Improving Impact Utilizing The New Science in Behavior Change.
“My question is: Are we making an impact?”
What Not To Do

Duck
The Mentawai Health Situation

- High childhood death and suffering rates
  - 10-22% of children <5 years die
  - 33% children <5 had a fever in the last two weeks
The Mission
To significantly improve the health, well being and self reliance of communities in remote geographical locations which are connected to us through surfing
How to stop children dying and suffering without much money nor medical services?
“The Gap between what is actually taking place and what we know can be done to save the lives of 9.2 million children dying each year is one of the worlds most troubling moral crisis”

Expert Review Panel to WHO and UN. 2009
% Malaria Parasite Positive

Malilimok: 33%
Pei Pei: 24%
Tiop: 7.1%
Taulogo: 7.2%

Legend:
- Series1
- Series2
STAGES OF CHANGE MODEL

Steps a person or group takes to change practices/behaviors

1. Pre-Awareness
2. Awareness
3. Contemplation
4. Intention
5. Trial
6. Adoption
7. Maintenance
8. Telling others
Start with what they know, believe and do.

Informative Research
SURFAID
INTERNATIONAL
SAVING LIVES EVERYDAY

MAZMUR 25.5

SAMBUTAN KESEHATAN
SEBAHENGKAH ANAK YANG
MENYELAMATKAN ANAKU

KORESBIK
MENTAWAI

Tak Perlu Takut Bencana
Kami Mengaplikasikan
Maillimok

SEGI TUBU ITITA AN
PULOTIKA
Direct the Rider
The Mentawai Health Situation

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Na'alō nasi aefa wenduru sabōlō
Bōi aehalō gi'a • Ya so tsunami

Oloi - So Tsunami!
Social Marketing
#1 NEW YORK TIMES BESTSELLER

SWITCH

HOW TO CHANGE THINGS

WHEN CHANGE IS HARD

CHIP HEATH & DAN HEATH

THE BESTSELLING AUTHORS OF MADE TO STICK

SAATNYA SIAP SIAGA

LET'S GET PREPARED

www.idepfoundation.org
DIRECT the Rider

FOLLOW THE BRIGHT SPOTS. Investigate what’s working and clone it. [Jerry Sternin in Vietnam, solutions-focused therapy]

SCRIPT THE CRITICAL MOVES. Don’t think big picture, think in terms of specific behaviors. [1% milk, four rules at the Brazilian railroad]

POINT TO THE DESTINATION. Change is easier when you know where you’re going and why it’s worth it. [“You’ll be third graders soon,” “No dry holes” at BP]

MOTIVATE the Elephant

FIND THE FEELING. Knowing something isn’t enough to cause change. Make people feel something. [Piling gloves on the table, the chemotherapy video game, Robyn Waters’s demos at Target]

SHRINK THE CHANGE. Break down the change until it no longer spooks the Elephant. [The 5-Minute Room Rescue, procurement reform]

GROW YOUR PEOPLE. Cultivate a sense of identity and instill the growth mindset. [Brasilata’s “inventors,” junior-high math kids’ turnaround]

SHAPE the Path

TWEAK THE ENVIRONMENT. When the situation changes, the behavior changes. So change the situation. [Throwing out the phone system at Rackspace, 1-Click ordering, simplifying the online timesheet]

BUILD HABITS. When behavior is habitual, it’s “free”—it doesn’t tax the Rider. Look for ways to encourage habits. [Setting “action triggers,” eating two bowls of soup while dieting, using checklists]

RALLY THE HERD. Behavior is contagious. Help it spread. [“Fataki” in Tanzania, “free spaces” in hospitals, seeding the tip jar]
CHART 3: Better health is linked to smaller families.
Benefit Night for SURFAID International

SURFAID is a non-profit humanitarian organization whose aim is to improve the health, wellbeing and self-reliance of people living in isolated regions connected to us through surfing.

Come meet Dr. Dave Jenkins, founder of SURFAID And enjoy light pupus

Raffle for Stand up Paddle Board and paddle (estimated value $1,000) and other surf gear

October 11, 2012, from 7pm-9pm

The Greenhouse
685 Auahi Street
Honolulu, HI

$20 at door, includes one raffle ticket for stand up paddle board

Additional raffle tickets can be purchased at event Must be present to win
saving lives every day.

THANK YOU