www.ncbi.nlm.nih.gov/pmc/articles/PMC3221338/
Online Menu Placement Affects Healthy Choices	Health, Nutrition	• When healthier menu options were placed first on an online menu, they were chosen more often. However, the order of placement had no effect with physical (rather than online) menus. http://www.sciencedirect.com/science/article/abs/pii/S0195666321006991?via%3Dihub
Online TDM Encyclopedia	Transportation	• The VTPI Online TDM Encyclopedia is a free, unique, and comprehensive resource for identifying and evaluating innovative solutions to transportation problems. It provides detailed information on dozens of demand management strategies, plus general information on TDM planning and evaluation techniques. www.vtpi.org/tdm

Resource	Focus	Comments and URL
Parent-Focused HIV Prevention Intervention for Young Men Who have Sex with Men	AIDS, Sexual health, STBBIs	• Parents and Adolescents Talking about Healthy Sexuality (PATHS) is an online intervention for parents designed to improve communication about HIV and increase behaviors supportive of YMSM sexual health. A Randomized Control Trial found that parents who received the intervention engaged in more HIV discussion, condom instruction, and facilitation of HIV testing, with corresponding significant changes in attitudes, skills, and behavioral intentions. http://link.springer.com/article/10.1007/s10461-022-03885-1
Pedestrian and Bicycle Information Center	Active living, Transportation	• This site is a clearinghouse for information on active transportation resources and programs (including tools, training, and outreach) and research. It includes an image library (www.pedbikeimages.org) with a searchable collection of over 3,000 categorized images relating to walking, cycling and active transportation. http://www.pedbikeinfo.org
Pell Institute Evaluation Toolkit	Measuring achievements	• Developed to help college outreach professionals evaluate their programs, improve service delivery, and identify and document effective program models. It is helpful across a wide range of topic areas. http://toolkit.pellinstitute.org/
Personal Health Promotion Interventions Using Telephone and Web-based Technologies	Active living, Nutrition, Obesity, Transportation	• This 2015 report covers telephone and web-based coaching interventions for increasing physical activity, improving nutrition, and reducing weight. https://www.parliament.qld.gov.au/documents/committees/HCDSDFVPC/2015/PersonalPhoneWebTechnology/submissions/015.pdf
Pester Power: Examining Children's Influence as an Active Intervention Ingredient	Nutrition	• Positive daycare experiences with healthy foods plus a fun character can influence children to pester their parents for healthier food at home. After controlling for baseline levels of outcome variables, child willingness to try new foods at baseline, and the effect of state, pester power predicated significant variance in the outcomes of consumption of WISE foods and parenting practices that support healthy dietary intake and attitudes for young children. Published in 2020. http://www.sciencedirect.com/science/article/abs/pii/S1499404620304711
Prevnet: Promoting Relationships and Eliminating Violence	Bullying and violence	• PREVNet is a national network of Canadian researchers, non-governmental organizations (NGOs) and governments committed to stop bullying. The website contains teacher guides and videoclips as well as materials for parents and their children. http://www.prevnet.ca/
Program Evaluation Methods; Measurement and Attribution of Program Results	Measuring achievements, Program evaluation and attribution	• A good, detailed, freely accessible overview of program evaluation and attribution methods. http://www.tbs-sct.gc.ca/cee/pubs/meth/pem-mep-eng.pdf
Program Impact Attribution	Measuring achievements	• A brief summary of options for assessing what portion of any measured behavior changes resulted from your program and what portion resulted from other influences. These options can also be used to attribute the effects of your program on a wide range of related variables such as resources used, pollutants released, accident rates and health status. https://toolsofchange.com/en/program-impact-attribution/
Promoting Persistent	Climate, Water	• The authors discuss how they used Feedback and Building Motivation, Engagement and Habits Over Time to reduce water use by 15-25% in an affluent community in India that had flat-rate pricing. The effects persisted for

Resource	Focus	Comments and URL
Behaviors to Reduce Water Use in the Absence of Volumetric Pricing		more than a year, after which marginal pricing was introduced. http://www.pnas.org/doi/10.1073/pnas.2023014118
Promoting Sustainable Diets Using Eco-labelling and Social Nudges	Climate, Nutrition	• This randomized online experiment suggests that eco-labelling and/or social nudges can reduce meat consumption and meet corresponding global climate change targets. http://www.cambridge.org/core/journals/behavioural-public-policy/article/promoting-sustainable-diets-using-ecolabelling-and-social-nudges-a-randomised-online-experiment/09A7F0A862949605050C3E81E6B7187C
Psychological Factors Affecting Shared Mobility	Climate, Transportation	• This literature review found eight behavioral determinants that play a role in car owners' use of shared transport. http://www.nweurope.eu/media/18193/2022_vbrecht-van-gent-renes_co2-reduction-through-shared-mobility_a-literature-review.pdf
The Psychology of Global Warming	Climate change	• Insights from the psychology of judgment and decision making that might help the climate community communicate global warming science to an often-skeptical public. Published in 2010. http://journals.ametsoc.org/doi/pdf/10.1175/2010BAMS2957.1

