



Improving Impact Utilizing The New  
Science in Behavior Change.





“My question is: Are we making an impact?”



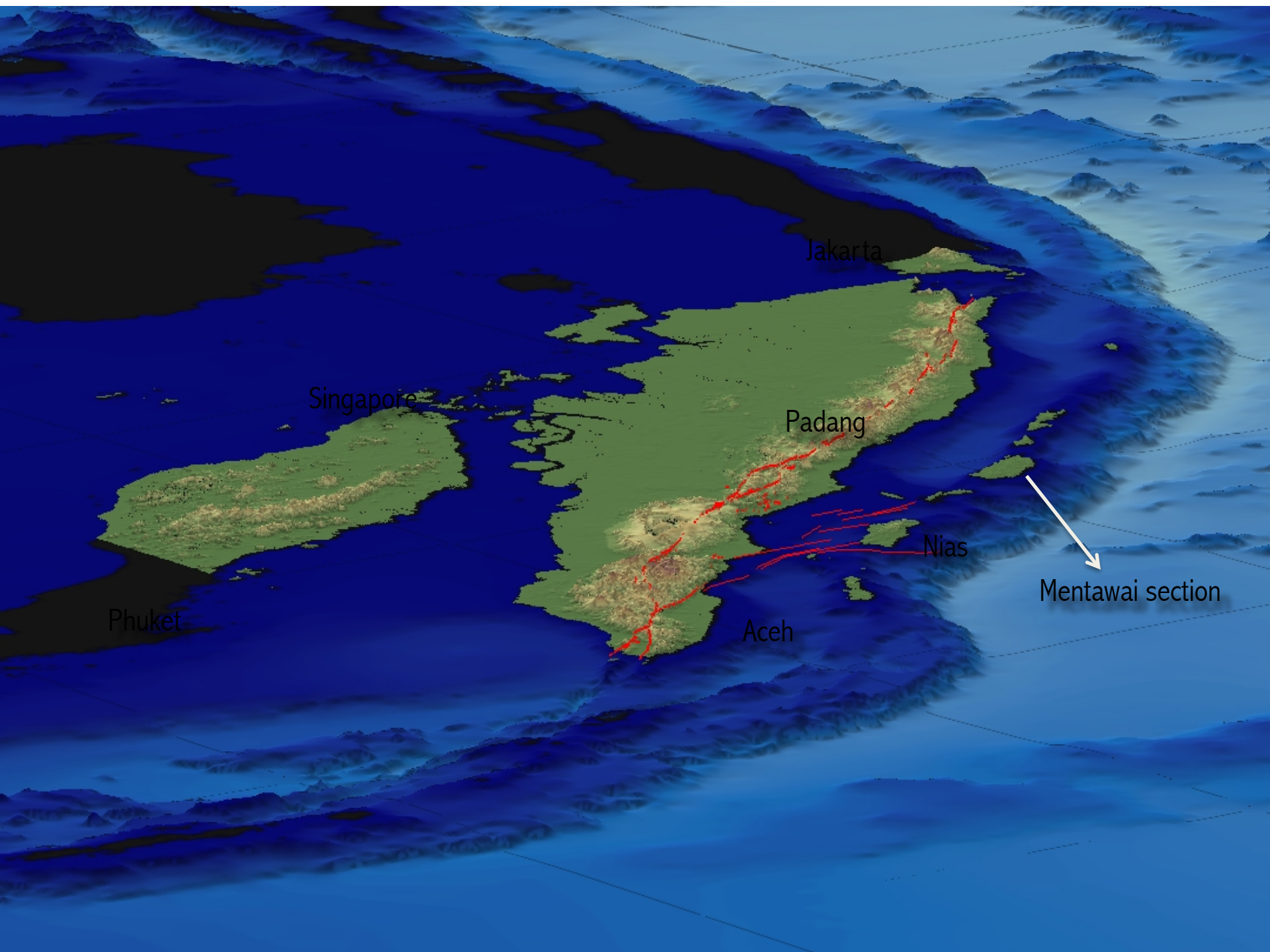
# What Not To Do



Duck







Jakarta

Singapore

Padang

Nias

Mentawai section

Phuket

Aceh







A photograph of three people in a traditional outrigger canoe on a body of water. The person on the left wears a white conical hat, the person in the middle wears a white cap, and the person on the right wears a wide-brimmed hat. The text "SurfAid's Mission" is overlaid in white on the image.

