**WORKSHEET**

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| **ITEMS FOR PAGE ONE OF WORKSHEET** |  |
| **Campaign Purpose** |  |
| **Campaign Focus** |  |
| **Target Audience** |  |
| **Objective: Desired Behavior** |  |
| **Perceived Barriers** |  |
| **Perceived Benefits** |  |

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| **STRATEGIES TO REDUCE BARRIERS & INCREASE BENEFITS:** |  |
| **Product** |  |
| Core Benefit to Highlight |  |
| Specific Behavior(s) to Promote |  |
| Any Tangible Objects for Support |  |
| Any Services for Support |  |
| **Price:** |  |
| List Monetary Costs |  |
| List Nonmonetary Costs |  |
| Identify Monetary Incentives |  |
| Identify Nonmonetary Incentives |  |
| **Place:** |  |
| Where Perform Behavior |  |
| Where Acquire Any Tangible Objects |  |
| Where Receive Any Services |  |
| **Promotion:** |  |
| Key Messages |  |
| Key Media Channels |  |
| **EVALUATION STRATEGIES** |  |
| **Input** |  |
| **Output** |  |
| **Outcome** |  |
| **Impact** |  |
| **BUDGET THOUGHTS** |  |
| **IMPLEMENTATION PHASES** |  |