



Global Behavior Adoption Tactics

A Guide to Using Activities that Inspire Lasting Behavior Change

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Thematic Area **Behavior Adoption**



Data Collection and
Analysis for CEBA



Multilevel
Strategy



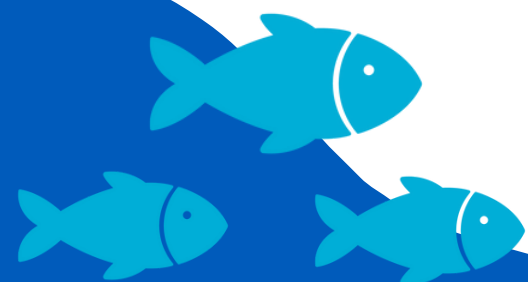
Sub-national brand
design and management

Audience

Direct and indirect implementers.

Purpose

Support implementation teams in the identification of the most appropriate activities for each context and level of behavior adoption that a community is at, and provide resources for planning and implementing them.



FISH
FOREVER

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- Facilitation
- Training Management
- Guide
- Pride Handbook

1

Things You Must First Know

Purpose • Key Concepts • Guidelines

1.1

Purpose of This Guide



Welcome, behavior adoption campaign designers, communicators, and implementers!

This document is a collection of proven and tested tactical activities and materials that you can use for your behavior change campaigns to help communities adopt sustainable fishing behaviors.

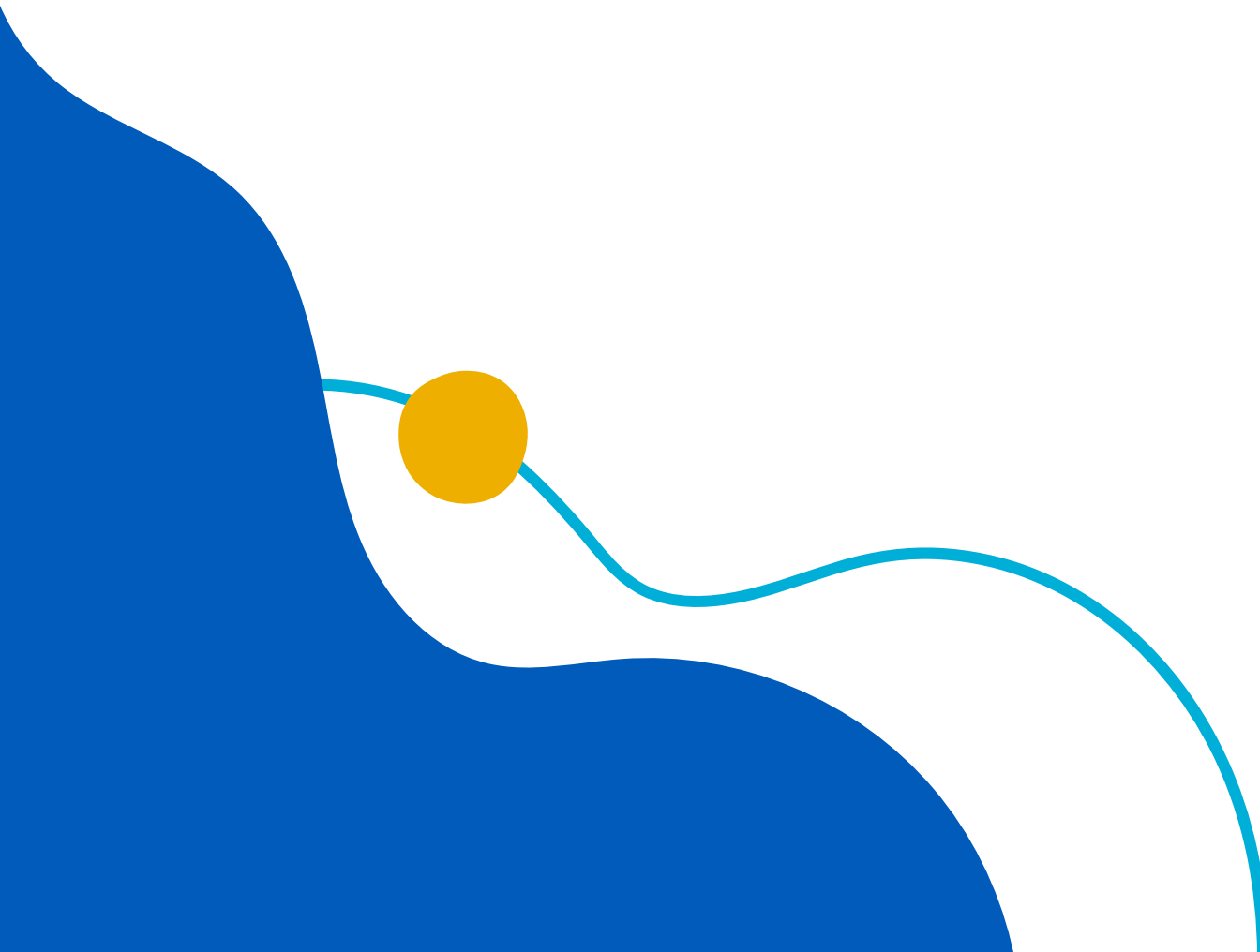
Although communities share many commonalities, they also have unique social, economic, and cultural context, and vary in their stage of behavior adoption. This guide will help you select the most appropriate activities for each context and level of behavior adoption that a community is at, and provide you with resources for planning and implementing them. These can be accessed through the hyperlinks or QR codes provided throughout this document.

