




From Newbies to Stewards



Providing Continuity



Information:
Awareness,
Knowledge?

Access: Trial?
Continuation

Education: Skills,
Trial

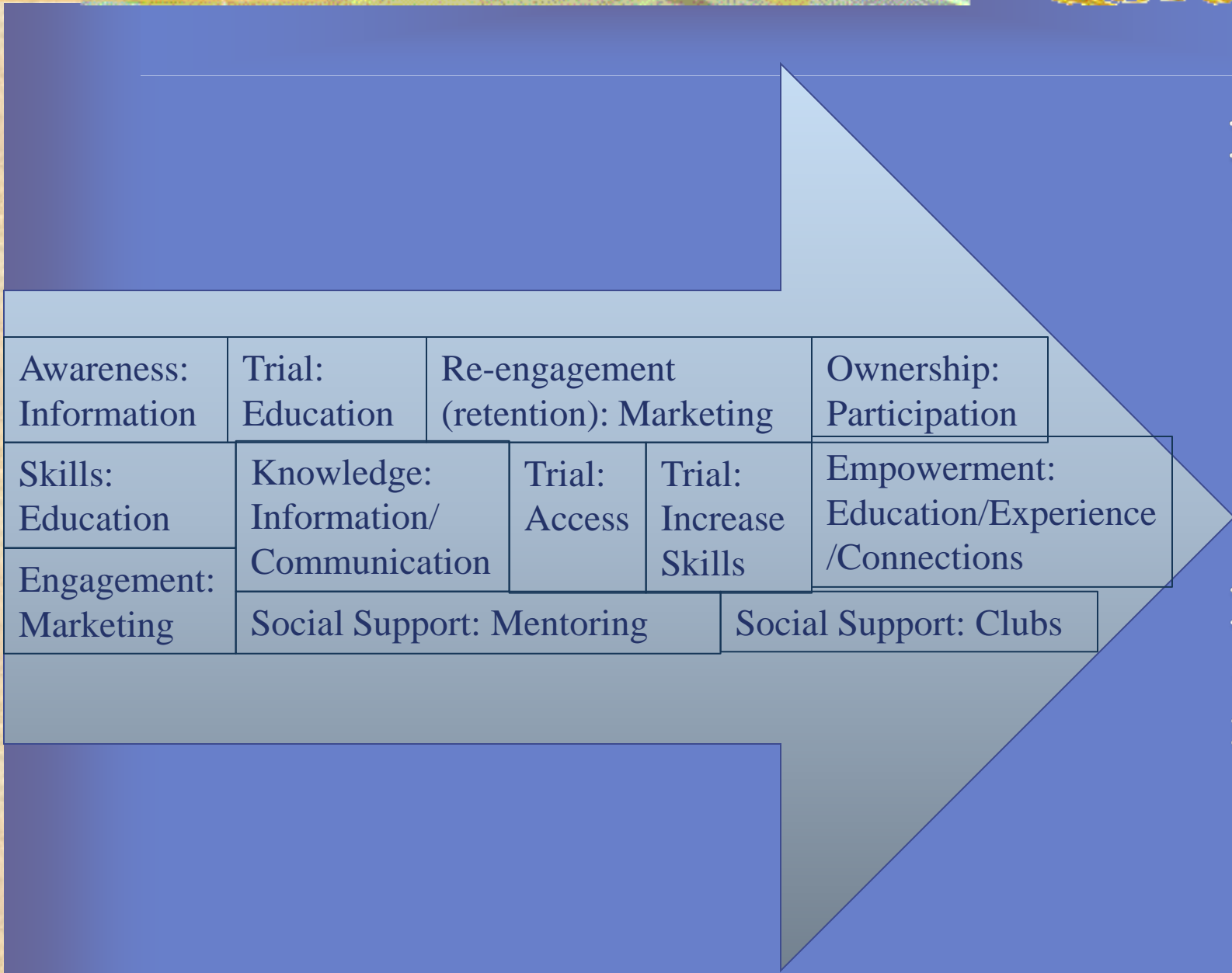
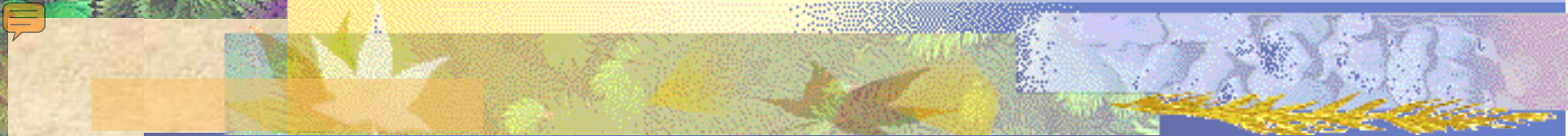
Marketing (Engagement):
(Recruitment, Retention)

