



# **DUKE ECONOMIC BEHAVIORAL PILOT**

**COMMON CENTS LAB**

# WHAT IS THIS STUDY ABOUT?



- Increasing engagement & retention
- Testing involving the use of photographs
- Postcard to future-self



# PHOTOGRAPHS? POSTCARDS?

Short-term thinking to BIG PICTURE.....

Example of Post card text :

Hi \_\_\_\_\_

This photograph represents my vision of financial wellbeing because:

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Remember why I thought this was important. Just think about the goals I have and the progress I can make in another session.

Just get in touch with \_\_\_\_\_ to schedule another session.

I can call at \_\_\_\_\_ or email at \_\_\_\_\_

Myself in the past, \_\_\_\_\_

# T R A C K E R S

Take the first envelope of pictures from the stack

*"As the last thing we do today, I'd like to take a step back and think about your financial future. I have an exercise that I'd like us to do."*

Remove the pictures and spread them out on the table for the participant to see

Ask the participant to choose the picture that represents their financial well-being

*"Take a look through these photos. As you look, I want you to think about which of them represents what financial well-being means for you in the future."*

Card: If the picture opens up into a postcard, have the participant fill it out and write their address

*"Imagine you are writing a postcard to yourself in the future. What would you want to write to remind yourself of what we are working towards?"*

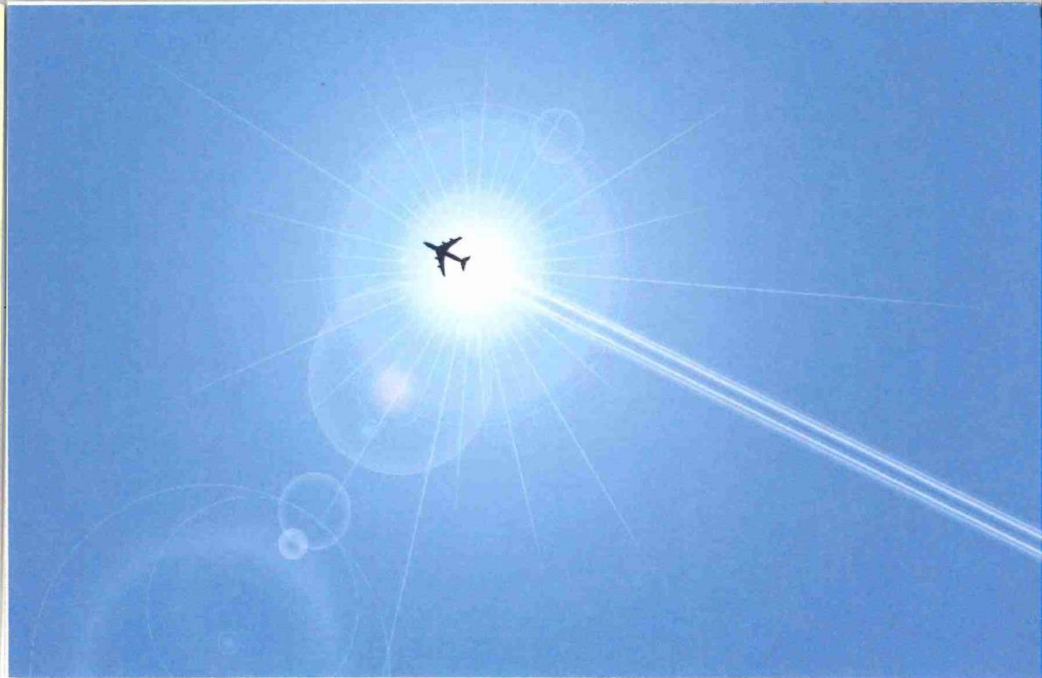
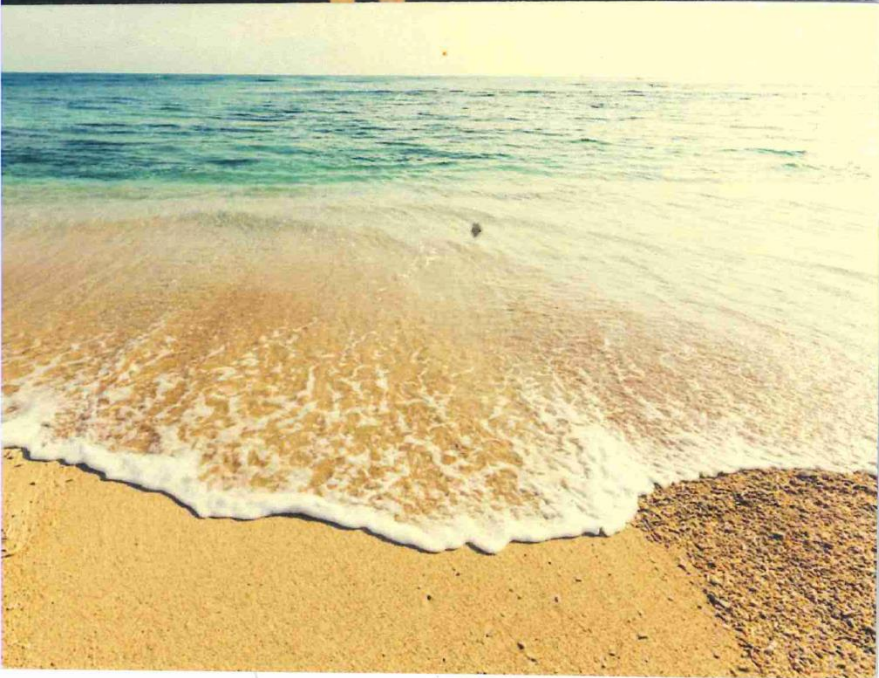
Keep the card in their file and mail it if they miss a meeting.