Public Safety Canada	Bullying and violence, Crime prevention	• Includes a range of prevention reports on bullying and violence, crime prevention, such as the following. https://www.publicsafety.gc.ca/cnt/rsrcs/pblctns/
		
		   o Overview of Direct Intervention Approaches to Address Youth Gangs and Youth Violence (2018)
		
		   o Overview of Approaches to Address Bullying and Cyberbullying (2018)
		
		   o Research Highlights - Crime Prevention: Transitions From Juvenile Delinquency to Young Adult Offending: A Review of Canadian and International Evidence (2018)

Ramp-Up, Dependability and Persistence of Savings from Home Energy Reports	Energy	• This 2015 US study finds that energy reductions from Home Energy Reports are statistically significant within two weeks and relatively stable in the short run. https://www.energy.gov/eere/analysis/downloads/insights-smart-meters-ramp-dependability-and-short-term-persistence-savings

Resources for Those at the Intersection of Behavior and the Environment	Agriculture, Biodiversity, Climate, Environment, Transportation, Waste, Water	• This page highlights RARE's resources for those at the intersection of behavior and the environment. behavior.rare.org
		
		   o Behavior Change Interventions in Practice: A Synthesis of Criteria, Approaches, Case Studies, and Indicators. Provides tips on program design, based on the literature review below.
		
		   o The Science of Changing Behavior for Environmental Outcomes: A Literature Review. Topics include biodiversity, climate mitigation, water conservation and management, waste management, and agricultural land management & climate adaptation

RBC Canadian Water Attitudes Studies	Water	• Between 2008 and 2017, RBC conducted annual poll tracking serious water issues around the world and their impact on how Canadian's use and think about water. A summary of the 2017 report is at http://www.rbc.com/community-sustainability/_assets-custom/pdf/CWAS-2017-report.pdf

Resource	Focus	Comments and URL
Rebound Effect Reduces the Impact of Adding Home Insulation	Climate, Energy	• Researchers in the U.K. found that, while adding home insulation initially lowered gas consumption, a rebound effect and/or concurrent renovations reduced these energy savings dramatically over time. For some groups there were no savings. "Home insulation alone is not a magic bullet." http://www.sciencedirect.com/science/article/pii/S0140988322005643
The Recycled Self: Consumers' disposal decisions of identity-linked products	Waste	• When an everyday product (e.g., paper, cups, aluminum cans) is linked to a consumer's identity it is less likely to be trashed and more likely to be recycled. Further, the tendency to recycle an identity-linked product increases with the strength and positivity of the connection between the consumer and product (or brand). (2016) https://www.researchgate.net/publication/299436361_The_Recycled_Self_Consumers'_Disposal_Decisions_of_Identity-Linked_Products
Reducing Food Waste by Promoting Ugly Fruit	Agriculture, Climate change mitigation, Waste	• Food waste and associated greenhouse gas emissions can be reduced by helping consumers embrace "ugly fruit", which is typically equivalent nutritionally to regular fruit. Provides guidance on how to do this. http://www.sciencedirect.com/science/article/abs/pii/S0969698921004008?via%3Dihub
Reframing Intervention Inoculates Teens Against Junk Food Marketing	Nutrition	• Reframing unhealthy dietary choices as incompatible with important values (including social justice and autonomy from adult control) can be a low-cost, scalable solution to producing lasting, internalized change in adolescents' dietary attitudes and choices. (2019) "A values-alignment intervention protects adolescents from the effects of food marketing" https://www.nature.com/articles/s41562-019-0586-6
Reinforcement Schedules for Energy Efficiency and Climate Sustainability	Climate change, Energy	• This 2021 article summarizes factors to consider when designing behavioral reinforcements, such as scheduling, shaping and delays. https://www.sciencedirect.com/science/article/pii/s2214629621000517#bfn2
The Relationship Between Car Shedding and Subjective Well-Being	Air, Climate, Transportation	• This open-access research article summarizes a Swiss panel study that found that car shedding (giving away a vehicle so that the household no longer has its own car) can have a positive effect on feelings of joy up to three years after the event, if not related to affordability. Affordability-driven car shedding, in contrast, was associated with decreased leisure satisfaction and feelings of joy up to three years later. http://www.sciencedirect.com/science/article/pii/S2590198222001233
The Relationship Between Financial Incentives Provided by Employers and Commuters' Decision to Use Transit: Results from the Atlanta Regional Household Travel Survey	Air, Climate, Transportation	• This study found that employees in Atlanta GA (USA) who received a free or subsidized transit pass from their employer were 156% more likely to use transit. When they had access to free or subsidized parking, self-reported transit use fell 71%. http://www.sciencedirect.com/science/article/abs/pii/S0967070X17307643
Repair Cafes	Pollution	• In 2022, there are about 2,500 Repair Cafés worldwide, where volunteer experts help repair old items that people

