

## Shutting off Lights

**Scenario A:** Your YES! Team has decided it wants to work with middle school students and thinks the easiest way to access them is through the after school programming at the community center. After brainstorming with the middle school age youth, you all decide to tackle shutting of the lights at the community center when rooms are not in use or when natural light can be used (for this exercise, assume it is a normal light switch).

**Audience:** Middle School Students

**Setting/Location:** Community Center for after-school programs

**Behavior:** Shut off the lights

<b>Barriers</b>	<b>Benefits</b>
<ul style="list-style-type: none"><li>• Remember to do it</li><li>• Do it often enough to form a habit</li><li>• Switch may not allow turn off without key</li></ul>	<ul style="list-style-type: none"><li>• Keeps room cooler in warm months</li><li>• Reduced expense for electric and bulbs</li><li>• Natural light is better (perceived)</li></ul>

### Explore Key Strategies

Overall, this scenario has **LOW** barriers and **HIGH** benefits.

How might your team use **prompts** (reminders) at the place where influencing their behavior makes a difference (at the light switch!) to get the youth to turn off the lights? How can you engage the middle schoolers in making the reminders?

- *We don't need a prompt*
- *Signs by light switches*
- *The middle schoolers could make the signs, have science/math classes figure out how much energy is being saved*
- *Light switch sticker*
- *Have a checklist*
- *Put statistics up*
- *Give enticement (save polar bears)*
- *Constant reminders*
- *Give reward (chocolate)*
- *Have fun event (polar plunge) that corresponds with energy saving*

What kind of **feedback** or information provided to the youth related to turning off the lights might inspire or motivate them to keep going? Energy savings over a month? Number of youth doing the behavior?

- *Save money towards other things/equipment*
- *Use prompt*
- *They are the ones making the posters and they could get an incentive for saving a certain amount of energy*

- *Inform them how much you're saving and who is being helpful*
- *They get points and whoever gets more gets rewarded*

### **Stacking Strategies**

Normally, competitions aren't good to apply when you're looking to help people do a repeat behavior. However, when trying to form habits in youth and when there is a lot of new youth coming through each year, competitions could be helpful to get the behavior started and then switch to one of the strategies in Step 2 to keep it going. What would you include for a **competition**? What kind of **rewards** might be a part of the competition? Pizza party for meeting a collective goal or some sort of individual reward?

- *If the collective goal is met the teachers/comm. center people have pizza party*
- *Goal: Money saved over a period of time*
- *Competition—whichever uses the least energy in the days wing*
- *Rewards—the money that they save can be used for new playground equipment*
- *Whoever does the most they get a huge reward—gift cards, fun day trip*
- *Classroom energy competition*
- *Graph of winner/how much energy is being saved*

What other strategies will lower the barriers to turning off the lights? Refer to the **Stacking Strategies** section on the blue reference sheet attached to the table or watch the slide deck to think about other strategies that might be useful to get the youth to turn off lights.

- *Prompts (bright yellow) would reduce forgetting to turn off the lights*
- *Change the light switch*
- *Make it visible—labels*
- *Motion sensor*
- *Make a song*
- *Voice-over light switch*

### **Prepare to Report to the Group**

Pick from the above strategies just ONE that your team is most excited about trying and practice explaining it in 1 minute or less.