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### **“Fostering Behavior Change for Sustainability” – Activity/Lesson**

I have shown the documentary *Tapped*, which critically examines the bottled water industry, to several classes in the past. However, as a result of participating in the behavior change workshop, I realized that my approach may have focused too much on providing information and too little on behavior modification. This semester, I created a handout that asks students to reflect on their perception of bottled water as well as their behavior (see below). In class, they discussed their answers in small groups, and then we opened the discussion to the whole class.

The majority of students reported that they had not thought much about the impact of bottled water on humans and on the environment before watching the film. Most said that they thought “bottled water was very good” or “100 % pure,” and they believed it to be “healthier than tap water.” One wrote that she “didn’t think about it deeply.”

After watching the film, many students felt their perception of bottled water had changed. “I changed my perception,” one student wrote, “because now I know that the bottled water isn’t clearly for us.” Another said, “I was shocked when I saw that. It’s better to drink tap water than bottled water.” Many students used the word “knowledge” in their answers, expressing that having this new knowledge helped them change their perception. But would it also change their behavior?

The handout included a question that aimed to tie their new knowledge/awareness to possible behavior change. Many students indicated that they expected to change their behavior. “I won’t buy or drink it anymore because I don’t want to be sick and neither help them [the bottled water industry] to keep polluting the environment,” was one response. Some said they would probably buy bottled water occasionally but less often than before “because people must take care of the environment.”

We then talked about social marketing and the difference between having knowledge and acting upon it. To affirm their new identity as someone who views bottled water “more deeply” and critically, they had to identify a friend, colleague or family member who regularly consumes bottled water. Their assignment was to share what they learned with this person and summarize their conversations and the effect it had. Below are a sample of student responses.

Exploring Community-Based Social Marketing concepts to foster sustainable behavior helped me create a lesson plan for the movie *Tapped* that attempts to reach beyond mere information to foster actual behavior change in my students, and maybe even their friends and family members. A follow-up activity will be given at the end of the term.

1. Before watching the documentary, what was your perception of bottled water?
  
2. After watching the documentary, what is your perception of bottled water?
  
3. If your perception has changed, what do you think caused you to change your perception?
  
4. How often do you drink bottled water?
  
5. What type of water do you primarily use in your home?
  
6. How often do you recycle your plastic bottles?
  - always
  - most of the time
  - half of the time
  - only occasionally
  - almost never
  
7. Do you expect to buy/drink less bottled water as a result of watching the documentary? If so, explain why.
  
  
8. Do you know someone (family member/friend/colleague/classmate) who regularly drinks bottled water?

## Social Marketing Campaign – EAP 1500

### Avoiding Bottled Water

#### Student A

The conversation began between my best friend and me because I was telling her about a video (Tapped) that I saw in my English class about bottled water. She drinks bottled water all the time. I tried to explain to her how dangerous bottled water could be and that I was ignorant about the big ecological damage that it causes our planet and us, but she reacted a little incredulous, she didn't understand how it all happened. After I finished explaining to her everything that I learned about how it affects our environment and our health because water bottles have harmful chemicals, my friend realized about how big this problem was and she finally told me: "From now on, I will use tapped water in my home" Then I was happy that she understood how this problem can affect us all.

#### Student B

The project "Bottled Water" was very educational for me. After class, I found a video on YouTube and put it on my Facebook. All my friends were very excited, and started sending me comments. Some of them knew about this information, some not. Especially one of my friends used to buy gallons of water every week. If you look inside her car, you always find a lot of bottled water. She used to leave them in her car for days. Also her little infant used to drink milk from the plastic bottle. Now he is not. What we do right now, we do the same thing what our parents do it long time ago. In the morning I would boil a gallon of water to make a green tea, and put it in refrigerator. What could be better than cold green tea? This information was very useful and helpful for all my friends and me.

#### Student C

I talked to my friend who drinks bottled water every day. She said she drinks that kind of water because it is healthier and more practical than water that comes from the sink. She said it is easier because she goes to the market, buys one box of bottled water, and just drinks it. I told her that it is expensive and the environment is injured by the pollution in bottled water process and if she does not do the right thing, which means to recycle, she is also damaging the environment. She said she will stop drinking bottled water.

#### Student D

Before I had seen the documentary Tapped, I never thought the damages that were behind of a simple bottle of water. I went to my family's house to tell them about the documentary and they didn't know about that problem either. I told them about the toxics that contain the plastic of the bottles. We also talked about the health problems that are caused by the water in the bottles, like diabetes and cancer, and the contamination of the ocean and the health effects provoked by factories that produce these bottles. Finally, after this extended talk, we all decided to start drinking tap water.