Resource	Focus	Comments and URL
	prevention, Waste	bring in, keeping them out of landfills and saving people money. http://www.repaircafe.org/en/
Resource Mobilization: A primer for social and behavior change communication organizations	Financing the Program	• This toolkit walks through the steps organizations can take to secure new and additional financial, human and material resources to advance their missions. Inherent in efforts to mobilize resources is the drive for organizational sustainability. https://sbccimplementationkits.org/resource-mobilization/
Restrictions on the Advertisement of High Fat, Salt and Sugar Products	Nutrition	• This open-access, controlled study looked at the impacts of restricting junk food ads on the busses, subway cars, stops and stations in London, UK. It estimated a direct reduction in obesity, diabetes and cardiovascular disease, and associated health cost savings. • *NOTE:* Advertising restrictions are also being used for fossil-fuel-related products and services. For more details, see this resource listing.
A Review of Current Practices to Increase Chlamydia Screening in the Community-- A consumer-centered Social Marketing perspective	Sexual health, STBBIs	• Of 18 interventions identified in 2015, quality of evidence was low. Proportional screening rates varied, ranging from: 30.9 to 62.5% in educational settings (n = 4), 4.8 to 63% in media settings (n = 6) and from 5.7 to 44.5% in other settings (n = 7). Assessment against benchmark criteria found that interventions incorporating Social Marketing principles were more likely to achieve positive results, yet few did this comprehensively. http://onlinelibrary.wiley.com/doi/10.1111/hex.12337
A Review of Evaluations of Social Marketing Campaigns in Occupational Injury, Disease or Disability Prevention	Occupational health and safety	• This 2017 review examined published evaluation and research studies on occupational health and safety Social Marketing campaigns. One key finding is that "campaigns based exclusively on mass media communications do not appear to be as effective in reducing the incidence of work-related injury, disease or disability as campaigns that integrate public communications strategies with companion programs involving consultation services, inspection and enforcement, or education and training." http://www.worksafebc.com/en/resources/about-us/research/a-review-of-evaluations-of-social-marketing-campaigns-in-occupational-injury-disease-or-disability-prevention?lang=en
Rising Food Costs Support Food Waste Reduction	Food waste	• A survey of 5,000 individuals in Australia, Canada, the U.K., and U.S., found that concerns about the increasing cost of living are leading consumers to cut their spending and can be tapped to reduce residential food waste. http://wrap.org.uk/resources/report/wrap-food-loss-waste-research-summary-report
The Risks of Targeting Risky Regions	Climate	• Promoting climate change adaptation can involve behaviors related to the risks of fire and flooding. Strategies that target properties at risk can run into resistance when their owners fear that their insurance rates will rise and their property values will decrease. http://grist.org/housing/oregon-wildfire-risk-map-home-values/
Road Rage - Contributing Factors	Road safety	• Cutting in and weaving, speeding, and hostile displays are among the top online complaints posted by drivers, according to a 2013 study by the Centre for Addiction and Mental Health (CAMH), published in Accident Analysis and Prevention. "Driver anger on the information superhighway: A content analysis of online complaints of offensive

Resource	Focus	Comments and URL
		driver behaviour." https://www.sciencedirect.com/science/article/abs/pii/S0001457512003636?via%3Dihub
Road Signs Plus Mailings Reduce Lawn Watering: The rain-watered lawn	Water	• This pilot with control group found that households watered more conservatively than with water restrictions alone if they were also informed of recent rainfall https://doi.org/10.1016/j.jenvman.2017.04.081
Road Traffic Prevention Programs for Young Adults	Road safety	• This scoping review examined 17 interventions for reducing road traffic accidents among young adults. It provides evidence that they can be reduced among young adults and novice drivers using a wide range of simple interventions ranging from simulators and training to incentives. http://www.sciencedirect.com/science/article/pii/S2213398421001731
The Role of High-Socioeconomic-Status People in Rapidly Reducing Greenhouse Gas Emissions	Climate, Energy, Transportation	• Is it worth targeting people with high socioeconomic status, with customized interventions? This open-access article explores how they can have a disproportionate impact on greenhouse gas emissions and potentially on climate change mitigation and adptation as consumers, investors, role models, organizational participants, and citizens.
Safe Routes Partnership	Active living, Fitness, Heart health, Transportation	• Practical resources for promoting walking and rolling to and from schools. https://www.saferoutespartnership.org/ • Provides summaries of relevant academic research and a newsletter. • Toolkits include a Guide to Safe Routes to Schools (2021), Strategic Storytelling Toolkit (2020), Safe Routes to School Messaging for Pros, The Wheels on the Bike (Bike Trains, 2018), and Building Momentum for Safe Routes to School (2017). They also provide coaching, workshops, and training.
School Gardens Linked with Children Eating More Vegetables	Nutrition	• Getting children to eat their vegetables can seem like an insurmountable task, but nutrition researchers at The University of Texas at Austin have found one way: school gardens and lessons on using what's grown in them. This cluster-randomized controlled trial (RCT) study of 3,135 children found that those students in the gardening, nutrition and cooking classes ate, on average, a half serving more vegetables per day than they did before the program. Published in 2021. http://ijbnpa.biomedcentral.com/articles/10.1186/s12966-021-01087-x
School Violence and Bullying Global Status Report	Bullying and violence	• This report, prepared by UNESCO and the Institute of School Violence and Prevention in January 2017, provides an overview of available data on the nature, extent and impact of school violence and bullying and initiatives to address the problem. Available evidence shows that effective responses, that take a comprehensive approach and include interventions to both prevent and address school violence and bullying, can reduce school violence and bullying. Comprehensive responses encompass strong leadership; a safe and inclusive school environment; developing knowledge, attitudes and skills; effective partnerships; implementing mechanisms for reporting and providing appropriate support and services; and collecting and using evidence. More specifically, such responses include: enactment and enforcement of national laws and policies and of school policies and codes of conduct; commitment to creating safe, inclusive and supportive learning environments for all students; training and support for teachers and other school staff in positive forms of discipline and provision and delivery of relevant curricula and learning materials; collaboration with a range of stakeholders and active participation of children and adolescents; access to

