


Lectures or Lawn Coaches?

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“Two programs diverged in a neighborhood”



Lectures

- ✓ **6 topics**
- ✓ **1-hour** per topic in three evening sessions
- ✓ **Visual** demonstrations
- ✓ **Minimal incentives**
- ✓ **All homeowners**
- ✓ **\$240** per household



Lawn Coaches

- ✓ **1 topic**
- ✓ **6 hours** education in at-home coaching and workshops
- ✓ **Hands-on** demonstrations
- ✓ **Big incentives**
- ✓ **Screened** homeowners
- ✓ **\$550** per household



“And happy I could evaluate both”



1

Does either program work?

Statistically analyzed pre- and post-program surveys of participants and non-participants

2

Does one program work better?

Qualitatively compared key behavior change results and costs from both programs



“I looked at them as long as I could”

1

Both programs work!

- Significant, substantial behavior change
- Room for improvement
- Expanded reach to neighbors, friends, and families

2

Better depends on your goals

- ↑ change with hands-on demonstrations + incentives
- Individual coaches are costly & may not be vital



“And that will make all the difference”

Hybrid Program

- ✓ Lectures plus hands-on demonstrations
- ✓ Supported by visual aids, take-home materials, web-based resources, email prompts

Next Steps...

- ✓ Surveys to confirm long-term value of incentives



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