

My Model

TARGET AUDIENCE	In order to help this specific target audience: <ul style="list-style-type: none">▪ (start text here)▪ (start text here)▪ (start text here)
BEHAVIOR CHANGE	Do this specific behavior: <ul style="list-style-type: none">▪ (start text here)▪ (start text here)▪ (start text here)
EXCHANGE/ BENEFITS	We will offer these benefits that the audience wants: <ul style="list-style-type: none">▪ (start text here)▪ (start text here)▪ (start text here)
STRATEGY	And lower these barriers, address these 'Ps': <ul style="list-style-type: none">▪ (start text here)▪ (start text here)▪ (start text here)

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>
Start text here	Start text here	Start text here	Start text here	Start text here