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**
   - \(\uparrow\) 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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