Enter the information into the system, including if they had the photographs or the postcard and if you scheduled a follow-up meeting.

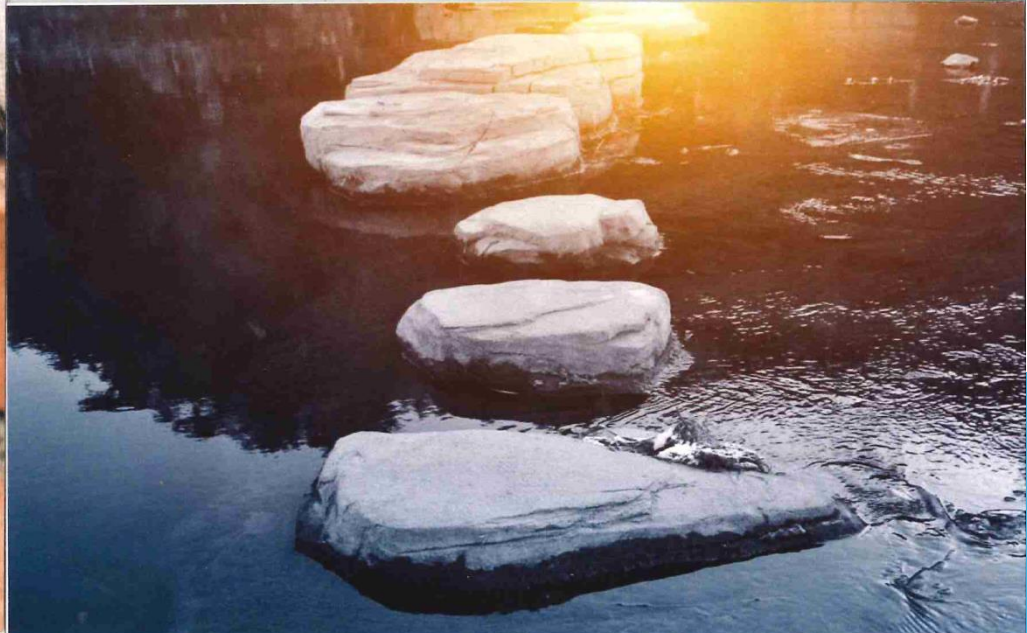
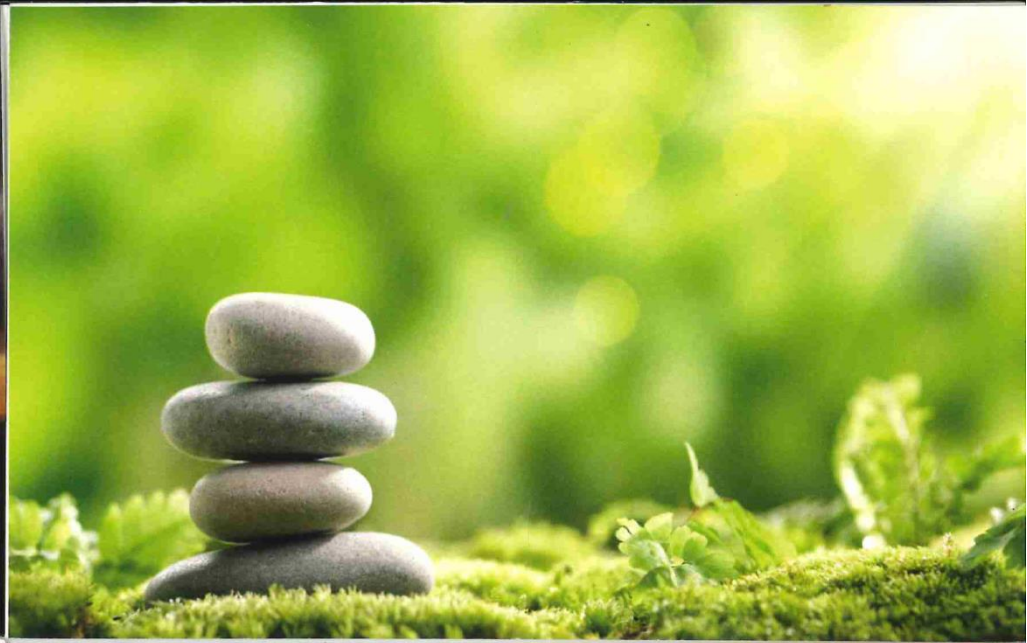
Replace the unselected photographs or postcards back into the envelope and fill out the envelope's label.