Resource	Focus	Comments and URL
		safe, confidential and child-friendly reporting mechanisms and support services; and research, monitoring and evaluation. Interventions that have focused on transforming the culture of schools, taking a strong stance against violence, and supporting teachers to use alternative ways of disciplining children and managing the classroom have proven to be particularly effective. https://unesdoc.unesco.org/ark:/48223/pf0000246970
School-Based Policies to Prevent Obesity: Cluster randomized trial	Nutrition, Obesity	• This cluster randomized trial demonstrated effectiveness of providing support for implementation of school-based nutrition policies, but not physical activity policies, to limit BMI increases among middle school students. This trial had a larger effect than previous studies, indicating that school-based structural interventions may be particularly promising. Published in 2018. https://www.ajpmonline.org/article/S0749-3797(18)32270-0/fulltext
School-Based Violence & Bullying Prevention Programs	Bullying and violence	• There is strong evidence that school-based violence and bullying prevention programs reduce violence and victimization. Such programs have also been shown to modestly reduce bullying in some circumstances. Programs implemented at the classroom level appear more effective than formal school policies against bullying or approaches that focus on specific bullies, and longer, more intense programs reduce bullying more than less intense programs. Multi-component interventions and focused attention for at-risk youth can also increase program effectiveness. (Last updated in 2016) http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/school-based-violence-bullying-prevention-programs
Seven of the Best Apps for Quitting Smoking	Tobacco	• This open-access article in Medical News Today reviews seven apps for quitting smoking. http://www.medicalnewstoday.com/articles/317633#_noHeaderPrefixedContent
Shifting Dietary Choices Towards Vegetarian Food	Climate, Nutrition	• Shifting dietary choices towards vegetarian food is an urgent challenge given the environmental impact of livestock production and imminent need to reduce global greenhouse gas (GHG) emissions. An online randomized control trial found that meat eaters were significantly more likely to choose a vegetarian meal when presented with a menu with 75% vegetarian items, but not when half (50%) were vegetarian. It is thought that availability may have increased vegetarian food choice by implicitly suggesting behavioral norms or by providing consumers with a wider range of desirable option. http://dx.doi.org/10.1016/j.jenvp.2021.101721 and https://medicalxpress.com/news/2021-12-menus-vegetarian-meat-eaters-plant-based.html
Should You Target Disposable Bags or Plastic Bags?	Pollution prevention, Waste	• This 2021 National Bureau of Economic Research working paper makes the case that the regulation of goods associated with negative environmental externalities may decrease consumption of the targeted product but may be ineffective at reducing the externality itself if close substitutes are left unregulated. https://www.nber.org/papers/w28499
Six Behaviors Policymakers Should Promote to Mitigate Climate Change	Climate	• This open-access articles in Behavioral Science & Policy (7:2) identifies six behaviors with the greatest potential to reduce emissions in the United States. The authors modeled the effects of their uptake and predict that if adopted by 5%-10% of the U.S. population, these actions can collectively lower current national emissions by 7%. http://behavioralpolicy.org/wp-content/uploads/2022/03/BSP_Journal_Volume7_Issue2.pdf The article starts on page 63.
Social and Behavioural Change Communications	Active living, Heart health, Nutrition	• This toolkit provides a practical, step-by-step methodology for designing, implementing, monitoring, and evaluating Social and Behavioural Change Communications (SBCC) initiatives to prevent overweight in children. Its review of covers found that interpersonal and multi-component communications had the greatest impact and strength of

