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| **1. Rationale – Identify and analyse the issue or problem**  ***What is the problem or issue of concern? Background? Causes? Reasons?***  ***What do you already know about this issue? What has been done already? Who has been involved?***  **2. Determine your purpose, goal & objectives**  ***What do you want to achieve? What’s your goal? What outcomes do you want? Are you trying to raise awareness, build knowledge or increase participation? What are the specific objectives and are they measurable? How will achieving your objectives help solve the issue? What barriers might hinder the achievement of your objectives?*** |
| **3. Know your target audience/s**  ***Who is your primary target audience? Who are you trying to reach/influence? Is there more than one target group (define each group). What does the target audience know, feel, want, believe and value about the problem or issue? What are the threats, risks, costs and benefits for the target audience? What is the best way of reaching the target audience? What will motivate this audience? What support will they need to achieve the outcome?***  **4. Identify what model/framework and tactics you will use**  ***What model/ framework (e.g. transmission, cultural, stages of change models) will you base your initiative on? Will you use one or a combination of models/frameworks? What tactics will you use e.g. humour, emotive, animation, shock/fear?*** |
| **5. Key Message/s**  ***What are the key messages you wish to communicate? It is important that you keep it short and engaging to the audience*** |
| **6. Consider what tools you will use**  ***What tools will you use and why? What are the best tools to use in order to achieve the objectives or outcomes – consider the time and money you have available. Do the tools reflect the needs of your target audience? Will you have more than one tool to achieve the objectives? What would have the most beneficial impact on the target audience? e.g. Facebook, Instagram etc. or other tools?*** |
| **7. Develop an action plan**  ***Refer to the Action Plan template as a guide in completing an action plan. What specific actions are needed to achieve the objectives? What are the key actions/tasks? What’s the timeframe? What re the key milestones? Who’s responsible for doing each action/task? How will you monitor and evaluate each step? How will you promote your initiative?*** |