# SurfAid's Mission

## **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



A photograph of three people in a traditional outrigger canoe on a body of water. The person on the left wears a white conical hat, the person in the middle wears a white cap, and the person on the right wears a wide-brimmed hat. The text 'SurfAid's Big Original Question' is overlaid in white on the image.

# SurfAid's Big Original Question

**How to stop children dying and suffering  
without much money nor medical services?**





A photograph of three people in a long, narrow boat on a body of water. The person on the left wears a white conical hat, the person in the middle wears a white cap, and the person on the right wears a wide-brimmed hat. They are all looking towards the right. The water is a deep blue, and the background is a lighter blue sky.

# The Global Health Situation

“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





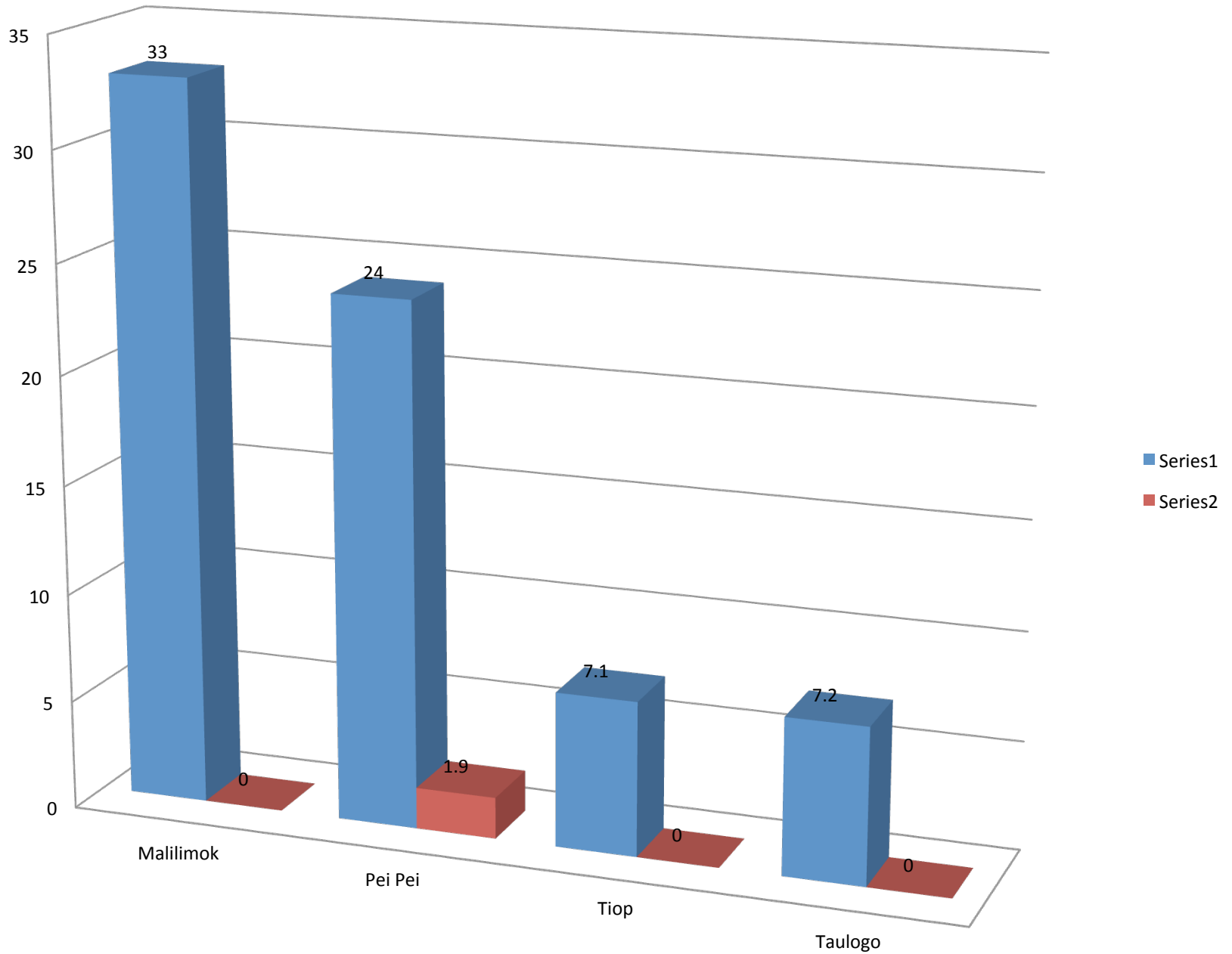








# % Malaria Parasite Positive







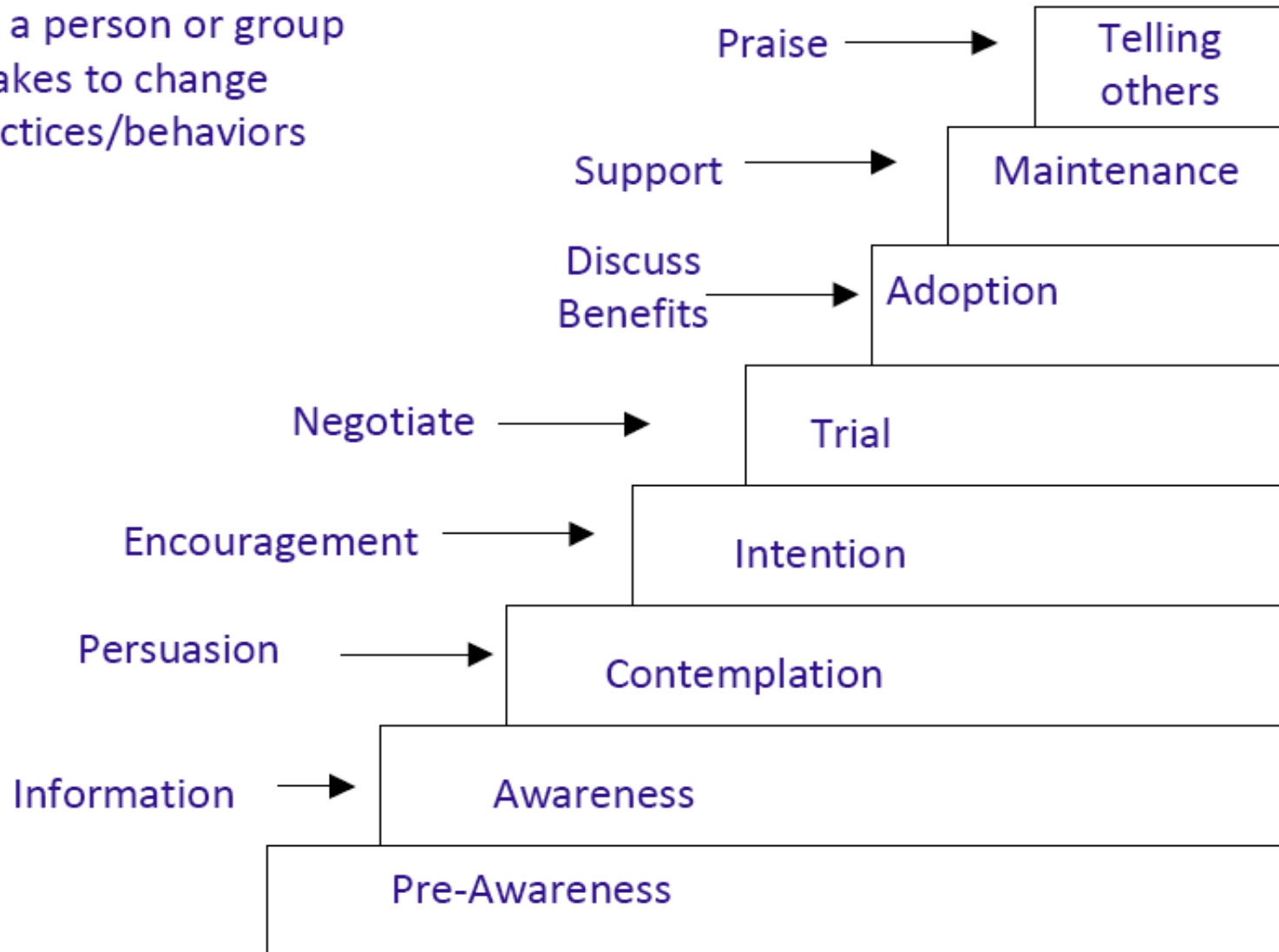






## STAGES OF CHANGE MODEL

Steps a person or group  
takes to change  
practices/behaviors





Start with what  
they know,  
believe and do.