Resource	Focus	Comments and URL
for Prevention of Childhood Overweight and Obesity		evidence for maternal nutrition, breastfeeding, and complementary feeding. Only multi-component communications had the greatest impact and strength of evidence on child / adolescent diet and physical activity. http://www.unicef.org/media/116656/file
Social Marketing Interventions Aiming to Increase Physical Activity Among Adults: A systematic review	Active living, physical activity, Transportation	• According to this 2017 study, increasing the number of benchmark criteria used in an intervention to at least four increases the chances of achieving positive behavioural outcomes. www.emeraldinsight.com/doi/abs/10.1108/HE-02-2016-0008
Society for Conservation Biology	Biological diversity, Sustainable agriculture and wildlife conservation	• The Society for Conservation Biology (SCB) is an international professional organization dedicated to promoting the scientific study of the phenomena that affect the maintenance, loss, and restoration of biological diversity. The Society's membership comprises a wide range of people interested in the conservation and study of biological diversity: resource managers, educators, government and private conservation workers, and students make up the more than 5,000 members world-wide. The Society's Social Science Working Group publishes a Catalog of Conservation Social Science Tools. http://www.conbio.org/ • The Society's Social Science Working Group publishes a Catalog of Conservation Social Science Tools at http://www.conbio.org/groups/working-groups/social-science/resources/tools/sswg-catalog-of-conservation-social-science-tools
Solar Panels are Contagious: Decay radius of climate decision for solar panels in the city of Fresno, USA	Climate change, Energy	• Using satellite imagery and machine learning techniques, this study finds that the density of solar panels within the shortest measured radius of an address is the most important factor in determining the likelihood of that address having a solar panel. The findings support the model of distance-related social diffusion and suggest priority should be given to seeding panels in areas where few exist. https://www.nature.com/articles/s41598-021-87714-w
Station Spacing is Key to Bike Sharing	Active living, Transportation	• Bike share use increases exponentially with station density, according to this 2015 NACTO analysis of U.S. bike share system data. Systems that are designed with stations a five-minute walk apart provide more convenient, reliable service and are used much more frequently than systems with more far-flung stations. https://nacto.org/wp-content/uploads/2015/09/NACTO_Walkable-Station-Spacing-Is-Key-For-Bike-Share_Sc.pdf
STD Program Management & Evaluation Tools	AIDS and STBBIs	• This website from the US CDEC contains sections on Effective Interventions, Statistics, Training, Tools and Materials, and the Effective Use of Program Evaluation. http://www.cdc.gov/std/program/default.htm
STEP IT UP! The (U.S.) Surgeon General's call to action to promote walking and walkable communities	Active living, Heart health, Road safety, Transportation	• Being physically active is one of the most important steps that Americans of all ages can take to improve their health. But only half of adults and about a quarter of high school students get the amount of physical activity recommended in national guidelines. Step It Up! The Surgeon General's Call to Action to Promote Walking and Walkable Communities (2015) aims to get Americans walking and wheelchair rolling for the physical activity needed to help prevent and reduce their risk of chronic diseases and premature death. And it supports positive mental health and healthy aging as well. http://www.surgeongeneral.gov/library/calls/walking-and-walkable-communities/call-to-action-walking-and-walkable-communites.pdf

Resource	Focus	Comments and URL
Stopbullying.gov	Bullying and violence	• The Prevention and Resources sections of the website are rich collections of anti-bullying consumer research, promotion, strategy development, and training materials from the U.S.A. Managed by the U.S. Department of Health & Human Services http://www.stopbullying.gov
STOPit Anonymous Reporting System	Bullying and violence, Crime, Occupational health & safety	• STOPit is an Anonymous Reporting System that teaches and empowers individuals to recognize and anonymously report safety, misconduct, and compliance concerns BEFORE they escalate into a crisis or other legal matter. For example, it enables students to document bullying using their mobile phones, and anonymously send the evidence to trusted adults. Schools get a dashboard for managing the reports. • When individuals observe a safety, misconduct, or compliance concern in-person, on- line or through other means, they can submit their incidents anonymously, using the STOPit app, website, or telephone hotline. The STOPit Incident Management Center enables receives, reviews, and, when needed, escalates any emergencies to designated organization contacts and/or law enforcement, via direct phone call, to ensure all emergencies receive immediate attention. Designated organization contacts receive instant alerts, via text, email, and phone call (escalated submissions only) to begin the process of assessing, managing, and resolving a life or non-life threating incident. Law enforcement and other resources are brought in as needed. https://stopitsolutions.com/stopit-anonymous-reporting-system/
Strategic Roles for Health Communication in Combination HIV Prevention and Care Programs	HIV / AIDS, STBBIs	• This special issue of JAIDS: Journal of Acquired Immune Deficiency Syndromes is devoted to health communication and its role in and impact on HIV prevention and care. https://journals.lww.com/jaids/toc/2014/08151
Strategies for Engaging Parents in Active School Travel	Active Living, Fitness, Transportation	• Parents and caregivers play a key role in determining if a child will walk or wheel to school. This report summarizes barriers and strategies for better engaging parents and caregivers, related to active school travel. https://ontarioactiveschooltravel.ca/wp-content/uploads/2021/11/Engaging-Parents-in-Active-School-Travel-Summary-of-Research-Oct-2021.pdf
Students Who Feel a Greater Sense of Belonging with their Peers, Family and School Community are Less Likely to Become Bullies	Bullying and violence	• Researchers at the University of Missouri have found that students who feel a greater sense of belonging with their peers, family and school community are less likely to become bullies. Their findings suggest that parents and teachers should consider ways to create a supportive and accepting environment both at home and at school. http://munews.missouri.edu/news-releases/2019/0730-students-with-a-greater-sense-of-family-and-school-belonging-are-less-likely-to-become-bullies/
Study Shows Texting as Good as Medication at Improving Type 2 Diabetes Management	Nutrition, Texting	• Low-income Hispanics with Type 2 diabetes who received health-related text messages every day for six months saw improvements in their blood sugar levels that equaled those resulting from some glucose-lowering medications, according to researchers with the Scripps Whittier Diabetes Institute. https://medicalxpress.com/news/2017-06-texting-good-medication-diabetes.html
Supermarket and	Nutrition	• Data-guided, supermarket-based, dietary interventions and modern online shopping tools can improve diets. This

