THE OUTDOOR RECREATION ADOPTION MODEL

1. **Recruitment**
   - AWARENESS
   - INTEREST
   - TRIAL

2. **Social Support**
   - DECISION TO CONTINUE

3. **Retention**
   - CONTINUATION WITH SUPPORT
   - CONTINUATION WITHOUT SUPPORT

4. **Reactivation**
   - LAPSE
   - REACTIVATE

The flow is from awareness to interest, then trial, leading to a decision to continue, followed by retention with or without support, and finally, reactivation after a lapse.