1.2

Guidelines for Using the Activities



- 1 The decision to use an activity or material must be driven by the desired outcome based on where the target audience is at on the stage of behavior change.
- 2 Ensure activities are connected to each other and to the main campaign objective.
- 3 Every community should be guided through the three phases of cooperative behavior adoption at its own pace.
- 4 Progress to the next phase only when the goals of the previous phase are met.
- 5 Special considerations must be made in the execution of the activities in the context of the pandemic. See COVID 19 Adaptation Guidelines in section 2.4



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To adapt to physically-distant activities, ensure the ability to establish and nurture strong personal bonds within the community and with campaign partners by:

- Empathizing with individual and collective goals, perspectives and understanding of the community, and fishery's current state before discussing conservation challenges and solutions.
- Creating and promoting space to share aspects of personal life and well-being. Examples of these would be informal/unstructured text messages and calls, integrating fun/silly activities, and mood/energy "thermometers" during remote meetings.

1.3

Key Concepts Behind the Use of the Activities



Theory of Cooperative Behavior Adoption

This is a theory which states that a series of key beliefs, when changed, can move a community to act cooperatively.

Behavior Levers

Behavior levers are intervention strategies that are proven to promote understanding and encourage behavior adoption.

There are six levers, namely, information, material incentives, rules and regulations, social influence, emotional appeals, and choice architecture. Each lever represents a category of intervention strategies based on evidence-based principles from behavioral and social science. The levers are discrete and can be pulled in different combinations for different effects.

The Theory of Cooperative Behavior



Understanding the Community

Understand community beliefs and dynamics through in-depth profiling



Generating Collective Demand

Community recognizes and publicly expresses a belief that sustainable fishing is a cooperative dilemma, resulting in a new expectation that everyone should fish sustainably



Coordinating the Shift

Coordinate a shift in behavior towards sustainable fishing, providing necessary information, and strengthening cooperation by increasing observability and eliminating excuses



Strengthening the Norm

Establish the behavior change to ensure its sustainability by reinforcing

[Video on the Theory of Cooperative Behavior](#)



Behavior Levers

Intervention Strategies to Drive Behavior Change

[Levers of Behavior Change Handout](#)



Information

Building awareness and understanding of desired behavior and why it matters



Rules & Regulations

Mandating and/or prohibiting a behavior



Material Incentives

Increasing or decreasing real or perceived costs, time, or effort for doing a behavior



Emotional Appeals

Leveraging core emotions to drive behavior



Social Influences

Leveraging the behavior, beliefs, and expectations of others



Choice Architecture

Changing the context in which choices are made

2

Using Behavior Adoption Tactical Activities

Understanding the Community ● Generating Collective Demand ● Coordinating the Shift ● Strengthening the Norm

2.1

Understanding the Community



Community Profiling Toolkit



Community Profiling

In order to design an effective and localized solution to fishery management problems, we must first build a complete understanding of a community. Thus, we begin every campaign with research to identify our target audience and their beliefs and behaviors that underlie the fishery problem. Your research will focus on the following information:

- **The Status of Behavior Adoption Within the Community:**

The extent the desired behaviors are being adopted (e.g., following rules and regulations to fish outside of no-take zones) gathered through household survey, observation research, and review of existing documents.

- **Fisher Knowledge, Attitudes, and Beliefs:**

Gathered through one-on-one interviews, focused conversations, day-in-the-life observation, and community walks

2.2

Phase 1: Generating Collective Demand



The aim of Phase 1 is to generate a collective demand for change by getting the community to recognize and publicly express a belief that sustainable fishing is a cooperative dilemma, resulting in a new expectation that everyone should fish sustainably.

