

Questions and Answers for Behavior Change Grants

Updated April 13, 2020

Question (3/20/2020):

I saw your email yesterday and wanted to ask you a few questions regarding the application:

1. Under project focus, *do you think the MN Traditions social media program would fall under the “other” category?* While our social media program addresses all of the 5 strategies by creating content about it, it seems like the intent of the first 5 strategies on working with lake associations and partners. *Does that sound correct?*

I’m going to fill out the application here in the next few days and try to provide you with a snapshot of what I am proposing so you can provide comment on what you feel I need to strengthen or weaken in my proposal.

Answer:

These funds are meant for projects that focus on a specific audience’s behavior (e.g. drying docks/lifts for 21 days by shoreline residents; disposing of live bait by anglers; etc.). This is the foundation of the CBSM approach. Typically behavior change intervention strategies take a multifaceted approach using multiple behavior change tools and multiple touch points with the target audience. Social media could be one tool, but a social media campaign alone would not be considered a behavior change intervention strategy. If your proposal does not specifically address one of the five audiences/behaviors/strategies listed, then it would fall in the “other” category.

As administrator of this grant program I cannot provide review/comment on proposal content at this time. A strong proposal will include details as outlined in the [“Guidance for Completing an Application”](#) document and address each of the “selection criteria” listed in the [RFP](#).

Question (3/24/2020):

I am really interested in applying for this grant I have few ideas rolling around in my head. One being working with the highschool teams with a pledge program for tournaments. Also, a signed signature will a sticker for boats going through decon. Which could also include a discount or coupon to local stores. Would this fit the framework of the grant?

Answer:

...your idea to work with high school fishing clubs fits with the priority audiences and behaviors as outlined in the grant. You are even getting more specific than “anglers” by targeting high school anglers. The behaviors we are interested in addressing are how to get anglers to dispose of leftover live bait in the garbage, and making sure their boats are cleaned and drained before

they enter the water and after they leave the access to go home or to their next lake. It sounds to me like your ideas fit well with the grant framework.

Your idea to work with high school fishing tournaments fits project focus #3

Target Audience	Desired Behavior of the Target Audience	Strategy to Achieve Behavior Adoption by the Target Audience
Anglers	<ul style="list-style-type: none">• Dispose of unwanted live bait in the garbage• Clean and drain boats	Partner with fishing clubs and organizations to communicate with participants and members

The decontamination sticker and coupon idea could be included as part of your work with tournaments, or it could be a separate effort for all decontamination work that you do. If it is separate, it would fall in the “other” category for project focus. Remember, priority will be given to projects that address those 5 project focus areas first and then if funds remain the “other” category projects will be considered for funding.

Question (3/27/2020):

I have reviewed the 2020 Behavior Change Grant requirements, do Lake Improvement Districts qualify for these grants.

Answer:

Lake Improvement Districts are a type of local government, so yes they are eligible.

Question (3/31/2020):

If the Lead Organization is governed by a Board, is a signed Board Resolution required for the DNR Behavior Change for AIS Prevention Grant? If so, and if obtaining a signed Resolution before the grant due date is not feasible, would a promise to deliver the signed Resolution on a particular date be acceptable?

Answer:

The only requirement of the DNR Behavior Change Grants for AIS Prevention is to submit an application as outlined on the [webpage](#). A board resolution is not required by DNR. However, your organization may have different approval requirements before applying for and/or receiving state funds. Therefore, you should discuss with your board on what/when approvals are needed.

Series of Questions (4/8/20)

Question:

I am going to focus on lakeshore residents drying docks/lifts for 21 days using the “partnering with lake associations to communicate with members” strategy. This audience is already a priority for the program. Looking at the survey results of shoreland residents, only 46% were aware of the 21-day dry law, therefore, my proposal would likely focus on raising awareness. I was thinking of using a mailer. Reaching out to shoreland owners is easy – we can get parcel information for direct mail. If we were to submit an application using a mailer as the strategy, how would that bring people in? Would that only be an information campaign?

Answer:

The project area of focus is eligible, but a mailer alone is not a behavior change strategy. The document “[Guidance for Completing an Application](#)” provides examples of behavior change tools. For example, the mailer could be a commitment that people mail back to you. The number of mailers mailed versus the number of commitments returned could be a metric. Think about how you will evaluate the program, how will you show change in behavior?

Question:

I lack baseline data, like the number of people that have docks.

Answer:

You can use the data in the “[Shoreline Resident Survey Summary Report](#)” as baseline data. You could also collect that information as a metric.

Question:

What about incentives? What if the project used incentives to reinforce that shoreland owners use Lake Service Providers? Can grant funds be used for incentives?

Answer:

Incentives are a behavior change tool, but they need to be used carefully. Promoting the use of LSPs in addition to partnering with lake associations would be trying to address two project focus areas. It is best to focus on one audience, one behavior, and one strategy. Yes grant funds can be used for incentives.

Furthermore, it is not a good practice to pair incentives with commitments. People should not get something significant or of perceived high value in return for making the commitment. The commitment should be made on its own. A small, minor giveaway like a sticker, towel, key float, etc. is ok, because it doesn't have significant value. Also, one-time incentives don't really

work to change behavior because once the incentive is gone, the audience doesn't have a reason to continue the behavior.

Question:

What if my proposal included using a direct mailer that asks for a commitment (either physical/electronic) to dry docks/lifts for 21 days. They could be entered into a drawing. The pledge could include a couple survey questions. With thousands of parcels it would be difficult to do multiple mailers; perhaps it could be a random subset for the follow-up questions. But I'm still not really sure how it would all be evaluated.

Answer:

Use the existing survey results as a baseline ([Shoreline Residents Survey Summary Report](#)) and do a short survey to see where they are at after your program is implemented – this shows reported change in behavior. If you are awarded funds, you will have a chance to discuss methodologies with a behavior change expert to refine your design. You can keep things relatively vague in your application and DNR can work with you to develop clear design and deliverables that would be reflected in the grant contract.

One more comment on our discussion – make sure your proposal includes how you will work with lake associations. What we just discussed kind of skipped over the associations and went directly to the shoreland owners. The lake associations could be an important way to get your mailer/commitment out.

Question (04/09/2020):

Would a purchase of a CD3 unit (signed quote today) qualify for this potential grant funding?

Answer:

Unfortunately it does not. A CD3 unit would be considered a capital equipment expense and capital equipment is not an eligible expense under this grant opportunity.
