faunalytics

HOW TO MAKE and KEEP A VEG*N

MAKE →

IMAGES TO USE

DELICIOUS FOOD

...familiar ones, not tempeh

INDIVIDUAL ANIMALS

...possibly those that are sick or injured

NO one right message

Animals for and health for older folks most likely

EMPHASIZE ~HOW~

as much as why

Address TOP BARRIERS:

- ☑ TASTE AND CRAVINGS
- ☑ NUTRITION / HEALTH

...convenience, cost and family as well

GRADUAL STEPS

make it doable and may increase how many stick with it

← KEEP

Address the Main Reasons for Recidivism:

- SOCIAL ISSUES
- HEALTH ISSUES
- DISSATISFACTION WITH FOOD (TOFU)
- CONVENIENCE

K.I.S.S.

Keep It Simple: 7th grade readability

Highlight CHICKEN & FISH

...given large numbers eaten

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

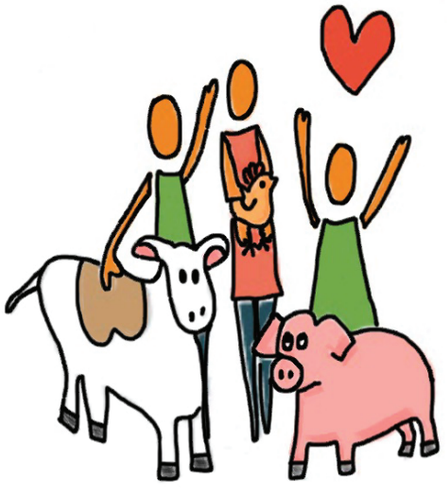
Mo. 1 3 6 12+

PROVIDE SUPPORT RESOURCES + PEER NETWORKS

Layer MORE MESSAGES

Reinforce IDENTITY as VEG*AN

Target LAPSED VEG*ANS for reactivation as well



#GameOnVeg
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