Activities used in this phase:

- 1 Fish Cards
- 2 Fish Game
- 3 Smear Fishing
- 4 Community Signages: posters, billboards, buoys, murals, banners
- 5 Community Discussions and Workshops
- 6 Community Productions: radios, skits, flash mobs, puppet shows
- 7 Environmental Religious Sermons
- 8 Learning Exchange Visits



2.2.1 Fish Cards

A participatory activity that uses illustrated cards as prompts to engage fishers in light conversation about the state of their coastal and fishery resources and encourage them to participate or continue participating in its management.

Community Focused Group Discussion.
- Bantayan, Philippines 2016

Fish Cards



Levers



Information



Social
Influences



Target Audience

- Fishers
- Influential
Community Members
- Key Community
Leaders



Activity Goal

- Recognize and publicly
express the belief that
sustainable fishing is a
cooperative dilemma
- Create a new shared
expectation that
everyone in the
community should
fish sustainably

Fish Cards
Resources





Tips for Success

- **Make it easy and convenient for people to participate.** One way to do this is to conduct the Fish Game when participants are already together, for example, during community events, workshops, or savings club meetings, and encourage the attendees to participate and stay for about 45 minutes more.
- **Avoid conducting this activity when the target audience is busy** (e.g., about to head out to fish), **distracted** (e.g., in the middle of a focused activity) **or tired** (e.g., after a long day of training or surveys).
- Whether indoors or outdoors, **ensure that the space is comfortable, reasonably free from distractions, and that there is a flat space to lay down the game pieces** (e.g., table, floor, sand, etc.).
- **The primary target audience are fishers, but you may invite the wider community to watch this activity.** Because fish cards lead to a public expression of the belief that everyone should cooperate in sustainable fishing, having other community members observe and listen can exert greater social influence on fishers to change their behavior. For the same reason, you should always facilitate this activity with a medium-sized group of people (of up to 12 fishers), instead of individuals.
- **Play in a safe, judgement-free environment.** Framing the activity as a fun game and appealing to the identity of being a responsible fisher are also effective ways to attract participants.



2.2.2 Fish Game

A game that simulates fishing and allows players to experience and discuss the negative effects of overfishing and positive effects of different management options.

Community consultation for the passing of
the Cayo Blanco Reserve,
-Santa Fe, Honduras, 2019

Fish Game



Levers



Emotional Appeals



Social Influences



Target Audience

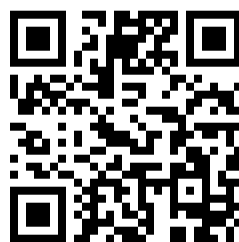
- Fishers
- Influential Community Members
- Key Community Leaders



Activity Goal

- Recognize and publicly express the belief that sustainable fishing is a cooperative dilemma
- Create a new shared expectation that everyone in the community should fish sustainably

[Fish Game Resources](#)



[Online Fish Game](#)





Tips for Success

- Use insight from your community profiling research to **tailor the game to the community's beliefs, social, cultural, and economic contexts**. For example, if a community has established a reserve but continues to fish in it, devote more rounds and discussion time to help players recognize, establish, and respect a reserve area in the game.
- **Make it easy and convenient for people to participate**. One way is to conduct the Fish Game when participants are already together, e.g. during community events, workshops, or savings club meetings and encourage the attendees to participate and stay for another hour and a half.
- **Avoid conducting this activity when the target audience is busy** (e.g., about to head out to fish), **distracted** (e.g., in the middle of a focused activity) **or tired** (e.g., after a long day of training or surveys).
- Whether indoors or outdoors, **ensure that the space is comfortable, reasonably free from distractions, and that there is a flat space to lay down the game pieces** (e.g., table, floor, sand, etc.).
- **Facilitating the Fish Game requires mastery of details**. If you are facilitating the Fish Game for the first time, study the facilitators' guide (see link or QR code provided) well and do a few practice rounds before the actual conduct.
- **Aside from fishers, invite influential community members to play**. Especially when respected by fishers, their presence can add credibility, because they can lead the enforcement action once the community decides to change their behavior. Inviting a wider community to participate or watch can also increase the social influence on fishers to comply with sustainable fishing behaviors.
- **Ensure that the group size is not too small nor too large**. Groups of five to seven players will be easy to manage. For bigger groups, you may want to form multiple groups that will play simultaneously. If this is the case, assign co-facilitators who are familiar with the mechanics for each group to ensure a smooth run.



2.2.3 Smear Fishing

An interactive game that displays two boards with photos of fish species commonly seen in coral reefs. The goal of the game is to catch only allowable species and avoid the prohibited ones by using markers to "smear" them. Rewards are given when allowed fishes are smeared or caught.

