

1	Health Area & Intervention(s)				
2	Shared Vision				
3	Background <i>What is the programmatic context for changing this behavior?</i>				
4	Priority Audience	<u>Primary Audience</u> Segment: Age: Income: Education: Where they live: Marital status: Other:	<u>Influencing Audience</u> Segment: Age: Income: Education: Where they live: Marital status: Other:		
5	Behavior Objective <i>What do we want people to <u>do</u> after they see this campaign?</i>				
6	Psychographics / Determinants <i>What is influencing decisions about this behavior?</i>				
7	Objectives <i>What determinants of behavior will the campaign address?</i>				
8	Key Promise <i>What benefits to behavior change will persuade your intended audience to adopt the behavior?</i>	<i>If you choose to [desired action response], then you will benefit by [what is the single most appealing/important benefit the audience sees as a reward for undertaking the new behavior?]</i> <u>Benefits</u> [Benefit A] • [Benefit B] • [Benefit C] <u>Support Points</u> (why should the audience believe the key promise?) [Testimonial] • [Facts] • [Comparisons] • [Demonstrations]			
9	Call to Action <i>What is the very next action the intended audience should do?</i>				
10	Creative Considerations	Media channels:			
		Materials to be developed:			
		General guidelines (tone and feel, sensitive issues):			
11	Logos	Donor Y / N	Gov't Y / N	Key Partners Y / N	Other Y / N
12	Technical / Program Specifications	Geographic placement			
		Languages			
		Other			