A Measured Child-Driven Model To Behavior Change In The Household (Three Phase Evaluation)

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Why a Child-Driven Intervention?
Assembly: Teacher Actors
Action Coupons

Update Your Lights

Replace 10 lights with compact fluorescents (CFLs), or as the kids say, "twisty bulbs!"

CFLs use 25% of the energy of incandescents, and come in most shapes, watts and colors.

All components of a CFL bulb are recyclable— including the mercury— and can be reused for new bulbs. Bring CFLs to your local recycle center or one of many retail outlets for recycling.

1,780 lbs!

Rewards

connie compost

It’s in good taste to compost food waste

Tracking Banner

Our schools goal: 100% actions!
n every action counts!
The Agitator, Influencer, Monitor

• Families take new actions

Child engages and monitors family actions

• Understands basics of climate science

• CTE gave family language to discuss climate change

Occupy Wall Street?

Team Leader:
Parent 70%
Teacher 30%

• K-8
• Extracurricular
• 4 years of programming
• Multilingual
• Scalable
The Power of Many

Students: 80,000
Schools/troops: 325
States: 16
Actions: 210,000

Average Participation: 35%
K-8 participants: 6.5 actions
## Self-reported Actions as Result of CTE

<table>
<thead>
<tr>
<th>Efficiency Action</th>
<th>During Program</th>
<th>Intend to take after program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adjust thermostat:</td>
<td>31%</td>
<td>50%</td>
</tr>
<tr>
<td>Switch to CFL:</td>
<td>27%</td>
<td>40%</td>
</tr>
<tr>
<td>Cold Water Wash</td>
<td>28%</td>
<td>38%</td>
</tr>
<tr>
<td>Combine Errands</td>
<td>25%</td>
<td>38%</td>
</tr>
<tr>
<td>Purchased Energy Star</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Double Paned Windows</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td><strong>ENERGY BILL DECREASE</strong></td>
<td><strong>19%</strong></td>
<td></td>
</tr>
</tbody>
</table>

*Took more expensive actions; considered climate in purchase decisions*
Bring us to your school

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Ask me about Club Koda!