Community members playing Smear Fishing.
Pohnpei, Federated States of Micronesia, 2020

Smear Fishing



Levers



Emotional Appeals



Social Influences



Target Audience

- Fishers
- Influential Community Members
- Key Community Leaders



Activity Goal

- Recognize current issues in fisheries
- Understand that cooperative behaviors benefit the entire community
- Create a new shared expectation that everyone in the community should fish sustainably



Tips for Success

- **Use data from your community profiling research to tailor the game to the local fisheries context.** Using local names allow people to recognize the displayed fish species, encouraging them to engage in conversation.
- **Schedule the game when fishers and community members are already together** in their social circle or during large public events.
- **Encourage kids to play guided by their parents.** The game requires parent supervision since it requires physical strength to smear fishes on the wall.
- **Make sure to explain the basis for the fishing regulations and species limits.** Provide ample time before the play to explain the species on the board - their ecological importance, economic value, and protection status.



2.2.4 Community Signages

A visual material that provides information about an acceptable fishing behavior and how to comply with it. Common community signages are billboards, posters, murals, and banners.

Managed Access + Reserve billboard with information on fisher eligibility and gear limits
Bais City, Philippines, 2018

Community Signages



Levers



Information



Social
Influences



Target Audience

- Fishers
- Influential Community Members
- Key Community Leaders



Activity Goal

- Raise awareness of appropriate and expected fishing behaviors in the community
- Provide information on how to comply with the expected fishing norm

[Pride Handbook](#)





Tips for Success

- **Install signages only after a community already has some understanding of the cooperative dynamic of fishing.** Activities like fish cards and fish game help the community understand the cooperative dynamic of fishing; therefore, it is best to install signages after these activities have been conducted.
- **Community signages serve a different purpose than public indicators of individual support, which should be distributed later in the campaign to help facilitate a coordinated behavior shift.** For example, you may decide to paint a mural early in the campaign and distribute public indicators of support such as buttons later during a fishers' pledge activity. While a mural would mark an approximate time when the majority of the community recognizes that they should fish sustainably, the buttons celebrate a concrete decision where everyone in the community decides to fish sustainably.
- **Tailor your signage to your target audience.** Along with your insight from profiling, use your observations from the conduct of the fish cards and fish game to determine a community's literacy level, preferred medium of communication, and the extent to which you should use community signages. For example, if you know that the majority of fishers use illegal techniques, in particular homemade dynamite, the signage should target this specific behavior and the beliefs surrounding it. If a given community turns out to be very receptive to other community-wide activities, you may not have to produce too many signages.



2.2.5 Community Discussions and Workshops

Participatory approaches to provide training on sustainable fishing, reinforce already disseminated information, follow through with previous campaign engagements, and gather additional insight from participants to help generate fisheries solutions

Fish Forever Program Community Meeting
Pará, Brazil, 2019

Community Discussions & Workshops



Levers



Information



Social
Influences



Target Audience

- Fishers
- Influential Community Members
- Key Community Leaders



Activity Goal

- Deepen understanding about issues and proposed solutions
- Encourage fishers and key community members to discuss issues and explore community-driven solutions
- Create an enabling and safe environment for fishers and key leaders to discuss problems and solutions

[Facilitation](#)



[Training Management resources](#)





Tips for Success

- **Conduct discussions and workshops after signages billboards, murals, and posters have been installed and disseminated, and your campaign has established presence.** When there is increased awareness and heightened curiosity about the campaign, discussions and workshops work well to reinforce and deepen your message.
- **Choose a time and location that is suitable to your target audience.** Find out the distinct seasons and time of day when your participants are most free. Market days or festivals are often good times for meetings. Popular places such as a frequently visited coffee shop or a popular merchant are good locations. Make sure that your location is comfortable (i.e., not too hot or too cramped), free of distractions and interruptions, and set up in a way where participants can freely participate in the discussions.
- **Community discussions are usually facilitated by site implementing team members,** but it is also a good idea to encourage community facilitators and/or local leaders to co-facilitate workshops and community discussions.



2.2.6 Community Productions

Community productions such as theater productions, campaign songs and dance presentations, radio talk shows, puppet shows, and other similar activities are used to engage communities and deepen campaign messages through relevant, engaging, and compelling ways.