Resource	Focus	Comments and URL
Web-Based Interventions Improve Diet		article discusses the results of a three-month randomized field trial that promoted a hypertension-reducing diet. Adherence to the diet increased 3.8 - 4.7 times more for the intervention groups compared with the control. http://www.nature.com/articles/s41591-022-02077-7
A Systematic Review of Behavioural Interventions Promoting Healthy Eating Among Older People	Nutrition	• The aim of this 2018 systematic review was to identify effective diet interventions for older people and provide useful evidence and direction for further research. Three dietary educational interventions and all meal service-related interventions reported improvements in older people's dietary variety, nutrition status, or other health-related eating behaviours. Multicomponent dietary interventions mainly contributed to the reduction of risk of chronic disease. The results support that older people could achieve a better dietary quality if they make diet-related changes by receiving either dietary education or healthier meal service. https://www.healthevidence.org/view-article.aspx?a=systematic-review-behavioural-interventions-promoting-healthy-eating-older-34336
Talking About Taking Airplanes	Climate change, Transportation	• Avoiding air travel has been identified as the third most effective way for individuals to reduce their greenhouse gas emissions, after having fewer children and living car-free. This guide outlines research and tips on talking about airplane trips and climate change. Updated periodically. http://weneedtotalkaboutaviation.org/
Taxes on Sugar-Sweetened Beverages	Nutrition	• The experience of three American cities that implemented sugar-sweetened beverage taxes, indicates that such taxes can lead to public health improvements, with improvements concentrated among female and non-white respondents. http://onlinelibrary.wiley.com/doi/10.1002/hec.4609
Tech Resources for Climate Change Programs	Climate change Energy	• This web page lists free resources provided by the tech community in the following areas: climate change projections around the world; real-time visualization of electricity consumption and resulting CO2 emissions; and calculation of the amount of the carbon footprint or amount of greenhouse gases produced by individual activities, an individual building, or an entire company. https://techbootcamps.utexas.edu/blog/climate-change-tech-and-data-resources/
Telework Research Network	Transportation	• This site provides free access to white papers, webinar recordings and speeches about telework in North America, as well as a basic online telework savings calculator. http://www.globalworkplaceanalytics.com/whitepapers
Tips for Communicating Air Quality Data	Air, Environmental health	• This resource record describes four resources for communicating Air Quality data. Two of these summarize what has been learned from past studies, including the key barrier of low self-efficacy, and provide best practice recommendations. The third argues that in order to overcome low self-efficacy, more personalized data and greater engagement with the data are required. The fourth provides an overview of open-access air pollution data platforms around the world, and their value. • Best Practices for Effectively Communicating Data from Low-Cost Air Quality Sensors https://www.clarity.io/blog/best-practices-for-effectively-communicating-data-from-low-cost-air-quality-sensors • Impacts of Personalized Sensor Feedback Regarding Exposure to Environmental Stressors https://link.springer.com/article/10.1007/s40726-021-00209-0 • Overcoming Low Self-Efficacy Through Interactive Communications ("Public Engagement with Air Quality Data: using health behaviour change theory to support exposure-minimising behaviours") https://www.nature.com/articles/s41370-022-00449-2 • Open-Access Air Pollution Data: https://www.clarity.io/blog/how-open-access-air-pollution-data-is-paving-the-way-for-greater-air-quality-awareness

