

Using the Results of Barrier Analysis Key Behavior Change Messages and Program Activities

Using the results from your Barrier Analysis study, fill out the form below. Do NOT include things in your plan that will not focus on a determinant that you found to be a problem (i.e., a barrier) or a positive attribute of the behavior. Remember: You do not have resources to do everything, so focus on the priority activities.

What key behavior messages would you like to use?
(Give the full text of the message if possible. Otherwise, describe what you would include in the message.)

Given the results of your barrier analysis, what support activities and changes in program design would you implement? (How could you use the positive attributes of the behavior -that you discovered in your analysis- to better promote the behavior? How could you confront each barrier -barriers you discovered in your analysis- with changes in your program design and support activities?)