Community puppet show for children
Raja Ampat, Indonesia

Community Productions



Levers



Information



Emotional
appeals



Target Audience

- Fishers
- Community Members
- General Public



Activity Goal

- Strengthen knowledge and values related to desired behaviors for sustainable fisheries through relatable, compelling stories that resonate with the community

[Pride Handbook](#)





Tips for Success

- **Ensure that the community has some understanding of the cooperative dynamic of fishing.** For your campaign to be effective and audience-centered, your chosen tools need to be preceded by focus group meetings and surveys, and perhaps even introductory radio spots.
- **Build interest and curiosity through introductory radio spots, posters, public announcements, social media announcements, etc.** Always include the details (i.e., time, date, place, etc.) for catching the production. This means therefore that you should coordinate with the right people ahead of time. For example, if you are doing a radio program, reach out to local radio stations and start developing a plan for using radio right after you have completed your initial audience research and generated behavior insights and profile.
- **Ensure the community event is fun and that participants are engaged.** Leverage the use of campaign mascots or other social marketing materials.
- **Ensure that your production has a call to action/s that is/are clear and easy to do.**



2.2.7 Environmental Religious Sermons

A talk given by religious leaders to disseminate and expound on campaign messages as they relate to religious or spiritual values and beliefs

Parish priest preaching to kids and teachers during the campaign launch
- Siruma, Philippines, 2015

Environmental Religious Sermons



Levers



Social
Influences



Emotional
Appeals



Target Audience

- Fishers
- Community Members
- General Public



Activity Goal

- Maximize the influence of religious leaders in conveying key messages of the behavior adoption campaign
- Appeal to religious and spiritual identities in the community

[Pride Handbook](#)





Tips for Success

- **Reach out to the religious leader** days prior to the scheduled religious activity and ask if they have any questions about the key messages of the behavior change campaign.
- **Ensure the core campaign team members are present at the religious activity** to observe and note how the receivers might respond to the key messages incorporated into the “sermon”.
- **Prepare copies of the sermon sheet for the core team members** to use as reference during the religious event.
- **Your research might tell you that many in your target audience are likely to already have formed strong connections to their religious beliefs, they will have developed great trust in their religious leaders.** These bonds make religious leaders a very credible source in disseminating your messages and an important voice in your campaign.

Learning Exchange Visits



Levers



Social
Influences



Emotional
Appeals



Target Audience

- Fishers
- Community Members
- General Public



Activity Goal

- Allow cross-pollination of fisheries management practices between two or more groups/sites
- Encourage sharing of scalable fisheries solutions and practices
- Create an environment for peer-to-peer learning and insights

[Learning Exchange Visits](#)

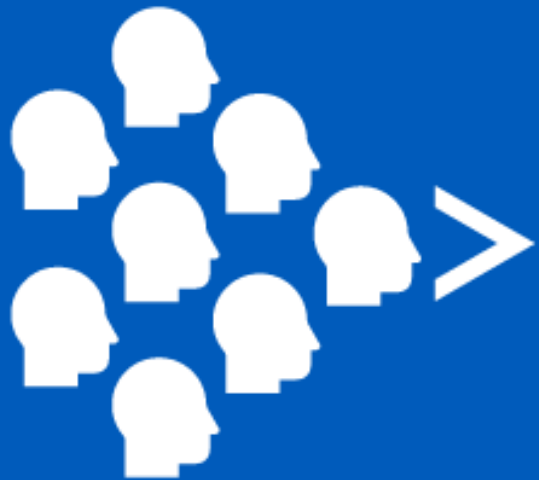




Tips for Success

- **Ensure that the community has some understanding of the cooperative dynamic of fishing** before conducting fisher learning exchanges.
- **Ensure you have selected a community demonstrating the good fishing practices that can be replicated** by potential learners.
- **Ensure expectations and norms are set between two groups.** Introduce participating communities properly. One group as the learners, the other group as the community sharing their best practices.
- **Create a space where everyone can share freely and ask questions.**
- **Brief participants on what to expect and how to conduct themselves at the site.** If you like, prepare a participant's briefing kit that includes information about the learning site, what to bring and wear, cultural etiquette and norms, schedule and itinerary, emergency numbers, etc.
- **Prepare guide/reflection questions and carve out time to process them.** You may include some pages in the briefing kit where they can write their notes.

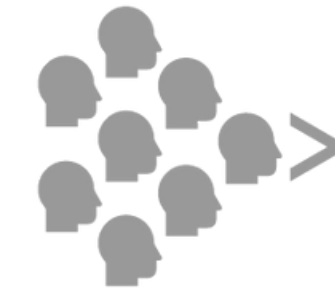
2.3 Phase 2 Coordinating the Shift



Activities described in the previous step aimed to create a collective demand for behavior shift towards sustainable fishing practices. These activities, however, do not guarantee behavior change. The only way to realize this collective demand is by updating every community member's belief that others are (or soon will be) fishing sustainably, leading to a coordinated shift at a community level. Activities covered in this step facilitate this coordinated shift and strengthen cooperation by increasing observability of target behavior and eliminating excuses for not following a newly established norm.

