

Lightning Talk

The Outcomes of Complimentary Wildflower Seed Packets Compared to Milkweed Plants

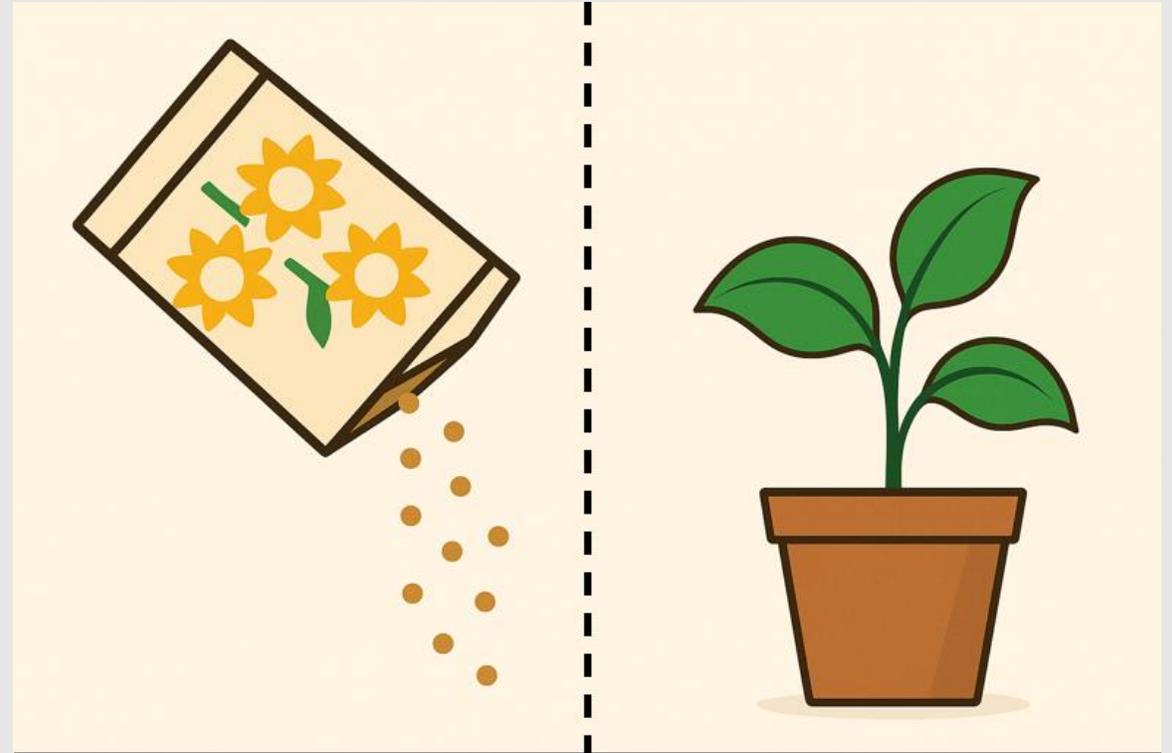
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Event set-up

- The OKC Zoo hosts 1-2 monarch awareness days a year
- Give out different complimentary items alongside a knowledge card
 - Seed packets
 - Plants
 - Growbags
- People must pledge (with emails) to help monarchs and receive items in return
- I follow up 2-3 months post-event to find out what happened



Seeds vs. Plants



Event Date	Total completed questionnaires	Planted seeds?	Planted plant?	Used growbag?	Used information card?
Fall 2016	74	NA	69 (93.24%)	NA	53 (71.62%)
Fall 2017	77	NA	74 (96.10%)	NA	57 (74.03%)
Fall 2022	14	4 (28.57%)	14 (100.00%)	NA	12 (85.71%)
Fall 2023	18	7 (38.89%)	18 (100.00%)	NA	12 (66.67%)
Spring 2023A	22	13 (59.09%)	21 (95.45%)	10 (45.45%)	7 (31.82%)
Spring 2023B	10	6 (60.00%)	NA	1 (10.00%)	6 (60.00%)
Average	35.83 ± 11.55	46.64 ± 6.70%	96.96 ± 1.19%	27.73 ± 12.53%	64.98 ± 6.84%

- People are more likely to respond to surveys if given plants 🎁
- People are more likely to plant plants and store seeds for later 🌱
- Providing growbags helped increase the use of seeds 🛒

Paper in revision with Zoo Biology