

DOUG MCKENZIE-MOHR, PH.D.

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Doug McKenzie-Mohr, Ph.D. presents internationally on the topic of community-based social marketing. His book, *Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing*, has become requisite reading for those who deliver programs to promote sustainable behavior. More than 10,000 program managers have enthusiastically received workshops that he has delivered throughout North America on this topic.

Dr. McKenzie-Mohr is an environmental psychologist who incorporates scientific knowledge of behavior change into the design and delivery of community programs. He has served as a member of the Public Education and Outreach issue table on climate change, as the coordinator of the international organization, “Holis: The Society for a Sustainable Future,” and as a member of the Education Task Force of the National Round Table on the Environment and the Economy. He has been awarded the Canadian Psychological Association’s “Psychologists for Social Responsibility Research and Social Action Award,” and the “Society for the Psychological Study of Social Issues Public Advocacy Fellowship.” He is a professor at St. Thomas University, Fredericton, where he teaches community-based social marketing, social psychology and research methods.