Activities used in this phase:

- 1 Public Pledges
- 2 Public Indicators of Support



2.3.1 Public Pledges

An event in which fishers and their families stand in front of their community and promise to change their behavior. A key leaders' pledge is an event in which influential local leaders stand in front of the community and their constituents and promise to support a behavior change campaign. This pledge entails specific calls to action to help sustain the adoption of the desired behaviors.

Mayors and Vice-Mayors of the Honduran coastal municipalities of Omoa, Santa Fe, Guanaja, Puerto Cortés, Tela, and El Porvenir pledged to support thriving coastal communities and healthy fisheries.
- Honduras, 2019

Public Pledges



Levers



Information



Social
Influences



Target Audience

- Fishers
- Key Government Leaders
- General Public



Activity Goal

- Communicate what everyone else will be doing
- Coordinate behavior shift to sustainable fishing
- Eliminate any excuses for not following a new rule

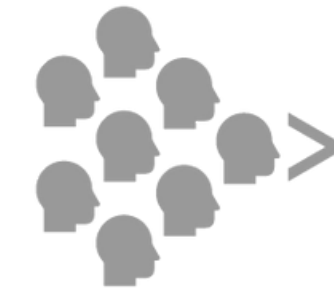
[Public Pledge
Resources](#)





Tips for Success

- **Ensure that there is a collective demand for change** among the target audience.
- **Pick a time and place that is convenient for the pledgers.**
- **Plan one highly visible event**, instead of multiple small ones.
- **Ensure high attendance of the target audience.** Advertise ahead the event using popular media channels.
- **Brief participants on what to expect and how to conduct themselves at the site.** If you like, prepare a participant's briefing kit that includes information about the learning site, what to bring and wear, cultural etiquette and norms, schedule and itinerary, emergency numbers, etc.
- **Prepare guide/reflection questions and carve out time to process them.** You may include some pages in the briefing kit where they can write their notes.



2.3.2 Public Indicators of Support: Boat/Sail Painting

A highly visible symbol (e.g., a boat sail painted with campaign messages) that signals to observers a person's intention to cooperate in sustainable fishing behaviors.

Campaign slogans on local pirogues (dugout canoes) serve as traveling billboards
Resex CaeteTaperacu, Brasil, 2017

Public Indicators of Support



Levers



Social
Influences



Emotional
Appeals



Target Audience

- Fishers
- Community Members
- General Public



Activity Goal

- Inform members of the community that other members are supporting the good behaviors
- Compelling and local images and messages resonate with community

[Pride Handbook](#)





Tips for Success

- **By this time in your campaign, you would have already built your target audience's knowledge and attitudes towards cooperative fishing behaviors through strategic events, activities and materials.** During this phase of the campaign, it is expected that the community believes that the new ways of fishing must be followed by everyone. This is the best time to keep the momentum going by having your target audience publicly showing their support for the new fishing norms.
- **Conduct a rapid qualitative campaign assessment to gauge knowledge, attitudes, and practices of the community.** Conducting periodic assessment allows adjustment in campaign messaging and use of appropriate communication channels. It can also determine if the target audiences are moving closer to the desired changes.
- **Coordinate your plan with the campaign team and community leaders.**
- **Public indicators of support are more effective when integrated into an ongoing community engagement event.** Maximizing local celebrations and observances is low cost, high impact and effective way to reach as many target audiences.

2.4 Phase 3 Strengthening the Norm



Activities described in the previous step aimed to build the momentum coordinated behavior shift towards sustainable fishing practices. Strengthening newly adopted behavior with the ultimate goal to sustain these behaviors. In order to realize Phase 3 in the Theory of Cooperative Behavior, there must be a strategy to update every community members' belief that others will know when someone is fishing sustainably, that everyone is expected to do the right and sustainable behavior at a community level. Activities covered in this step facilitate strengthening of norms and reinforcing cooperation is by increasing observability of target behavior and eliminating excuses for not following a newly established norm.

Activities used in this phase:

- 1 Gear Swapping
- 2 Enforcement Systems
- 3 Marker buoys



2.4.1 Gear Swapping

Fishers are encouraged to turn over prohibited fishing gears in exchange for the sustainable fishing gears that can be used when fishing within managed access fishing areas. This is normally spearheaded by the local government authorities in an area. Initiating this reduces the cost for fishers to acquire the legal fishing gears promoted.

