PLANT VIRGINIA NATIVES INITIATIVE



The Plant Virginia Natives Initiative includes two facets: a statewide marketing partnership and regional native plant marketing campaigns.

























Regional Native Plant Campaigns

The regional native plant marketing model uses proven Community-Based Social Marketing tools and techniques, and focuses on establishing a social norm for use of native plants in the rural, suburban and urban landscape. It is based on research funded and conducted through the Virginia Coastal Zone Management Program that identified structural and psychological barriers that may prevent people planting natives, including:

- lack of information about which plant species are native
- lack of knowledge of the interdependence between native plants and animals
- lack of availability of native plants at retail centers
- lack of, or knowledge of, publicly accessible demonstration sites showcasing native landscaping

The regional native plant campaigns address the following goals:

- Increase the knowledge and use of plants native to the region, according to the Flora of Virginia.
- Help landowners learn more about their property and the benefits of a native plant landscape and conservation landscaping, and how by planting natives they can impact the ecological diversity and sustainability of natural landscapes beyond their property, neighborhood, and community.
- Engage with local garden centers in the region to promote the native plants they currently carry, and to increase the supply and variety of the native plants they carry.
- Engage with local jurisdictions on policies that could be strengthened in favor of native plant landscaping.

Regional native plant marketing campaigns also highlight and leverage partner resources and contributions, and create consistent messaging that promotes the use of native plants and provides a rallying point for partners.





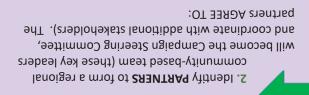






Implementation Regional Campaign Design and STEPS:

1. Identify the REGION

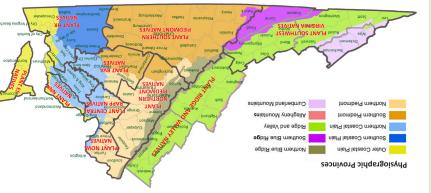


- used for campaign design and implementation; expertise and financial resources that may be Share/ pool their existing RESOURCES, such as
- provide the survey, if needed); do research in your region (Virginia Witmer can coastal campaigns and DECIDE whether or not to REVIEW the available data collected by the
- your regional campaign, which consists of: Based on the research, DECIDE on BRANDING for
- the Name of the Campaign (and Tag line),
- design, if needed), a Logo (V. Witmer can provide assistance with
- overall Messaging;
- resources and constraints. Tool that will be most practical, based on your your Audience(s), using Components of each DESIGN a STRATEGY using all 3 Tools to reach

andience(s). effectively reaching and affecting some change in your and individual components of the strategy, are of your strategy to be certain that the overall design, 3. After 1-3 Years, do a mid-campaign EVALUATION

This can be done through a SURVEY. 4. After 5 years, measure actual "Behavior Change."

Virginia Regional Native Plant Campaigns



Community-Based Social Marketing Approach

| slooT | Barriers |
|-----------------------------------|-------------------------|
| Commitment Morms Incentives | Lack of Motivation |
| eżdmor¶ | Forget to Act |
| Norms | Lack of Social Pressure |
| Communication Social Diffusion | Гяск оі Кпоміедде |
| Convenience | Structural Barriers |
| | |

.vog.sinia.virginia.Witmer@deq.virginia.gov. contact: Virginia Witmer, Virginia CZM Program, coastal regional native plant marketing campaigns, QUESTIONS? For consultation on using CBSM and the

examples and resources. VISIT www.PlantVirginiaNatives.org for more

Statewide Problem/Issue:

to Increase Native Plant Use

Community Based Social Marketing (CBSM)

VIRGINIA COASTAL CAMPAIGN MODEL:

communities associated decline of wildlife species & or degradation of habitats) and native plant communities (loss and/ Loss of Biodiversity - decline in

Goal:

landscaping practices. Virginia, and adoption of conservation Increase the use of plants native to

How? Informed by Research:

will get their attention, and WHERE not using native plants, WHAT message identified audience(s) is, WHY they are HOW is dependent on WHO the

determined through research. audience-driven approach.) Who, why, what and where are they go for information. (CBSM is an audience-based and

Research also identifies:

- get the plants, etc.) (e.g., lack of knowledge, don't know where to BARRIERS to the audience using native plants
- Key words or language used by the audience(s) other wildlife, decrease in maintenance, etc.) landscaping - beauty, enjoy birds and butterflies native plants (e.g., what do they gain from gardening/ BENEFITS the audience would gain from use of
- WHO, WHY, WHAT and WHERE is critical to identifying Understanding - and not making assumptions about

audience(s) and move them beyond awareness to action. audience(s) and HOW best to convey the message to this which message will most resonate with the target

together, have been proven effective at changing behavior. campaign STRATEGY using CBSM TOOLS, that when used Research guides/informs design of a comprehensive

Three (3) CBSM TOOLS: Regional campaigns in the coastal zone focus on the use of

- Captivating Communications
- Prompts/ Point of Sale Materials
- 3. Commitments/ Social Norms

Each TOOL has multiple Components – see next page.

TOOL: Captivating Communications



Vivid, personal, concrete.

