Behavior Change Action Plan



WHAT

Identify the threat or challenge

**Key Threat/Challenge:** 

Identify the behaviors to help mitigate the threat

**Key Target Behaviors:**



WHO

Identify your target audience

**Target Audience:**

What do you know and not know about your target audience? What assumptions might you be making?

**Knowns:**

**Unknowns:**



**Assumptions:**



Stakeholder Analysis: Who do you need on your team to successfully change this behavior? *Consult the PESTLE Stakeholder Analysis tool in your toolkit for guidance.*

**Key stakeholders to engage:**

WHY

Identify motivations for current behavior

**Key Motivations:**

Identify barriers to adopting the desired behavior

**Key Barriers:**

HOW

Identify potential theories/frameworks to help guide your strategy

**Useful theories or frameworks:**

Determine your key message and how you will frame it

**Key message:**

**Message framing:**

Determine mode of delivery to best reach your audience and key spokespeople

**Mode of delivery:**

**Key spokespeople:**

EVALUATION

Identify key outcomes that would indicate a successful behavior change strategy.

**Key Outcomes:**

SUMMARY

Taking all the above information into account, write a short summary of your behavior change strategy

**Summary:**

ADDITIONAL IDEAS

Did your group identify additional ideas not captured in your final strategy? If so, add them here!

**Additional ideas:**