Assessment

1. Communication Objective
Identify the current problem and the behavior change desired

Analysis
Who practices this behavior? Whose behavior do we wish to change

Target Audience
Primary: Target whose behavior you wish to change

Secondary: Identify individuals or groups whose influence or attitudes are critical to the success of the campaign

Research – What do we know about the target
Quantitative: Information from data sources

Qualitative: Information collected from the targets themselves, interviews, focus groups, other

Resource and Capacity Assessment: Identify needed resources to implement a social marketing campaign, including research analysis and a framework for a sustainable effort

Capacity

Build Capacity
Secondary: Recruit, hire, or contract with individuals and groups critical to the success of the campaign

Develop a Base of Support
Stakeholders: communicate and build ownership and support for the campaign with key stakeholders.

Planning

2. Planning: Message Development
Desired Action: *What is the desired action we want the target to take?*

Desired Attitude: *What desired attitudes would support the new behavior?*

Benefits: Identify benefits gained form the new behavior

Competing Behavior: Identify the problems associated with competing behaviors

3. Design: Selling Proposition
Product: New Behavior / attitude

Price: Cost of the new behavior

Place: Where will they see the message? (channels and formats)

Promotion: How will the new behavior be presented? (Strategies, tone, personality)

Action Step: Behavior change request

Message Refinement

Support for New Behavior: Resources, reinforcement, supporting information,

Media Plus: Identify potential services, information, education, or policy strategies

Evaluation Design

Success: Identify success indicators and measures

Methods: Identify methods to be used for evaluation

Evaluation Plan: Create an action plan for monitoring indicators

4. Pre-testing: presenting the message to the target audience and other key stakeholders, modifying the message, selling proposition, or the evaluation.

Implementation

5. Implement:
Campaign: Implement the campaign

Sustainability: Implement, monitor and modify the sustainability plan

6. Monitor:
Assess Success indicators: improve and/or replace the message, formats or channels

Reality Check: checking in with the target audience

Expand Support: report to key stakeholders on the implementation, success, and modifications

Evaluation

7. Evaluation
Analyze: Assess the relationship between the indicators and the interventions utilized to achieve the communication goal

Reporting Outcomes:
Reporting findings to key stakeholders (funders, the target audience, etc)