



MOTIVATE LONDON EVENT: Buyer Behaviour - Workshop Summary

This sheet summarises the proceedings of workgroup sessions at the sixth event in the Motivate London Learning Network series, entitled 'Buyer Behaviour', held on 16 November, 2005. Groups were asked to develop a range of behaviour change campaigns for culturally diverse communities in the capital, using top tips, tools and techniques presented to them by the event speakers (presentations can be downloaded [here](#))

<p>Group A: Campaign to encourage 35% of the BME SME community to eat at least five portions of fruit and vegetables a day</p>	<p><u>Messaging</u></p> <ul style="list-style-type: none"> - 'Eat and Meet' slogan – make it cool, use humour e.g. 'Do you eat and meet your five fruit a day?' - Market new / fun / tasty vegetables, which are cheap - Lifestyle element – emphasise the health benefits - Build up a culture around food - Promote different vegetables, so keeping culturally diverse foods alive - Create interest and ownership through trips to where food is grown
<p><u>Communication Channel / Media</u></p> <ul style="list-style-type: none"> - Retail promotional material for free - Cooking demonstrations in shops - Trade Association networks - Faith groups - Word of mouth - Environmental health officers / council - Street markets or ethnic food festivals 	
<p><u>Monitoring and Evaluation</u></p> <ul style="list-style-type: none"> - Sales volume 	
<p>Group B: Campaign to encourage 35% of the Muslim community to vote in the next local elections (May 2006)</p>	<p><u>Messaging</u></p> <ul style="list-style-type: none"> - Highlight links to Islamic scripture, and use issues, items, clothes that are culturally appropriate / relevant - Shock your audience to engage them - Demonstrate how their vote can make a difference - Make voting a social occasion - Provide incentives to register and vote - Make it easier to vote - Interviewing previous voters and use them as role models
<p><u>Communication Channel / Media</u></p> <ul style="list-style-type: none"> - Polling stations in mosques and at home / internet / by post - Radio, posters in community languages, newspapers (local and language specific) and word of mouth - Speakers at Muslim events: community centres, mosques, PTAs at Muslim schools 	
<p><u>Monitoring and Evaluation</u></p> <ul style="list-style-type: none"> - Quantitatively through the number of people who voted - Exit polls identifying faith / ethnicity as part of poll - Compare data with previous years and with other Muslim areas - Focus groups and house-to-house surveys - Monitoring via mosques, grocery stores, halal butchers, restaurants - Identify if Muslim candidate has been elected 	
<p>Group C: Campaign to encourage 100 members of the London Sierra Leonean community to apply to become teachers over the course of the next year</p>	<p><u>Messaging</u></p> <ul style="list-style-type: none"> - Tailor campaign to different groups within the community and also different types of teaching (specialisation) - Define target audience: students and mothers - Emphasise economic security of teaching - Emphasise the value and importance of the job for the community, e.g. a way of giving back to the community - Provide incentives - Ensure training is facilitated e.g. support mothers with child care provision - Pre-training / extra training given as educational standards vary
<p><u>Communication Channel / Media</u></p> <ul style="list-style-type: none"> - Qualified teachers acting as spokespeople - Have trained teachers as mentors - Community partnerships - Target SureStart, Universities, schools etc - Learn through job shadowing and being a paid classroom assistant - Parents advocate teaching as a good career choice 	
<p><u>Monitoring and Evaluation</u></p> <ul style="list-style-type: none"> - Both quantitative and qualitative research - Talk to people who didn't proceed to becoming teachers and find out why 	

<p>Group D: Campaign to encourage all drivers within the Chinese community to reduce their driving speed to below 30 mph in built up areas</p>	<p><u>Messaging</u></p> <ul style="list-style-type: none"> - Research audience and especially the status of speeding and driving within the community - Tailor existing research if possible, such as the 'Think!' campaign - Use multi-ethnic, relevant images, but not too stereotypical as this may put people off - Use real 'accident stories' concerning Chinese children / adults - Target all generations of the community e.g. children, who can put pressure on their parents - Infrastructural changes – traffic calming, signs etc - Provide incentives, e.g. Chinese children becoming crossing guards or the assistance of Chinese celebrities in creating interest in the campaign
<p><u>Communication Channel / Media</u></p> <ul style="list-style-type: none"> - Chinese radio / TV station - Libraries with Chinese sections - Community partnership such as community centres, weekend Chinese language schools, faith organisations - Importance of using schools and children in maintaining the message - Use personal and relevant stories 	
<p><u>Monitoring and Evaluation</u></p> <ul style="list-style-type: none"> - Accident figures (baseline and afterwards) - Speed monitoring (before and after) - Panel of drivers to monitor attitudes and behavioural change - Have a control group study - Follow up monitoring after six months 	

<p>Group E: Campaign to encourage 35% of the London Sikh community to adopt a more active lifestyle</p>	<p><u>Messaging</u></p> <ul style="list-style-type: none"> - Emphasise the Sikh messages about health, greed and the environment - Emphasise not just health benefits, but also the sociability of exercise, such as gathering together for cricket / football (men) or badminton / tennis (women) - Present gardening as a good activity for older women <ul style="list-style-type: none"> - Able to pass on traditional skills - Swap / exchange produce - Emphasise health benefits too - live longer, watching your family grow etc
<p><u>Communication Channel / Media</u></p> <ul style="list-style-type: none"> - In relation to gardening activities: give free giveaways, sell seeds / hold seed swap parties, hold competitions etc - Encourage celebrities, such as Charlie Dimmock, to get involved in competitions - Local greengrocers - Places of worship - Gurdwara 	
<p><u>Monitoring and Evaluation</u></p> <ul style="list-style-type: none"> - Compare survey before and after 	

<p>Group F: Campaign to encourage 35% of the Jewish community who don't currently donate to become regular blood donors</p>	<p><u>Messaging</u></p> <ul style="list-style-type: none"> - Focus campaign by targeting senior, Orthodox Jewish community representatives, and face to face to congregation - Consult with this person about appropriate messaging - Understand the characteristics of community e.g. knowing that it is a structured community - Recognise the importance of family in the community - Emphasise the ease of blood donation, and allay fears
<p><u>Communication Channel / Media</u></p> <ul style="list-style-type: none"> - Reach the community by approaching a senior member of the synagogue to speak on your behalf - Synagogues / umbrella organisations - Use images, such as a photo of a senior member giving blood 	
<p><u>Monitoring and Evaluation</u></p> <ul style="list-style-type: none"> - Feedback from your senior community representative and the congregation - Synagogue / other community specific blood bank figures and donation records 	

About LSx

London Sustainability Exchange (LSx) is a partnership of public, private and voluntary sector organisations, and connects and motivates people to accelerate the transition to a more sustainable London. [More >](#)

About Motivate London

LSx is running the 'Motivate London' project to identify activities that persuade Londoners to take up environmentally sustainable lifestyles. Through a number of replicable pilot projects, research mapping and the 'London Motivators Learning Network' we are generating the "know how" to help London professionals who are working to encourage Londoners to lead 'greener' lifestyles. [More >](#)