

# Values-Beliefs-Norms Theory as Means of Measuring Pro-Environmental Behavior Change for Florida-Friendly Landscaping™ Programs

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# Methodology

## ∞ Mixed-Intervention Extension Course

- Objectives Target VBN Variables and Behavior Adoption Barriers (Behavior, Knowledge, Belief, and Norms)
- Drip-Line Irrigation Course
  - Seminar, Discussion, and Activity



# Discussion

- ∞ Limited Effects of Pre v. Post Evaluations
- ∞ Continual Engagement is Necessary for Change
- ∞ Demographics Outreach
- ∞ Goal-Oriented Outcomes & Identifying Barriers
- ∞ Individual Value Sets as a Determinant of Environmental Behaviors



# Recommendations for Extension

- Community-Based Social Marketing Influencing FFL Program
  - Selecting a campaign focus, purpose, and intended behavior outcome.
  - Target Specific Groups (Segmentation)
  - Continual Outreach and Engagement throughout the Community
  - Long-Term Evaluation



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