

TARGET AUDIENCE. In order to help this specific target audience:

Community leaders and gatekeepers

BEHAVIOR CHANGE. Do this specific behavior:

Disseminating the program's message to primary target audience members within their sphere of influence

EXCHANGE/BENEFITS. We will offer these benefits that the audience wants:

This might have been phrased: having a sense of contributing to the well-being their community by keeping the children healthy.

STRATEGY. And lower these barriers, address these 'Ps':

Secondary: Community leaders and gate keepers

Barrier	Product	Price	Place	Promotion
None identified. However, difficulty in disseminating information and lack of time could have been barriers	Could have been: Appealing to this audience's sense of giving back to the community.	Could have been: Making available already prepared materials.		

Through these intervention activities and tactics:

<i>Activities and Tactics</i>	<i>Behavior Change Goals</i>	<i>Program Delivery & Reach Objectives</i>	<i>Outcome Objectives</i>	<i>Resources Needed</i>
<p>Activities might have included: face-to-face meetings between community leaders, public health officials and staff from the state office of minority health.; trainings on distributing materials.</p>	<p>Disseminating the program's message to primary target audience members within their sphere of influence</p>	<p>Planners might have written these and similar objectives: <i>Example of a short-term delivery and reach objective</i> By December 31, 1996, 10% of African American churches in metropolitan Atlanta will distribute the bulletin insert on four consecutive Sundays.</p>	<p>Planners might have written these and similar objectives: <i>Example of a short-term delivery and reach objective</i> By December 31, 1996, 10% of African American churches in metropolitan Atlanta will distribute the bulletin insert on four consecutive Sundays</p>	<p>\$25,000 was budgeted for the campaign</p> <p>An example of other resources needed might have been: Lists of who community leaders were; entrée to contact them.</p>