



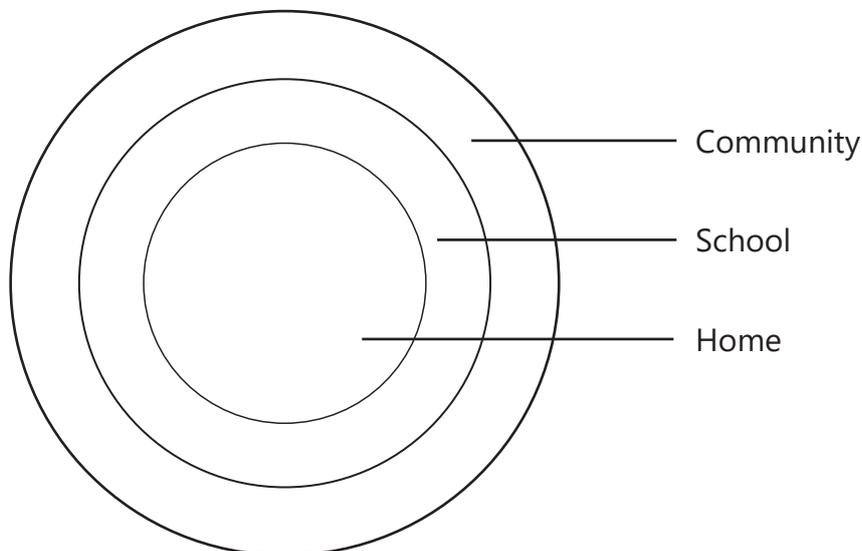
Having an influence - initiating behaviour change

Who do you influence?

I want you to all write in the different circles specific people and groups of people who you see often, between every day and once a fortnight. If you're a forum representative also include the cluster. Home; family members. School; SRC, environment group, friends, class, principal, teachers. Community: forum cluster, community groups, neighbours.

In groups of four, compare your diagrams and add more ideas to your own.

Message: These three spheres/circles (home, school and community) influence how you live your life; from what you eat at home, what you learn at school, and what is cool or uncool in the community. You too can also influence these spheres.



Ways of influencing others

In your groups, write down how you could influence other people, for example, different ways you can encourage people to be more green. Keep in mind that people are persuaded to change in different ways. For example; debate, step by step instructions, creative ideas, appeal to emotions, and hands on activities.

Share your ideas with two other groups. In your new groups of 12, take turns reading out the ideas. Ask any questions if you don't understand and write down the explanation on the poster.

Message: There are so many different ways that you can influence change. Often we do these things without realising, like role modeling and getting into a debate. Sometimes our initial way of trying to influence others doesn't work, so you can try again with a different way.

How you will influence others?

Pick one way you could influence people in each of your spheres/circle and write them on your diagram.

Message: As individuals that care about the environment and want to live on a sustainable planet, we all have the ability to actively and purposefully influence a lot of people. If all of us do this, our communities will be positively influenced by many people in lots of different ways to live more sustainably and, as a group this can make a big impact.

At the YEC Arbury Park Leadership Camp 2012, YEC representatives discussed the people in their spheres of influence and developed ideas for how to influence others or encourage others to change their habits or behaviours.

Twenty ways you can influence others

1. Raise awareness: holding an event, special green days
2. Improve/update systems and equipment
3. Advertise; reminder notices, flyers, pamphlets
4. Encourage influential people to let people know about your message (e.g. principal, celebrities)
5. Lead by example, demonstrate the right thing to do so others copy, be a role model
6. Public speaking: assembly
7. Encourage people to be involved with fun activities e.g. tree planting
8. Online communication: emails, Facebook, MSN, Twitter, blogging
9. Encourage people to join environment groups and volunteer
10. Congratulate people for doing the right thing
11. Persuasion, talking to people, explain the benefits of changing (e.g. money, cool), tell people what you are doing
12. Competitions, incentives, rewards and prizes
13. Fundraise
14. Educate: teach younger students, environmental lessons
15. Sign petitions
16. Media: media releases, newspaper articles (school/local paper/The Advertiser)
17. Make it a rule at your school, ban it in your community, law
18. Explain why you care, share your passion
19. Role plays, songs, paintings
20. Explain how people's actions impact others e.g. where waste ends up.