A woman fisher in Libertad shows one of the allowed gears.
- Antique, Philippines 2018

Gear Swapping



Levers



Material
Incentives



Social
Influences



Target Audience

- Fishers
- Key Local Leaders



Activity Goal

- Motivate the fishers to voluntarily opt for legal fishing gears and give up the use of illegal fishing gears
- Make other fishers know that information about the new behavior is easily accessible



Tips for Success

- **Explain the purpose and benefits of swapping to legal and sustainable fishing gears.**
- **Persuade enough fishers** to adopt the new behaviors, set the trend and make it a new norm.
- **Ensure expectations and norms are set between two groups. Introduce participating communities properly.** One group as the learners, the other group as the community sharing their best practices.
- **Have a gradual phase out plan or transition mechanism for the implementation of the use of the new allowable fishing gear.** Allowable gear tend to be less profitable than illegal gear and therefore fishers may need time time to recover from their losses.
- **Provide adequate skills transfer** (such as training, coaching, site-visits, consultations, etc.) **and post training support** to help fishers adapt the use of the new gear, especially to less common or more modern gears.
- **Ensure that fishers who are part of the swap are monitored and supported continuously** to sustain their adherence to their commitment to follow desired behaviors and use allowed gear.



2.4.2 Establishing Marker Buoys

Marking the boundaries of a reserve not only convey a clear message of where the fishers can fish but also increase observability by making it clear to observers whether a fisher is fishing in the allowed area.

Marker Buoy in Machangulo, Maputo to demarcate Mozambique's first No-Take Reserve - Maputo, Mozambique, 2021

Establishing Marker Buoys



Levers



Choice
Architecture



Information



Target Audience

- Fishers
- Community Members
- Local Enforcement Teams



Activity Goal

- Demarcate boundaries of no-take and special designated zones (e.g. navigation lane or seaweed farms)
- Act as prompts or reminders to deter any intrusion into no-take and special designated zones

[Marker Buoy
Resources](#)





Tips for Success

- **Ensure that marker buoys are visible from about a mile from the no-take zone.** Choose a size that is big enough and use bright colors and banners.
- **Place signages on strategic locations** such boat landing stations, mooring locations and fish landing areas to complement marker buoys.
- **Incorporate indigenous materials and cultural symbols to the marker buoys.** If applicable, get priest, imam, or other religious leader to bless the marker buoys or add symbols that reinforce religious relevance and reverence .
- **Create a buzz in the community or organize an event for the deployment of the marker buoys.** This will inform more people about its presence and purpose.



2.4.3 Enforcement Systems

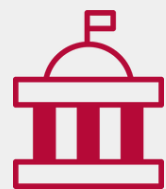
An operational system where members of the community act in an organized manner to enforce the law by deterring and apprehending other members of the community who violate the rules and norms.

Community fisheries enforcement
- Inhassoro, Mozambique, February 2020.

Enforcement Systems



Levers



Rules and
Regulations



Social
Influences



Target Audience

- Fishers
- Community Members



Activity Goal

- Enforce laws, rules, and regulations regarding proper fishing practices

[Enforcement Systems
Resources](#)





Tips for Success

- **Ensure that fishers already have the knowledge and skills.** These include understanding about fisheries laws and local regulations, skills in vessel identification, detection of illegal gears, conducting warrantless arrest and seizure and basic skills in completing legal forms.
- **Enforcement teams have the legal mandate and authority to conduct their enforcement activities from local and national governments.** They should be easily recognized by fishers and the community.
- **Adequate assets are regularly provided to sustain enforcement activities and enforcement teams are adequately subsidized or financially supported.**
- **Promote inter-agency cooperation to address transboundary monitoring and enforcement issues.** Inter-local government cooperation and alliances adds value by facilitating venue for joint action, commitments and agreements are respected and completed, and management and optimization of resources.

Adapting to the New Normal

Covid -19 Restrictions and Opportunities

Given the new context associated with the global pandemic, additional insights related to Covid-19 responses will be essential as you develop interventions for adoption of the key behaviors.

Even if you have already completed the Community Behavior Profiling step in your community, revisit your research stage and gather additional information to understand how and what behavior interventions and tactics might apply in their new context.

- Travel restrictions (between communities, to and from outside)
- Restrictions on gatherings, inside and outside buildings
- Physical distance regulations and restrictions
- New cultural norms related to public health guidelines (comfort with gathering size, culture of mask wearing)
- Technological and communication capabilities (prevalence and preference of radio, megaphones, smartphones, social media)
- Technological feasibilities (e.g. What technology could the community feasibly receive and accept? What are the main and preferred apps used for communication?)
- Opportunities for funding new technology
- Emerging trusted and prominent thought-leaders

Virtual Delivery*



Understanding the Community

- Online/phone Interviews, FGDs, Household Surveys
- Local coordinators/ extensionist create a virtual community tour
- Picture/audio diaries to document “a day in the life” of a fisher, buyer, mayor, etc.
- Picture/audio journey maps for a specific behavior
- Text/instant message surveys to gauge most popular communication channels
- Information, Communication and Technology (ICT) preferences online survey
- Guides for peer-to-peer interviews