Mentoring: Social
Support

Clubs: Social Support

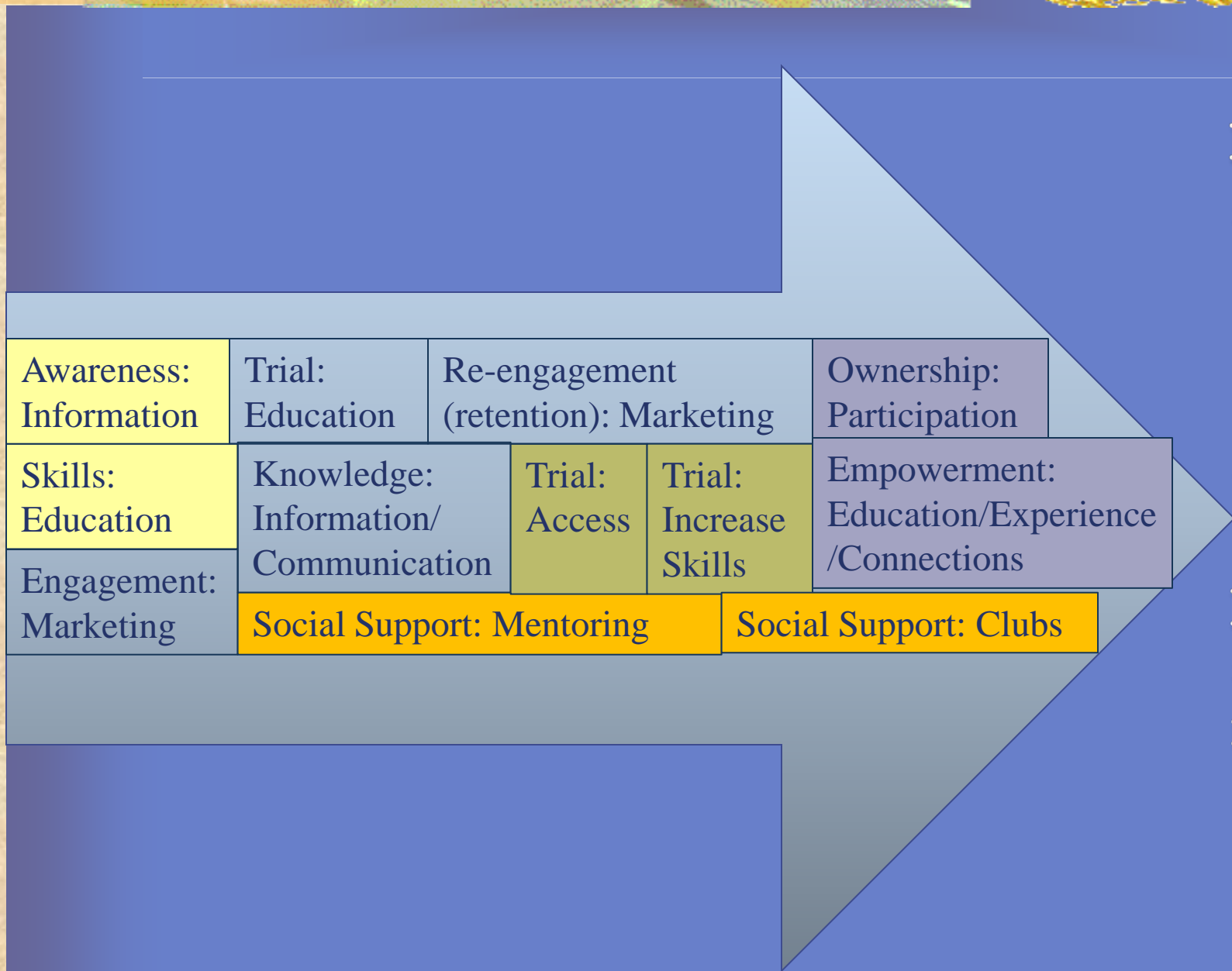
Social Marketing:
Connection;
Stewardship?

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