Changing the Behavior of billions

Evidn.

John Pickering

Rapid Switch Flash Presentation
June 2019

www.evidn.com
Why behavioural science?
“We know what needs to happen, we just need people to do it”
The logic of behavior science

1. Many of the challenges within ‘rapid switch’ boil down to the decisions/mindsets/behaviors of people

2. Understanding why people think and behave they way they do, and working with them to modify their thinking, is potentially very useful

3. Decision making and behavior unfolds in a system (context) and multiple factors need to be considered for ‘behavior change’ to occur

4. Understanding restraining forces to behavioral change is key

5. Change must be for everyone, not just ‘those people’
Sugar farmers ‘major culprits’ in reef pollution

16th Jun 2015 5:00 AM

A WWF reef campaigner says sugarcane farming is to blame for much of the pollution of the Great Barrier Reef.


Farm practices hurting Great Barrier Reef: researcher

Updated 1 Jun 2007, 8:54am

A four-year study of Queensland’s coastline has found farming and development are damaging coral reefs.

Researchers have studied 200-year-old coral skeletons from the Great Barrier Reef to chart changing water quality.

Marine researcher Professor Ove Heogh-Goldberg from the University of Queensland says the results show intense farming is sending harmful soil and chemicals into the ocean.

He says simple things like planting trees along creeks could help.

PHOTO: Researchers say old reefs are being damaged by land disturbances (AFP)
“We know what needs to happen, we just need people to do it”
1. Legislation
2. Economic incentives
3. Education / scientific awareness
Reef gets a ‘D’ again for health

The latest report card on the Great Barrier Reef shows conditions have barely improved in the past five years, but authorities say their plan to save the Reef will work.

The Great Barrier Reef Report Card 2015 delivered an overall score of D, with only minimal improvement at best in the key measures of coral, water quality and sea grass.

Coral and water quality in Burdekin and Whitsunday regions of the Reef moved from D to C but inshore marine areas remain in poor condition.

It is the fifth year in a row the Reef has scored a D. The impacts of coral bleaching will be seen in next year’s report card.

State and federal ministers said the report showed more needs to be done but claimed the effects of the $2 billion they have invested through the Reef 2050 Plan will be seen in future reports.

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**Progress to targets**

Management practices are assessed using their relative water quality risk. Results show the area managed using best management practice systems as at June 2015.

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Learned Helplessness
(Seligman and colleagues)
Cane growers set record straight

JOHN PICKERING AND TONIYA MCINTOSH

ANYONE who has visited the cane paddocks in Innisfail has seen just how much change and innovation is taking place. Cane growers are constantly trialling new technology, planting new varieties and committing to more sustainable farming practices.

However, over the years there has been a mismatch between what’s happening in the paddocks, and the story that’s being told.

This mismatch is especially true around the challeng- es the industry is facing regarding water quality and the sustainability of the cane industry.

Project Cane Changer, an initiative led by CANEGROWERS, is looking to set the record straight, by working with growers to better understand what is happening on their farms and documenting the measures farmers are taking to improve their farming systems.

Cane growers were invited to shed meetings across Innisfail this week to document their current on-farm practices, share their data between projects and demonstrate the changes they have made.

Responding to the call over 60 growers were involved in the sessions as part of their involvement in Project Cane Changer. They worked with CANEGROWERS Smartcane BMP facilitator, Deb Telford to capture their data and document their farming practices.

A focus of the shed meetings was to encourage growers to enhance their record keeping of farming practices and their willingness to share this information. The underlying reason for this is to be able to provide the evidence that is needed to document the routine practices that growers are undertaking towards the ongoing improvement of their farming systems.

It is this issue of record keeping that often lets the industry down in terms of being able to clearly demonstrate the changes it has made over many years.

The types of questions that growers were asked to record are in line with the normal farming practices growers in Innisfail, and elsewhere, routinely carry out. For example: things like nutrient management, pesticide application, row spacing and soil health.

From all reports growers found it easy to do and were happy to be given the chance to document their practices.

“The majority of growers are already doing the right thing on their farms” Deb Telford said. “These shed meetings were an opportunity to capture current farming practices and help growers work toward BMP accreditation.”

This is the first of many shed meetings that Cane Changer will be holding in the coming months across Innisfail and Tully, and then other cane growing areas of the Wet Tropics. The project team is keen to invite all growers across the districts to be part of the project and set the record straight.

If you would like to find out more visit www.canechanger.com or speak to your local Smartcane BMP facilitator.

A chance to set the record straight

SUGAR CANE:

THE sugar cane industry has a lot to be proud of since it first came to the fore 125 years ago. Recognised around the world for its history of innova- tion, the Australian sugar cane industry is renowned for its technological improvements and sustainable cane growing practices.

For four years it has been the focus with the introduction of a range of new advances in re- search and technology that continue to ensure that the in- dustry responds and evolves to new challenges.

One of the most notable challenges the industry is cur- rently facing is its association with the Great Barrier Reef. In particular, the assess- ment that run-off from cane farms through the use of agri- cultural chemicals, pesticides and herbicides, are adversely affecting the water quality running into the Great Barrier Reef Lagoon.

As a result, there is increasing pressure on the industry to document and demonstrate its response to this challenge.

Project Cane Changer, a Canegrowers initiative, funded by the Great Barrier Reef Marine Park Authority’s Department of Environment and Heritage Protection, is a grow- er-led initiative in response to this challenge.

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The project seeks to work with growers to ‘set the record straight’ by demonstrating the industry’s positive response to farming practice change.

The logic behind the tagline of the project, ‘set the record straight’, is simple. Firstly, it is designed to build better public awareness of the positive steps the indus- try is routinely doing with re- spect to farming practices.

Secondly, to demonstrate this positive response the pro- ject is calling on growers to estab- lish these wetland record keeping and participate in pro- grams such as SmartCane BMP.

“We are working with cane growers to tell their story and demonstrate the changes they are making on their land,” pro- ject leader Dr John Pickering said.

The project is being intro- duced across the Herbert in the coming months.

The key feels success is hav- ing as many growers as possi- ble on board.

More information about the project is due to be published in the rural section of the Her- bert River Express in the com- ing weeks.
Environment minister recognises growers for positive change

QUEENSLAND’S Environment and Great Barrier Reef Minister, Leanne Enoch visited a Mourilyan cane farm last week to sign a commitment to sugarcane growers and recognise them for their efforts to improve the quality of the water running into the Great Barrier Reef.

Ms Enoch said the Cane Changer and the Wet Tropics Major Integrated Projects highlighted the positive partnerships made between government, industry and farmers and demonstrated the commitment and stewardship of farmers in the region.

“Wet Tropics MIP and Cane Changer are breaking new ground in how they’re helping farmers manage the sustainability of their enterprises and industry and achieve accelerated water quality improvements for the Great Barrier Reef,” Ms Enoch said.

Cane Changer project leader, John Pickering said the recognition was a sign of the support sugarcane growers have from the Queensland Government.

“Growers have been making significant improvements over the years to their farming practices to improve the water quality running out into the Great Barrier Reef,” he said. “It means a lot for growers to have that support and acknowledgement of the changes they have made.

Project Cane Changer is a CANEGROWERS initiative, supported by the Queensland Government. To find out more head to canechanger.com or contact your local CANEGROWERS office.

Cassowary Coast Inds
Thank you

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