Scan their response or snap a picture of their card if they had the postcard condition. Email that to use at [emory@commoncentslab.org](mailto:emory@commoncentslab.org)

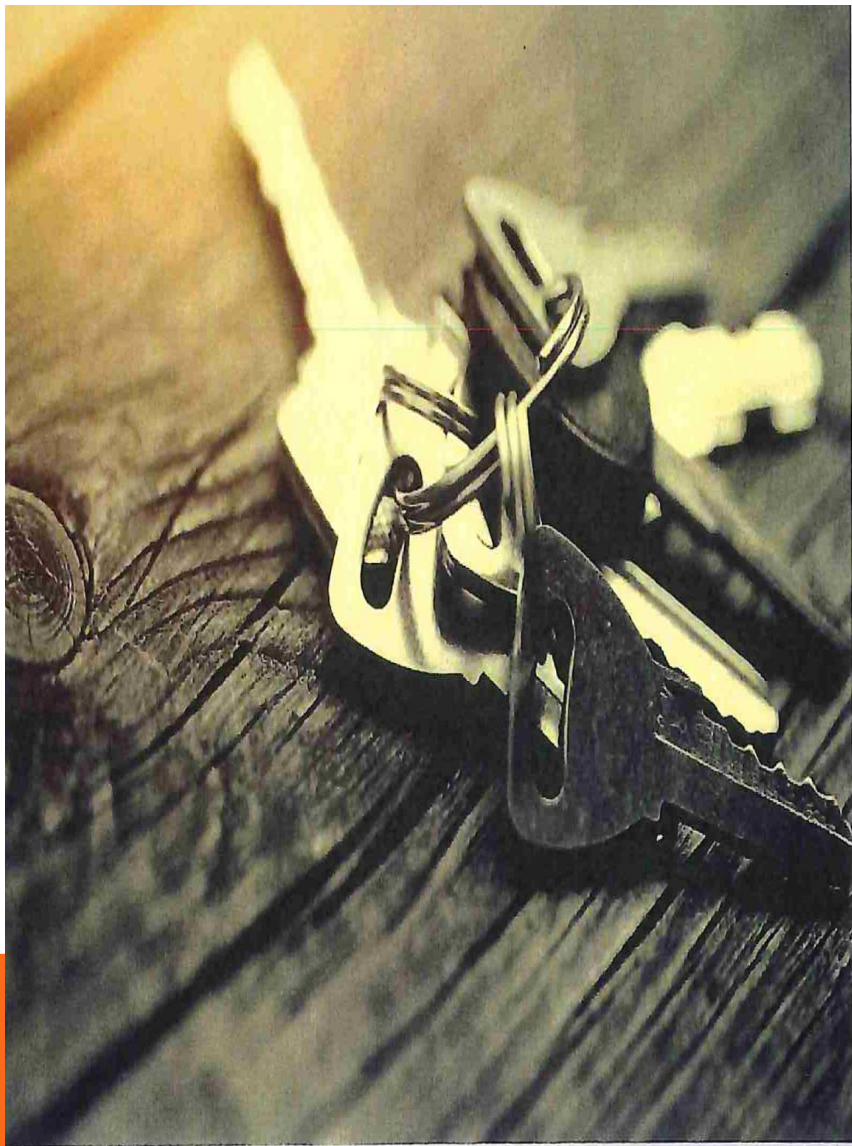












Hi SANDRA,

This photograph represents my vision of financial wellbeing because:

With the other cards, the key ~~with~~ on this card will allow me to have access and <sup>the</sup> opportunity <sup>to</sup> gain access to the other cards

Remember why I thought this was important. Just think about the goals I have and the progress I can make in another session.

Just get in touch with Lucretia Jelks to schedule another session.

I can call at (713) 821-8916 or email at ljelks@wesleycommunitycenter.org

Myself in the past,

Sandra Grant

**QUESTIONS??????????**

**LUCRETIA JELKS**

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