Informative  
Research
















A photograph of an elephant in a pool of water. A handler in a green uniform and a yellow hat is riding the elephant. The elephant is using its trunk to pick up a large log. In the background, another elephant is standing on a path. The scene is set in a natural, wooded area.

Direct the  
Rider

Motivate the  
Elephant

Shape the  
Path





Motivate the  
Elephant













**SURFAID**  
INTERNATIONAL  
Saving LIVES EVERYDAY



MA Z MUR 25.5



SAWETAN AKU DAT DILAH SELAM  
KEBERTIMBUNAN TUM  
SELAB ENGKAULAH ALLAH YANG  
MENSELAMATKAN AKU



**KORABIK**  
MENTAWAI

Tak Perlu Takut Bencana  
Yang Mengancam!!!

Maililimok



SIAGA BENCANA

**SURFAID**  
INTERNATIONAL  
GEI TUBU ITATA  
PULOT KA

AK'WAGELAH  
KATUGEDEKAT  
SIGEGUDEU  
Maililimok







Photo: Declan H





Photo: Declan Hea



















Direct  
the Rider













**Na'alö nasi aefa wenduru sabölö  
Böi aehalö gi'a • Ya so tsunami**



**Oloi - So Tsunami !**









Shape the  
Path









# Social Marketing



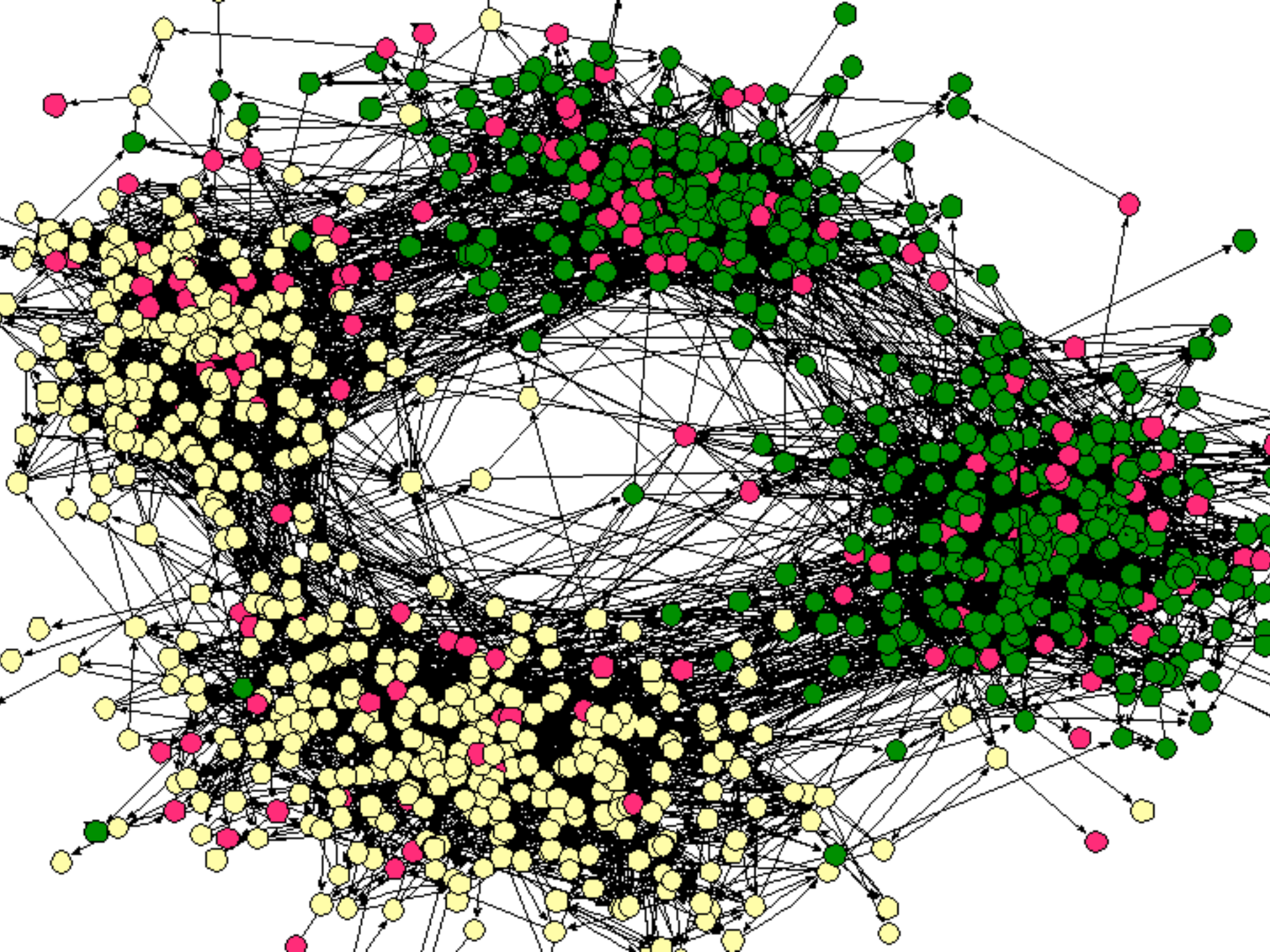













A photograph of an elephant in a pool of water. A handler in a green uniform and a yellow hat is riding the elephant. The elephant is using its trunk to pick up a large log. In the background, another elephant is standing on a path. The scene is set in a natural, wooded area.

Direct the  
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#1 NEW YORK TIMES BESTSELLER

