**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** |  |