- Know your Audience.
- Use a Credible Source.
- Frame your Message this is how it is presented, in general, you should emphasize the losses that occur as a result of inaction
- Carefully Consider Threatening Messages do so with caution present concrete actions that individuals can take to reduce the threat.
- Make Your Message Easy to Remember.
- Provide Personal or Community Goals.
- Emphasize Personal Contact.
- Provide Feedback.

Campaign Strategy Components

- Regional Native Plant Guide
 Demonstration Gardens, Plant ID Markers and Interpretive Signage
- Radio Ads/PSAs
- Public TV Interviews
- PlantVirginiaNatives.org and Partner Websites
- Newspaper and Partner Publication Articles
- Social Media (the usual and NextDoor.com)
- Webinars
- Campaign Exhibits, Events & Presentations
- Scripted Campaign Presentation
- Inexpensive Give-Aways, e.g. native plant seed packets, and merchandise with campaign logo
- Targeted Brochures/Fact Sheets
- Yard Signs
- Videos

TOOL: Prompts - Point of Sale



Behaviors that support sustainability are susceptible to the most human of traits: forgetting.

- Make the prompt noticeable.
- Make the prompt self-explanatory.
- Present the prompt in as close proximity as is possible to where the action is to be taken.
- Use prompts to encourage people to engage in positive behaviors.

Campaign Strategy Components

Garden Center Banner or Flag

Advertises that center sells native plants.

Garden Center Plant Signage/Poster

Placed next to groupings of native plants (idea - kiosk with inventory of native plants available and a laminated copy of regional native plant guide.)

Plant Tags

Featuring campaign logo, and website, to identify native plants at retailers. Also worked with garden centers to set aside a separate sections for natives or to group natives, such as organizing potted natives in sample landscaping schemes.

Please Carry Cards

If a native plant is not available, customer leaves card with the retailer.

TOOL: Commitments/Social Norms



If we observe others acting sustainably, we are more likely to act similarly.

- Make the norm visible.
- Use personal contact to reinforce norms.
- Facilitate the adoption of new behavior through social diffusion:
 - 1. Make commitments public and durable
 - a. Make the actions visible in the community an effective way to increase the visibility of invisible behaviors is to ask for public commitments.
 - b. Whenever possible, these public commitments should be durable.
 - 2. Recruit well known and well respected people, who can have an inordinate impact upon the adoption of new behaviors.

Campaign Strategy Components

Signed Pledge Banners

Pledge signatures gathered publicly at exhibits and other events. Those signing receive a pledge decal.

Pledge Decal

Distributed to those who pledge to visibly display and show their commitment to plant native.

Community Leader Program

Trained and help implement all facets of the campaign strategy.

PLANT VIRGINIA NATIVES MARKETING PARTNERSHIP

The second facet of the Plant Virginia Natives Initiative is on state-wide collaboration on native plant marketing. In August 2011, with regional native plant marketing campaigns expanding, the Virginia CZM Program established a partnership with state and regional agencies and organizations to:

Identify and prioritize opportunities to collaborate on Virginia native plant communication and marketing efforts and form cohesive and coordinated messaging and strategies to increase local availability and use of native plants state-wide.

A core team of member organizations identified projects that would be more efficiently and effectively addressed through the partnership: a) support for a Virginia conservation landscaping certification; b) strategies to help increase the availability of native plants including a framework and guidelines for native plant seed collection/propagation; and, c) coordination of state-wide native plant marketing strategies.

The partnership drafted an **Action Plan** based on these priorities, core team discussions and feedback from open partner forums. The Action Plan focuses on strategies and actions to address four goals:

- 1. Increase collaboration and coordination among partners engaged in native plant education, communication and marketing;
- 2. Increase Virginia Grown native plant stock;
- 3. Increase the availability of native plants at local plant retailers
- Increase demand and use of Virginia native plants by landscape and land use professions, homeowners, landscaping and demonstration restoration projects on public and private lands.

Download the Action Plan at www.PlantVirginiaNatives.org

A status report highlighting the work of partners to address the actions in the plan is available upon request.

Plant Virginia Natives Core Partnership Team

Virginia Coastal Zone Management Program (Chair)

Virginia Dept of Wildlife Resources (formerly Game and Inland Fisheries)

Albemarle County

Alliance for the Chesapeake Bay

Blue Ridge PRISM

Chesapeake Bay Foundation

Chesapeake Conservation Landscaping Council

Flora of Virginia

Friends of the Rappahannock

Garden Club of Virginia

Lewis Ginter Botanical Garden

Norfolk Botanical Gardens

Piedmont Environmental Council

Planning District Commission and Regional Commissions statewide

Virginia Dept of Agriculture and Consumer Affairs

Virginia Dept of Conservation and Recreation, Natural Heritage Division

Virginia Dept of Environmental Quality

Virginia Dept of Forestry

Virginia Department of Transportation

Virginia County Extension Offices

Virginia Institute of Marine Science

Virginia Master Gardener Program

Virginia Master Naturalist Program

Virginia Native Plant Society

Virginia Society of Landscape Designers

VA Soil and Water Conservation Districts

Wetlands Watch

Wild Ones Richmond

Williamsburg Botanical Gardens

Virginia Native Plant Provider Reps

For more information, contact: Virginia Witmer, Virginia CZM Program,

(804) 659-1912; Virginia.Witmer@deq.virginia.gov

www.PlantVirginiaNatives.org