

| Theme Category | Emma | Cooper | Alaina | Akira | Kayla | Alicia |
|---------------------------------------|---|--|---|---|---|---|
| Knowledge Source | Elementary school; fades over time | High school climate education | Learned through school; last in middle school | Recent college course (sustainability class) | Middle school video | Community discussion + online + local issues |
| Understanding of Conservation | “Reducing the amount of something” | Preventing water loss (oceans, climate) | Protecting water from industrialization | Using natural resources / self-sustaining | Cleaning and reusing water | Preserving drinkable water + ecosystems |
| Perception of Conservationists | Important; “caring,” “selfless,” like essential workers | “Noble cause,” overlooked | Important for survival and future prediction | Helpful and necessary for sustainability | Honorable; helping people and Earth | Very positive; essential for sustainability |
| Personal Motivation | Family habits; awareness over time | Seeing real-world environmental impact | Helping community and people | Self-sustainability and long-term benefit | General awareness; helping environment | Direct experience with unsafe water |
| Engagement Factors (Self) | Exposure + education | Visual proof (dry lakes, impacts) | Helping others/community impact | Spreading awareness; group efforts | More information/education | Not clearly stated (implied through experience) |
| Engagement Factors (Others) | Social influence (“people follow”) | Tie into sports/clubs | Influencers/celebrities | Incentives + group activities + communication | Incentives + resume benefit + awareness | Time availability is key factor |
| Crisis Experience | Minimal (filtered water, not affected by boil orders) | Direct (lake drying, dehydration, contamination fears) | Direct (lead pipes, no water, contamination) | Indirect (learned about crises like Flint) | None explicitly stated | Direct (boil orders, unsafe tap water) |
| Awareness of Organizations | Limited (Heartlands vaguely known) | None | Aware of CODES | None | Aware of CODES through peers | None |
| Barriers Identified | Lack of exposure | Lack of engagement unless interesting | Lack of promotion/visibility | Time + awareness | Lack of motivation without incentive | Lack of time; busy schedules |

**Proposed
Solutions**

More
education
+
normalizat
ion

Visual
awareness
+ activity-
based
outreach

Influencer
promotion

Incentives +
communicat
ion + group
events

Incentives +
awareness
campaigns

More
accessible
time/opportuni
ties