

My Model

TARGET AUDIENCE	<p>In order to help this specific target audience:</p> <ul style="list-style-type: none"> ▪ People age 21-25 in Greater Portland
BEHAVIOR CHANGE	<p>Do this specific behavior:</p> <ul style="list-style-type: none"> ▪ Visit the Maine BAC website ▪ Complete the Maine BAC risk assessment tool
EXCHANGE/ BENEFITS	<p>We will offer these benefits that the audience wants:</p> <ul style="list-style-type: none"> ▪ Online (easy to access) ▪ Easy to “Forward” ▪ Fun ▪ Satisfy curiosity, learn about yourself ▪ Individualized risk reduction suggestions
STRATEGY	<p>And lower these barriers, address these 'Ps':</p> <ul style="list-style-type: none"> ▪ Free ▪ Anonymous ▪ Brief (15 to 20 minutes) ▪ Online (“safe”)



Through these intervention activities and tactics:

<i>Behavior Change Goals</i>	<i>Activities and Tactics</i>	<i>Program Delivery & Reach Objectives</i>	<i>Outcome Objectives</i>	<i>Resources Needed</i>
Go to the Maine BAC Website	Press release Street outreach Online Ads Logo/Url give aways	Distribute xx items with URL # of visitors to site	Tracked with standard mechanisms, exceeded all goals.	Outreach team of people from the target age group. Places and opportunities to distribution. Professional support for graphic design and materials.
Complete the individualized risk assessment	Make it “fun easy and popular” – normalize the behavior among peers through “forward” feature (2009), Facebook friends (2008)	XX number of members of target audience complete risk assessment.	Target: 100 adults 21-25 Actual 2008: 300 adults 21-25	Functioning internet and Maine BAC website with adequate tracking/data reporting
Share the URL with friends and associates http://www.facebook.com/people/Maine-Bac/1556891921	Include “forward” function on site (being added in 2009) Advertise “popularity” factor, make it “cool”	# of respondents who say they heard about Maine BAC from a friend # of respondents who say they heard about Maine BAC from advertisements. # of respondents who say they heard about Maine BAC from newspaper sources.	Among the 18-25 age group: (46%) report learning about the website from an advertisement. The next most popular sources include friends (21%) and newspaper sources (19%).	Programming for related tracking.