Resource	Focus	Comments and URL
Tobacco in Australia	Indoor environments, Tobacco	• Chapter 14 covers Social Marketing and public education campaigns and includes tips and an analysis of the Australian experience and effectiveness. Updated regularly. Developed by Cancer Council Victoria http://www.tobaccoinaustralia.org.au/
Tobacco Packaging Design for Reducing Tobacco Use	Tobacco	• Cochrane Review finds standardised packaging may reduce smoking prevalence. https://www.healthevidence.org/view-article.aspx?a=tobacco-packaging-design-reducing-tobacco-30310
Tobacco Use in Canada	Indoor environments, Tobacco	• You can download a PDF version of the most recent report or use the website to view the four main section of the report: adult tobacco use, quitting smoking, youth tobacco use, and e-cigarette use. Provided by the University of Waterloo https://uwaterloo.ca/tobacco-use-canada/
Tools of Change: Proven Methods for Promoting Health, Safety and Environmental Citizenship	Community-Based Social Marketing Environment and related health and safety issues	• The largest collection of full-length Social Marketing case studies on the web. Recognized by the Infography as one of six superlative references on Social Marketing. Examples are provided according to the interest area you specify and organizes your ideas into a draft strategy or communication plan, which you can import into your word processor. • Contains a Planning Guide that includes sections on setting objectives, developing partners, getting informed, targeting the audience, choosing tools of change, financing the program, and measuring achievements. Also contains sections on specific Tools of Change that include building motivation over time, feedback, incentives, norm appeals, commitment, overcoming specific barriers, prompts, vivid personalized credible empowering communication, home visits, mass media, neighborhood coaches and block leaders, peer support groups, school programs that involve the family, word-of-mouth, and work programs that influence the home • Topics include environment (clean air, climate change adaptation, climate change mitigation, energy efficiency, indoor environments / IAQ, pollution prevention, sustainable agriculture, sustainable landscaping, sustainable transportation, waste, water efficiency), health promotion (active living, aids, environmental health, fitness, heart health, indoor environments / IAQ, nutrition, tobacco) and safety (bullying prevention, crime prevention, road safety, occupational health & safety) • By Jay Kassirer, Cullbridge Marketing and Communications, based on a workbook he co-authored with Doug Mckenzie-Mohr www.toolsofchange.com
Transport Social Research and Evaluation Collection (U.K.)	Transportation	• The U.K. Social Research and Evaluation Division, Department for Transport offers a number of its research reports on behavior change, transport choices and climate change. https://www.gov.uk/government/collections/social-research-and-evaluation#social-and-behavioural-research-and-evaluation-reports
Transportation Research Board (TRB)	Transportation	• This site offers access to the programs and services of TRB, a division of the U.S. National Academies of Sciences, Engineering and Medicine that encourages transportation innovation and progress through research and information exchange. The site describes committee and panel activities, program descriptions and news, learning events, publications, and resources. https://www.nationalacademies.org/trb • Of particular interest is the publications index (https://pubsindex.trb.org/) that provides access to 77,000 transportation articles, papers, and reports.

Resource	Focus	Comments and URL
Trends and Sex Disparities in School Bullying Victimization Among U.S. Youth, 2011 to 2019	Bullying and violence	• Based on the U.S. national Youth Risk Behavior Survey of 72,605 high school students, this study focused on trends in traditional victimization and cybervictimization from 2011 to 2019. The overall prevalence of victimization was 19.74% for traditional bullying and 15.38% for cyberbullying, suggesting that cyberbullying is not a low frequent phenomenon. The prevalence of victimization ranged from 20.19 to 19.04% for traditional victimization and 16.23 to 14.77% for cybervictimization, and the declined trends for the two kinds of bullying victimization were both statistically non-significant. The degree of overlap between the two kinds of bullying victimization was about 60%. Female students reported more traditional victimization and cybervictimization than male peers within each survey cycle. https://bmcpublichealth.biomedcentral.com/articles/10.1186/s12889-020-09677-3
U.B.C. Campus Sustainability Engagement and Social Marketing Strategy - Review of Related Research and Similar Programs	Energy, Waste, Water	• This 2013 literature review for the University of British Columbia summarizes behavioral barriers, benefits and interventions related to campus / institutional energy, water and waste-related behaviors. http://www.cullbridge.com/projects/review_findings-final.pdf
U.S. National Social Norms Center	Health, Norm appeals	• Links best evidence with practice to promote effective social norms marketing campaigns to improve health on college campuses and beyond. Based at Michigan State University. http://socialnorms.org/
Understanding Food Waste at Each Stage of the Consumer Decision-Making Process	Climate change, Food waste	• This 2016 paper looks at behavioral opportunities for reducing consumer food waste at the preacquisition, acquisition, consumption, and disposition stages. http://journals.sagepub.com/doi/full/10.1509/jppm.15.132
Urban Adolescent Sexual and Reproductive Health Social and Behavior Change Communication Implementation Kit	AIDS /HIV, Sexual health, STBBIs	• This 2016 tool will help you develop programs for urban adolescents on sexual and reproductive health and behavior change. Contains guidance and worksheets geared to working with adolescents in a wide range of countries and situations. One chapter of the kit focuses on common challenges to engaging adolescents, with strategies for overcoming these challenges. http://sbccimplementationkits.org/urban-youth/
Using Food Challenges and Video Technology for Promoting Fruit and Vegetable Consumption	Nutrition	• An intervention that used guided goal setting and food challenges combined with video instruction helped build self-efficacy and increased consumption of fruits and vegetables. The intervention was successful in both a traditional, in-person classroom and an online course delivery format. It was evaluated using a pre-post quasi-experimental design with 138 students participating in weekly food challenges during a 15-week nutrition course. http://www.jneb.org/article/S1499-4046(22)00375-X/fulltext
Utility Energy Efficiency Program Performance from a Climate Change Perspective: a	Climate change, Energy	• This 2020 report concludes that behavioral energy efficiency programs can reduce the same amount of damages from carbon emissions as structural retrofit programs, but in less time and at lower cost. They can also further boost savings from structural programs. https://www.analysisgroup.com/news-and-events/news/analysis-group-team-assesses-behavioral-energy-efficiency-programs-economic-performance-and-impact-on-climate-change/