# SWITCH

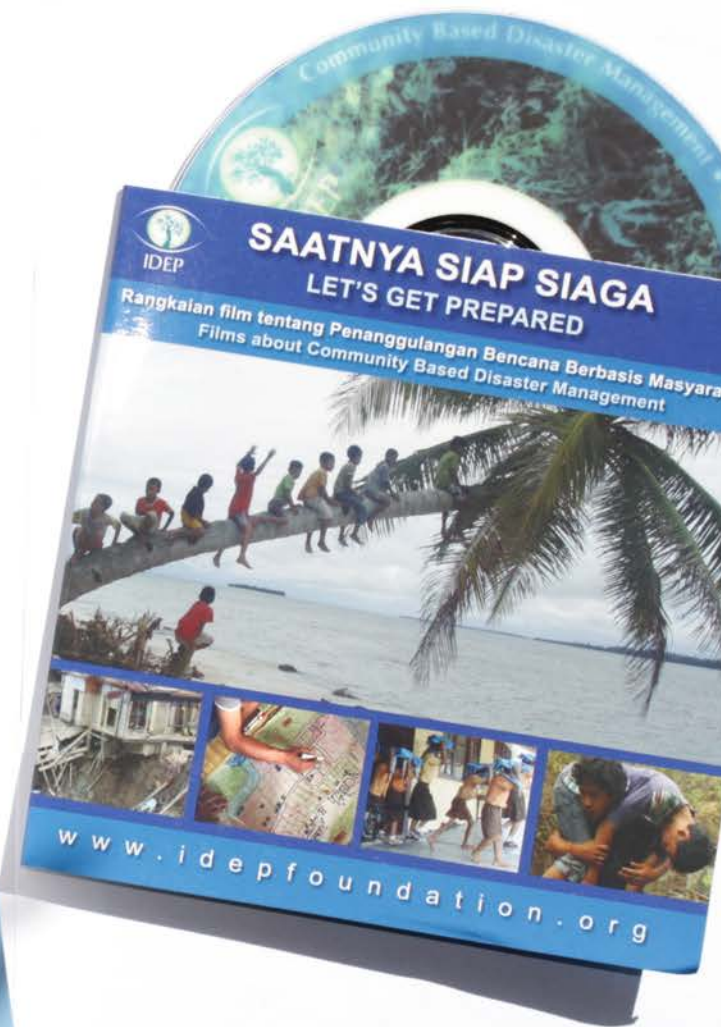
HOW TO CHANGE THINGS

WHEN CHANGE IS HARD

CHIP HEATH & DAN HEATH

THE BESTSELLING AUTHORS OF

MADE TO STICK



## ➔ **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]

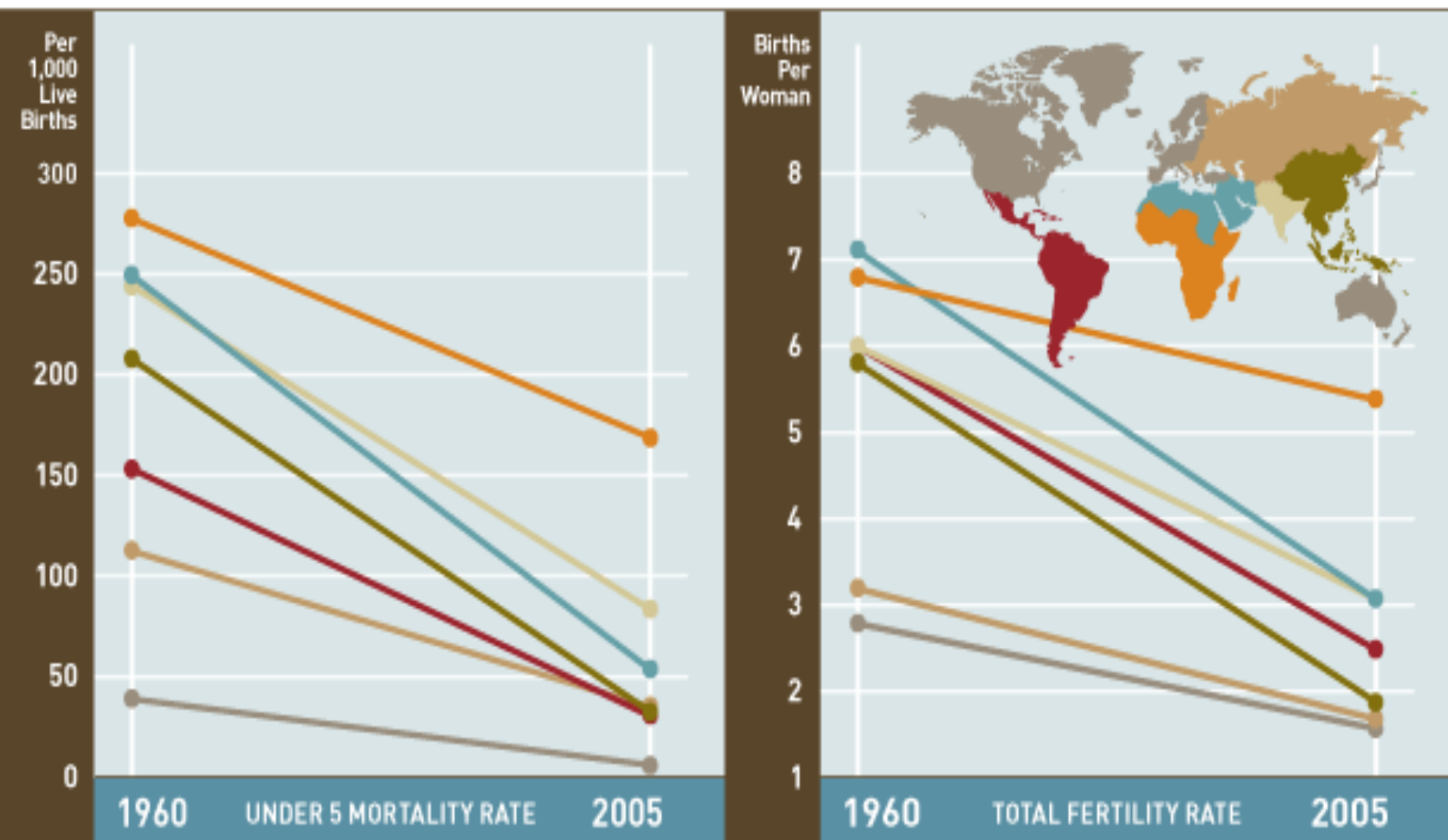
## ➔ **SHAPE** the Path

**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 time sheet]

**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 tin 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