Phase 1: Generating Collective Demand

- **Fish cards** online discussion
- **Fishing Game** online version
- **Community Signage:** E-posters infographics, SMS blasts of campaign messages, video blasts
- **Community Discussions and Workshops:** via online audio-video conferencing platforms
- **Community productions:** video, radio, podcasts, vlogs, online competitions
- **Environmental Religious Sermons:** online masses/services
- **Learning Exchange Visits:** virtual tours, vlogs



Phase 2: Coordinating the Shift

- **Public Pledges:** telecast/radio broadcast/webcast of public pledges
- **Public indicators of Support:** Facebook profile photos



Phase 3: Strengthening the Norm

- **Gear swapping, Enforcement Systems:** radio broadcast/telecast/webcast/SMS blasts of success stories and messages from thought leaders, online meetings with other fishers to discuss successes
- **Establishment of Marker buoys:** photo/video of marker buoys and establishment event

*Virtual delivery is recommended for medium to high-risk sites where face-to-face interaction is not possible due to restrictions in travel, gatherings, etc. It is also suitable for communities with sufficient internet connectivity.

Blended Delivery*



Phase 1: Generating Collective Demand

- **Fishing Cards, Fish Game, Community Discussions & Workshops:** combination of online and limited in-person participation with COVID protocols enforced
- **Community Signage:** E-posters, infographics, SMS blasts, billboards
- **Community productions:** radio, podcasts, video/ webcast of live performance or on-water productions
- **Environmental Religious Sermons:** socially distanced live masses/services with webcast
- **Learning Exchange Visits:** combination of physical and virtual tour, live vlog



Phase 2: Coordinating the Shift

- **Public Pledges:** on-water pledge event, live webcast events, telecast/radio broadcast
- **Public Indicators of Support:** Facebook frames for profile pictures



Phase 3: Strengthening the Norm

- **Gear swapping, Enforcement Systems:** combination of in-person and radio broadcast/ telecast/ webcast/SMS blasts of success stories, combination of in-person and online meetings with other fishers to discuss successes
- **Establishment of Marker buoys** - photo/video of marker buoys and establishment event

*Blended delivery is a combination of virtual and in-person delivery. This is recommended for sites that allow gatherings but with restrictions.

Limited In-Person Delivery*



Phase 1: Generating Collective Demand

- **Fish cards, Fish Game, Community Discussions & Workshops, Environmental Religious Sermons:** outdoors if possible, limited number of participants, with COVID protocols enforced
- **Community Signage:** as is
- **Community Productions:** on-water productions
- **Learning Exchange Visits:** virtual tours



Phase 2: Coordinating the Shift

- **Public Pledges:** on-water pledge event, live webcast events, telecast/radio broadcast
- **Public Indicators of Support:** Facebook frames for profile pictures

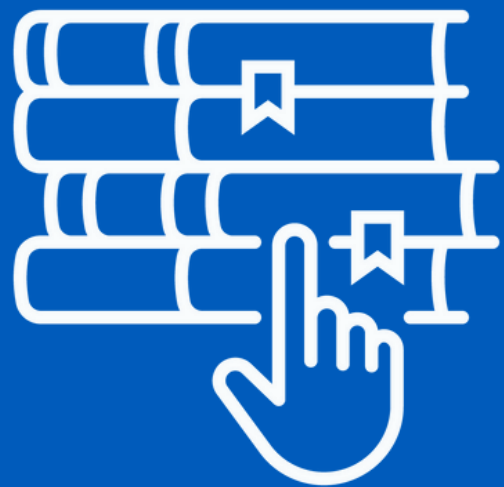


Phase 3: Strengthening the Norm

- **Gear swapping, Enforcement Systems, Marker buoy installation/establishment activities:** limited number of participants, with COVID protocols enforced

*Limited In-Person delivery is appropriate for low risk sites where gatherings are allowed but with certain restrictions.

Supplementary Resources



- [Behavior Adoption Levers Video](#)
- [Behavior Levers Handout](#)
- [Community Profiling Toolkit](#)
- [Fish Cards](#)
- [Fish Game](#)
- [Fishing Rush Online Game](#)
- [Smear Fishing](#)
- [Pride Handbook](#)
- [Facilitation](#)
- [Training Management](#)
- [Learning Exchange Visits](#)
- [Public Pledges](#)
- [Establishing Marker Buoys](#)
- [Enforcement Systems](#)



A Global Hub Resource



Learn More

[Fish Forever Implementer Resources](#)