



"In this era of global environmental change, promoting pro-environmental behavior (PEB) is one of the important challenges in the path to sustainability"

## MĀLAMA MAUNALUA

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# ENCOURAGING ENVIRONMENTAL ACTIONS

OVERCOMING BARRIERS

## BARRIERS

The effects of urbanization upon the health of Maunalua Bay is understood by most that live with in this region.

Even with this understanding, many community members are facing barriers to their participation. These barriers can range in difficulty and types.

Common barriers are:

- Time
- Affordability
- Knowledge
- Technical skill/ ability
- Environmental moral stance
- The power to make decisions

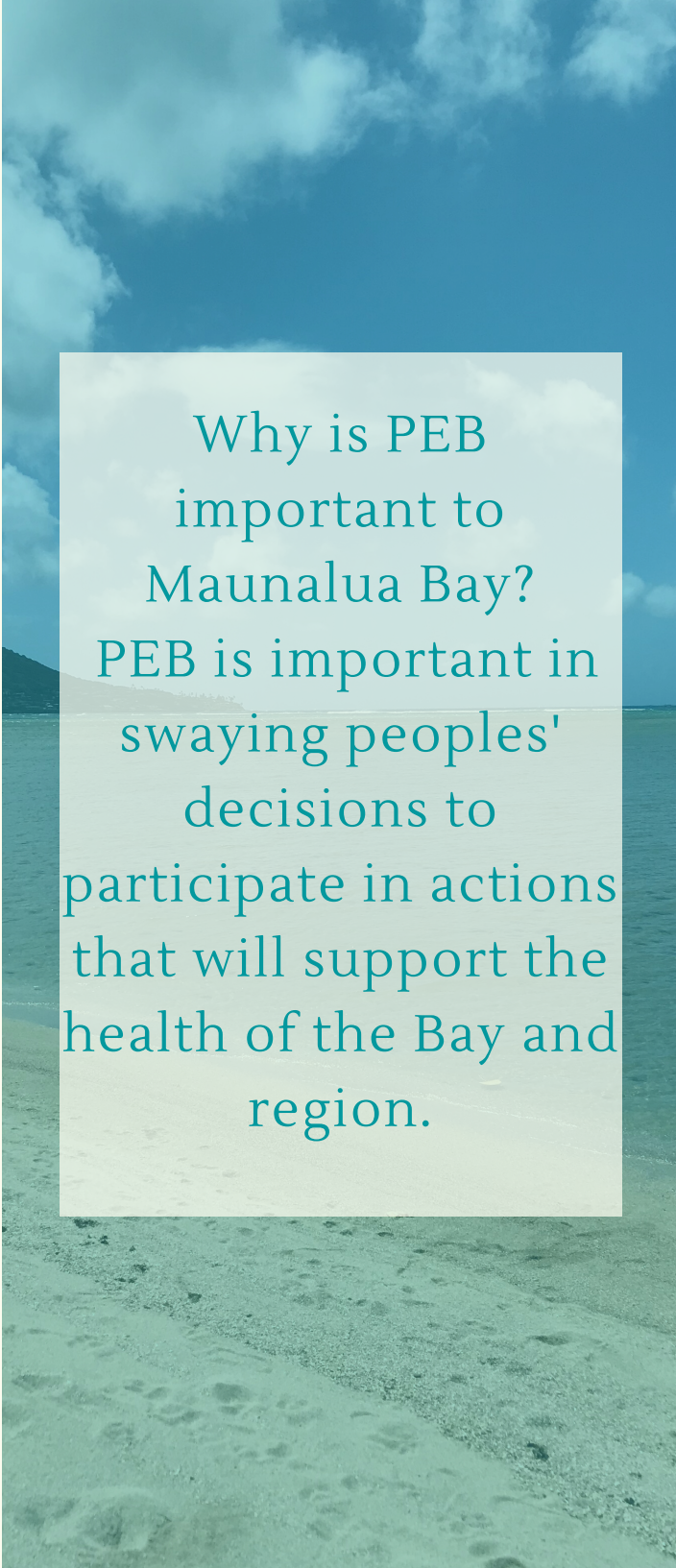
## MOTIVATORS

Motivators are used to encourage community members to express pro-environmental behaviors, by reducing the burden placed upon them.

The type of motivator to use depends upon the perceived benefit to barrier difficulty level ratio.

Common motivators are:

- Social Modeling
- Incentives
- Competitions
- Education
- Reminder Prompts
- "Make-It-Easy"
- Pledges



Why is PEB  
important to  
Maunalua Bay?  
PEB is important in  
swaying peoples'  
decisions to  
participate in actions  
that will support the  
health of the Bay and  
region.

## ENVIRONMENTAL ACTIONS

### Conserving Water Use

- Water plants only after sunset
- Use dishwasher & washing machine only when full
- Shorten shower time
- Turn off faucet while brushing teeth, shaving, etc.

### Reducing Storm & Urban Runoff

- Decreasing impervious surfaces surrounding house by installing more organic materials such as grass, bricks, pavers etc.
- Redirecting your downspout onto lawn
- Planting a rain garden
- Installing rain barrels

### Pesticide and Fertilizer Use

- Use alternatives such as organic formulas (still be mindful of where they are sprayed)
- Use other plants as a repellent
- Use natural oils
- If you must use fertilizers or pesticides, be conscious of where, when (not right before rain), and how often.