Resource	Focus	Comments and URL
comparison of structural and behavioral programs		
Wasting Food is Disgusting: Evidence from behavioral and neuroimaging study of moral judgment of food-wasting behavior	Climate change, Food waste	• This 2019 paper claims to be the first to demonstrate that food-wasting is considered immoral on both behavioral and neuronal levels, and that moral judgment regarding wasting food is primarily related to moral judgment of disgusting behavior. http://www.biorxiv.org/content/10.1101/750299v1.full
What Works for Whom in School-Based Anti-bullying Interventions? An Individual Participant Data Meta-analysis	Bullying and violence prevention	• This meta-analysis found that interventions were more effective with participants who were under the age of 12 and those most heavily victimized before the intervention. Interventions with older children may need to be more intensive, target the bullies directly, offer them prosocial ways to gain popularity, and account for their strive for autonomy and respect. http://link.springer.com/article/10.1007/s11121-022-01387-z
What's in a Name? Global Warming vs Climate Change	Climate change	• This 2014 report provides results from three studies that collectively find that global warming and climate change are often not synonymous--they mean different things to different people--and activate different sets of beliefs, feelings, and behaviors, as well as different degrees of urgency about the need to respond. https://www.climatechangecommunication.org/all/global-warming-vs-climate-change-may-2014-2/
Which eHealth Interventions are Most Effective for Smoking cessation? A systematic review	Tobacco	• This review included 108 studies and 110,372 participants. Compared to nonactive control groups (e.g., usual care), smoking cessation interventions using web-based and mobile health (mHealth) platform resulted in significantly greater smoking abstinence. Similarly, smoking cessation trials using tailored text messages and web-based information and conjunctive nicotine replacement therapy may also increase cessation. In contrast, little or no benefit for smoking abstinence was found for computer-assisted interventions. Four databases (MEDLINE, PsycINFO, Embase, and The Cochrane Library) were searched in March 2017 using terms that included: smoking cessation, eHealth/mHealth and electronic technology. https://www.healthevidence.org/view-article.aspx?a=ehealth-interventions-effective-smoking-cessation-systematic-review-34078
WHO Issues Updated Biobehavioural Survey Guidelines for Populations at Risk for HIV	AIDS, Sexual health, STBBIs	• These guidelines standardize the conduct of biobehavioural surveys to permit comparisons between as well as within countries over time. The use of common indicators allows for uniformity in the measurement of items and production of data that can be used by various global, regional, national and local actors in planning prevention and treatment services, tracking progress in the provision of HIV prevention and treatment services, and identifying gaps in access to services. https://www.who.int/publications/i/item/978-92-4-151301-2
Why Cyclists Form Stronger Commuting Habits Than Drivers	Transportation	• New evidence claiming to be the first of its kind suggests that people who walk or ride a bike to work also become behaviorally attached to their travel type and may even form stronger habits than drivers do. http://www.citylab.com/commute/2015/09/why-cyclists-form-stronger-commuting-habits-than-drivers/403069/

Resource	Focus	Comments and URL
Willingness to Pay for Voluntary Carbon Offsets	Climate	• This open-access article describes a randomized control trial on a large, representative sample of German households that found that providing information on ways to reduce CO2 emissions causally increased willingness to pay for voluntary carbon offsets. Norms had a somewhat stronger impact compared to information framed as scientific research. The treatment effect varied with sociodemographic characteristics and individuals' prior stance towards climate change. Individuals tended to choose information that aligned with their prior views. http://bfi.uchicago.edu/wp-content/uploads/2022/05/BFI_WP_2022-66.pdf
Workplace Travel Benefits and Mode Choice	Transportation	• This open-access articles in Behavioral Science & Policy (7:2), found that "employees who were given transportation benefits by their employers were 9 times more likely to use transit rather than driving alone. Employees with bike-related benefits were 50 times more likely to commute by bike compared with employees with non-bike related benefits." Parking benefits were inversely related to employees' willingness to commute by transit, bike, or walking. http://behavioralpolicy.org/wp-content/uploads/2022/03/BSP_Journal_Volume7_Issue2.pdf The article starts at page 32.
Youth Mentoring as a Viable Crime Prevention Strategy: Evidence and Ontario policy, with reflections from some mentors	Bullying and violence prevention, Crime prevention	• Youth mentoring can be a cost-effective way to reduce the likelihood of offending. Best practices include outreach to vulnerable youth, involving parents, screening and training mentors, matching mentors and mentees based on background, having mentoring connected to a larger strategy, following a developmental approach, and developing standards for implementation. Chapter four focuses on the effectiveness of four programs that involved mentoring - Big Brothers Big Sisters of America, Youth Inclusion Program, Mentoring Plus, and Quantum Opportunities Program. Research has shown some positive impacts on the risk factors for crime and reductions in youth offending. The social return on investment was not evaluated for all programs, but a study of the Big Brothers Big Sisters program showed an $18 return for every dollar invested. http://ruor.uottawa.ca/bitstream/10393/37250/3/Bradley_Jeffrey_2018_thesis.pdf

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Additions are invited!
Send them to: kassirer@cullbridge.com