

HOW TO MAKE and KEEP A VEG*N



<p>IMAGES TO USE</p> <p>DELICIOUS FOOD</p> <p>...familiar ones, not tempeh</p>	<p>INDIVIDUAL ANIMALS</p> <p>...possibly those that are sick or injured</p>	<p>NO one right message</p> <p>Animals for and health for older folks most likely</p>	<p>EMPHASIZE</p> <p>~HOW~</p> <p>as much as why</p>	<p>Address TOP BARRIERS:</p> <ul style="list-style-type: none"> ✓ TASTE AND CRAVINGS ✓ NUTRITION / HEALTH <p>...convenience, cost and family as well</p>
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MAKE →

← **KEEP**

<p>SOCIAL ISSUES</p>	<p>HEALTH ISSUES</p>	<p>Address the Main Reasons for Recidivism:</p> <p>DISSATISFACTION WITH FOOD</p>	<p>K.I.S.S.</p> <p>Keep It Simple: 7th grade readability</p>	<p>Highlight CHICKEN & FISH</p> <p>...given large numbers eaten</p>	<p>GRADUAL STEPS</p> <p>make it doable and may increase how many stick with it</p>
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CONVENIENCE

Target

LAPSED VEG*ANS for reactivation as well

Focus on first **THREE MONTHS TO ONE YEAR** when lapse rate is higher

Mo. 1 3 6 12+

PROVIDE SUPPORT RESOURCES + PEER NETWORKS

Layer **MORE MESSAGES**

Reinforce **IDENTITY** as VEG*AN

